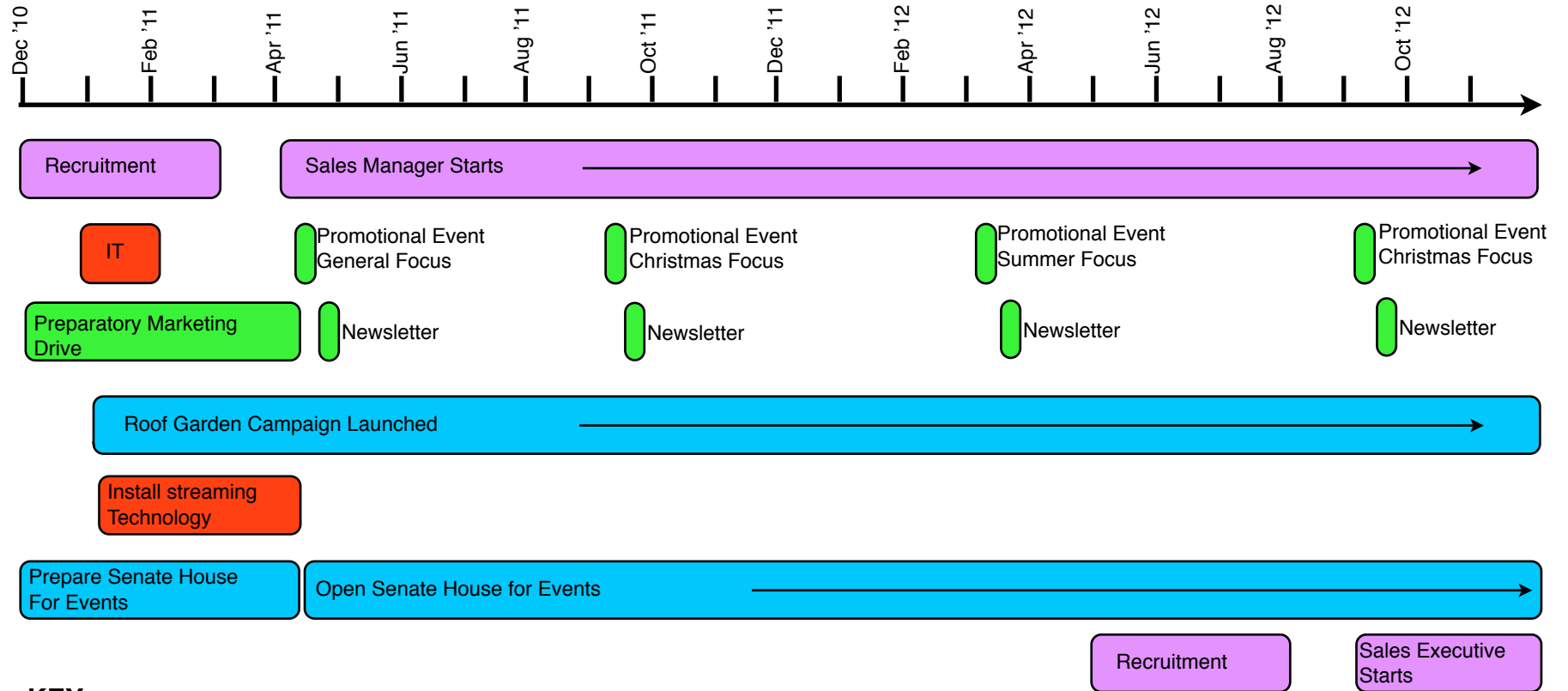




# THE STRATEGY

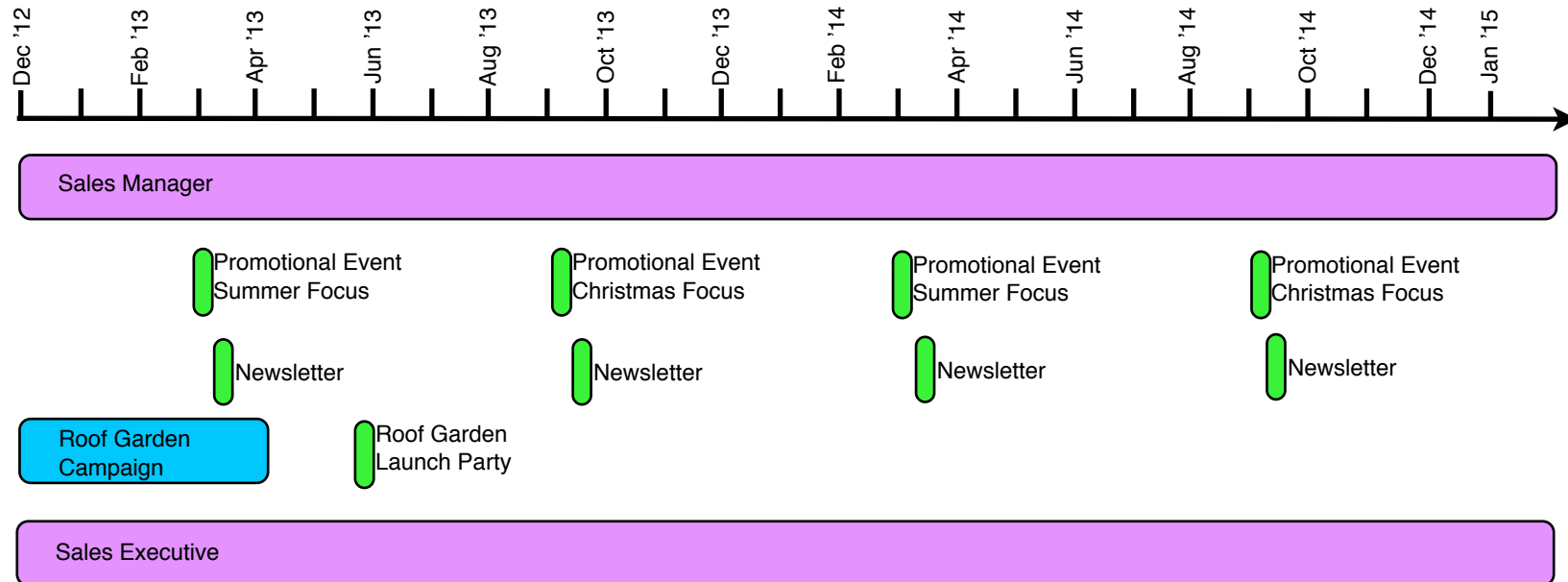


## KEY

-  - Recruitment & Staff
-  - Marketing
-  - Venue development
-  - IT & infrastructure




# THE STRATEGY



## KEY

 - Recruitment & Staff

 - Marketing

 - Venue development

 - IT & infrastructure

The intention would then be to utilise this methodical and structured approach delivered by experienced staff to boost and maintain sales into the future.

The additions of the roof garden and the Senate House will underpin the technological capabilities of the venue and help to strengthen the competitive edge of the University Centre.

The most active periods for the new initiatives would take place in the first three years and the subsequent two years would be building on the platforms and strategies that have been put into place.