



CLEAR & HONEST MARKETING

BOOST THE EFFECTIVENESS OF MARKETING ACTIVITIES

WARWICK DISTRICT COUNCIL

A large circular graphic with a blue background and vibrant, multi-colored paint splashes in shades of red, orange, yellow, and pink. The words 'MARKETING TOOLKIT' are written in large, bold, white, sans-serif capital letters across the center of the circle. The background of the entire page is an aerial photograph of a city street, with a castle visible on the right side.

MARKETING TOOLKIT

FOR THE ARTS SECTOR IN KENILWORTH LEAMINGTON WARWICK WHITNASH

“As a proud advocate for our thriving arts and cultural scene in Warwick District, I am thrilled that we have been able to commission this new Marketing Toolkit. This free, dynamic resource empowers our arts and cultural organisations to amplify their marketing efforts, share knowledge, and connect with their audiences in meaningful ways. Funded by the UK Shared Prosperity Fund and shaped by invaluable community input, it reflects our commitment to supporting creativity and innovation in our towns and villages across the District, and championing our vibrant cultural community, enabling collaboration, growth and success”.

Councillor Ella Billiald, Portfolio Holder for Arts and Economy at Warwick District Council

Context: Warwick District Council had been successful in accessing UK Shared Prosperity Funding to support the strong creative sector in the district. The sector has a growing reputation nationally for its creative companies, heritage sites, artists and organisations.

Warwick District Council's Arts team had begun an exciting new project with the aim to coordinate marketing resources and collectively promote creative organisations, heritage and cultural assets, festivals, and events – and provide support for smaller community cultural organisations and businesses via a new UK Shared Prosperity Funded Cultural and Marketing Promotion Project.

The 17-month project (September 2023 - March 2025), had already included an audit of existing provision and opportunities.

The requirement: Glued were briefed to identify marketing and promotional channels and mechanisms available to arts and cultural organisations across the four towns (Warwick, Leamington Spa, Kenilworth, Whitnash).

Key considerations for the project were that it had been established that understanding of marketing and promotion

within the organisations massively varies, so terminology used would need to reflect this.

The toolkit would need to include information from across our four towns (Kenilworth, Warwick, Leamington, and Whitnash). And there should be a specific focus on grass roots and community groups, so a range of free and low-cost opportunities would be in valuable.

The outputs: Glued created the database of resources, categories and information around Places to Advertise; Things to Take Part in; and Marketing Support. Each section then listed useful resources and contact details.

Glued also created an identity for the website with section icons to enhance the user experience.

The results: The content was loaded to a Council controlled web platform allowing it to be easily updated as information the community shared their knowledge and sources evolved. The result is an accessible toolkit that will help the community, their businesses and initiatives to grow through knowledge sharing.

View the Toolkit at:
https://www.warwickdc.gov.uk/homepage/294/marketing_toolkit



ABOUT GLUED

Glued is a design, marketing and research business established in 2003.

Our clients often feel that their business could deliver more or perform better, and our process and output is designed to address this.

If your workforce or potential customers are struggling to see what is at your core, the solution lies in articulating your valuable difference in a compelling, engaging and relevant manner.

We use a three-stage process to uncover the unique essence of your business and identify your valuable difference. This is embedded in your organisation, internally as a foundation for staff to build on and externally as a basis for communication through effective branding and marketing.

To avoid losing your grip on what constitutes your core values, the answer lies in your internal and external communications, and the consequences on your behaviour.

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Glued is a research, design and marketing agency based in the Midlands providing everything for your business brand to help your marketing stick.



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