

Planning a programme

1	Consider how the programme fits into the marketing strategy
2	Identify hourly, daily, weekly and seasonal patterns of use
3	Consider both fixed and flexible timetables
4	Determine programme areas, i.e. types of activities
5	Determine programme forms, i.e. casual, clubs, courses, events,
6	Recognise the different needs of different people
7	Choose and analyse activities which collectively are most likely, within resources, to meet objectives
8	Establish priorities between conflicting claims on the programme from different types of user and different activities

9	Consider the programme's implications for utilisation and revenue, and its requirements for resources and costs
10	Plan for added value elements to the programme, e.g. in fitness clubs the development of new classes
11	Build flexibility into the programme
12	Account fully for the resources and time necessary to set up and break down for programme changes, especially new events
13	Consider the staffing implications and management style, division of labour, responsibilities, training, etc.
14	Consider whether community development programmes have considered sustainability, or exit routes to similar opportunities
15	Establish systems and methods which are easily handled by the organisation and easily understood by the user
16	Make full use of information technology and modern computerised systems