

COUNCIL SPORTS FACILITIES IMPROVING EASE OF ACCESS FOR LOCAL RESIDENTS

 Tuesday 29th October 10:00am



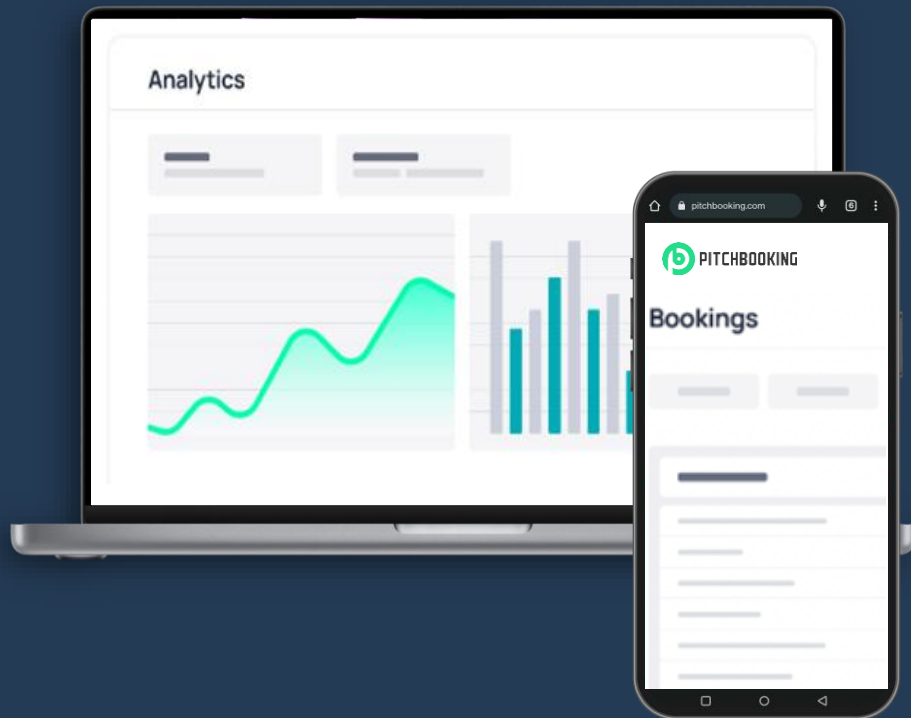
Ben Homer
Centre Manager
Test Valley Borough Council



Fearghal Campbell
COO
Pitchbooking



What is Pitchbooking?



Pitchbooking is the Industry-leading online, cloud-based booking & management solution for Sports.

We are working to **remove the administrative barriers** that can put people off getting involved in sport and to support sustainable facilities.



20+

Local Authorities

3,100

Facilities

1,884,468

Sports sessions in the past 12 months



Armagh City
Banbridge
& Craigavon
Borough Council



DUNSTABLE
TOWN COUNCIL



OXFORD
CITY
COUNCIL

LCCC

Lisburn &
Castlereagh
City Council

Test Valley
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TOWN COUNCIL

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Antrim and
Newtownabbey
BOROUGH COUNCIL

Cherwell

DISTRICT COUNCIL
NORTH OXFORDSHIRE



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Four Key Points for Councils

Looking to streamline their bookings and payments process

Reduce fear of “free for alls” with priority access

- Reassure your long standing partner clubs and residents**
- Communicate early and often the changes to your hire process**
- Review usage periodically to ensure optimal utilisation**



Eliminate manual touchpoints where possible

- Enable your customers to place their own bookings into your calendar**
- Ensure you have a streamlined way to capture payments, and give options where possible**
- Keep manual touchpoints where sensitive, and reduce these overtime i.e. refunds, priority access slots**



Find balance between availability & Council operations

- Ensure staff are given enough notice for upcoming bookings
- Use a weekend cut-off time
- Set further restrictions on bookings, and ease these over time



Align income and usage

- You should realise your income roughly in line with your usage
- Finance Team will adore you
- Makes handling refunds and cancellations easier
- Significantly reduces instances of Bad Debt building



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