

## THE YARD

FALL 2016

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### THE CLIENT

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Operating for over thirty years, The Yard is an Edinburgh-based charity which offers a safe space for children and young people with disabilities and their families to play and interact in their Edinburgh facilities. The Yard offers member families a support system through numerous clubs and respite groups.

In addition to this, The Yard offers weekly training in disability awareness, including behaviour and autism awareness, as well as several other areas. The Yard also offers a service for schools during both, term-time and holidays, providing pupils from special schools with speech and language units, and offer mainstream schools the opportunity to take part in The Yard's activities.

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### THE BRIEF

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The FreshSight Team's project brief was to:

- Critically assess the first year of Sunday Funday's operation (reporting on attendance trends, competitor analysis, definition of Unique Selling Point (USP), and marketing reach);
- Identify the weaknesses and recommend improvements of the model;
- Provide subsequent recommendations specified to the Dundee environment, where a facility will open in 2018.

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### RECOMMENDATIONS

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The Team's recommendations are the result of meticulous research and consideration. They aim to improve the current form of Sunday Funday that has been implemented in Edinburgh, to ensure that it is as effective as possible. By looking at the general organisation of Sunday Funday, our recommendations of a booking system on the website would allow for better organisation which will improve the efficiency of Sunday Funday. Changes in prices, as well as the implementation of packages will allow for Sunday Funday to generate a higher revenue, whilst still being competitively priced. Tools to analyse the marketing impact will allow The Yard to better assess the success of its marketing campaigns, and to adjust accordingly. By raising the amount of in-house promotion to showcase the charitable aspect of The Yard, will allow for higher donations to be made at Sunday Funday. Finally, the implementation of a café and party scheme allow for Sunday Funday to remain a competitive alternative to other soft-play facilities in Edinburgh.

Additionally, the Team's recommendations are all applicable to the Dundee facilities, which plan to open in 2018. With correct implementation, these recommendations will allow for the success of Sunday Funday when it is introduced to the Dundee environment. Finally, the Team has provided The Yard with an implementation strategy to ensure that the implementation of these recommendations allow for maximum success to be achieved.

