



Why Switch?

Everything you need to know to make the Switch





Supporting you to make the **Switch**

Welcome to your Venue Management Software Solution

Switch helps organisations **save time, improve efficiency**, and provide better customer experiences by simplifying the way venues and events are managed.

With automated processes, real-time bookings, and self-service tools, teams can spend less time on admin and more time on what really matters — providing excellent service and supporting the organisation's growth.

Switch also helps modernise the way you work by digitalising assets, centralising information, and replacing outdated systems, so your business runs more smoothly, intelligently, and efficiently. Whether it's for sports facilities, meeting rooms, or large-scale events, Switch adapts to your needs and makes operations smoother, smarter, and more effective.

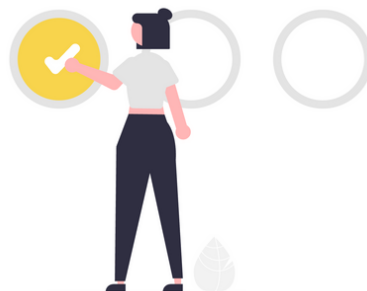
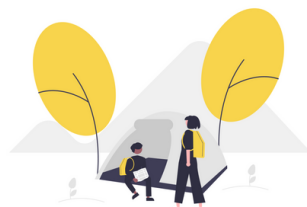
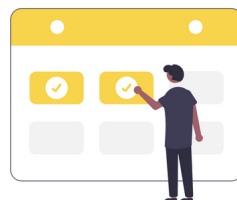
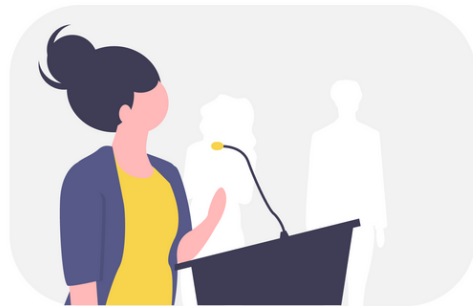
Make More of your Space with Less Hassle

Discover what you can achieve with Switch — smart venue management that helps you unlock the full potential of your facilities.

Who is Switch for....

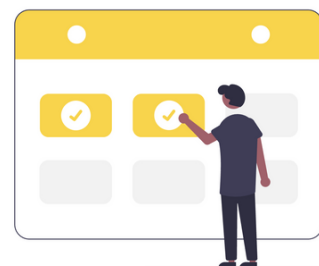
Academic venues, Councils and Charities,
Conference and Meeting venues, Theatre &
Creative venues who manage:

- Meeting room hire
- Events and conferences
- Outdoor events
- Activity bookings
- Event tickets
- Course enrolment
- Holiday clubs
- Pitch bookings
- Appointment bookings
- Desk booking
- Internal room bookings
- Fitness groups
- Children's clubs



Features

- Offer intuitive online booking to your customers
- Get instant access to your personalised performance dashboard
- Organise and keep track of your recourses (like managing people, equipment or spaces)
- Handle payments, bills, contracts and quotes all in once place
- Review easy-to-understand reports made just for you
- Works smoothly with other tools you use, like email, calendar, timetabling & finance apps
- Send emails and texts right from the system
- Keep track of every touchpoint with your customers and contacts
- View an interactive calendar that updates in real-time
- Receive alerts and structured tasks to keep you on track





User Benefits

- Seamlessly link scheduling, finance, payments, and marketing — **all in one powerful hub**
- **Get noticed** and **booked faster** with slick online tools
- Effortless booking that puts your services within **easy reach**
- Live booking **reduces delays** and **turbocharges income**
- Streamlined invoicing and payments that **play nicely with finance**
- Boost your bottom line by **showcasing extras** at checkout
- Automate emails, reports, and schedules — **reclaim your time**
- Stay sharp with **real-time dashboards** and instant alerts
- Zap manual work with **smart system integrations**
- Track sales, payments, and targets — **all at a glance**
- Eye-catching reports **deliver instant** business clarity
- **Spot opportunities** and crush problems before they grow
- Streamlined invoicing and payments that **play nice with finance**
- **Rapid, human support** — because you deserve the best

Results at a Glance...

- **32%** increase in booking revenue
- **22%** more online enquiries
- **40%** increase in converted leads with online booking
- **72%** of <30 PAX bookings fully self-served
- **20%** rise in repeat business
- **80%** increase in payments made at the point of booking
- **15%** increase in services offered by Switch customers
- **46%** increase in on-time payments
- **75%** fewer bad debts
- **19** day reduction in lead time to convert enquiries
- **8** hours per week saved through task automation
- **7** software integrations per client

CASE STUDY #1



SUPPORTING STUDENTS AND GENERATING INCOME

The University of Derby School of Sport and Exercise Science offers sports therapy sessions to support students in meeting their practical hour requirements, and as a secondary income stream.

They needed a joined-up software solution to administer the service and to support ambitious plans to commercialise their facilities.



WHY SWITCH?

- Live online booking with integrated payments
- Simple diary view for tracking appointments
- Speed of delivery - the team got us up and running really quickly
- Versatility - so many opportunities, we're even selling our department polo shirts through Switch



'Our sports therapy services allow us to provide our students with their practical experience,

deliver a service to our colleagues and generate some income for the department. Pre Switch, the admin to achieve all of that was significant. Now it's easier for people to book, we always get paid and the Switch diary means all the appointment information is there at the touch of a button.'

JEANETTE LEWIS

Programme Leader
& Senior Lecturer
for Sports Therapy and
Rehabilitation Lecturer
at University of Derby



OBJECTIVES

Students studying on the BSc (Hons) Sports Therapy and Rehabilitation programme at the University of Derby need to complete a number of hours in order to qualify for practice. They therefore run a student-led sports therapy injury clinic for staff and students of the university.

These sessions are chargeable. The system in place had a separate booking and payment journey for customers, creating booking issues and unpaid sessions.

SOLUTIONS

Switch developed and delivered an intuitive, accessible online appointment booking journey that made sure all appointments were captured in the diary and paid for at the time of booking.

The booking journey validated customer types prior to determining the fee and captured key information about their ailment to pass on to therapists. The diary views made it easy to see the appointment schedule and for work to be allocated, and automated email reminders reduced no shows considerably.

BENEFITS

Joined-up Process

All booking and payment activity is now captured within a single process with a single view of customer interactions in the Switch CRM.

100% Paid

Every customer now needs to pay at the point of booking, avoiding £100s of unpaid appointments that previously occurred.

Back to Teaching .. and Innovating

Hours of admin removed for busy course leaders who no longer need to manually administer the process, can focus on teaching and other opportunities to commercialise facilities through Switch.

CASE STUDY #2



AMBITIOUS PARISH COUNCIL MAKING THE MOST OF COMMUNITY ASSETS

A small village council that has big ambitions having delivered a community owned pub, an adaptable children's grassroots football facility, all weather basketball and tennis, and village centre meeting and workshop space.



AT A GLANCE

CHALLENGES

- Manage booking demand with part-time resource
- Get on top of payments and discounts
- Facilitate an ambitious events programme

BENEFITS

- Over £5,000 p.a. in sports bookings
- £6,000 p.a. in room bookings
- 90% of bookings self-served online



We have a unique community here in Tollerton, who have embraced building and using facilities that are the envy of all our neighbours. If we are going to make big investments in services to be proud of, we need the technology that matches our ambition. Switch gives us so much value with so little effort.

MATT GARRARD

Chair of the Parish Council



OBJECTIVES

The council wanted to make sure the community made good use of its growing and varied facilities without adding to the workload of the incredibly busy, part-time clerk. It wanted to be able to support long term hirers, provide preferential rates to all its residents and make it easy to book and pay without any manual intervention.

SOLUTIONS

Switch provided its online booking portal, with payment processing tools, to allow people to book spaces and sports facilities from the council.

Long term hirers and community groups could manage bookings over a year in advance and receive periodic invoices with online payment links. Local residents were registered in the Switch contact database so they would automatically receive a discounted rate.

Switch also provides ticketing solutions for local events to manage vendor bookings (safari sale, Christmas market) and attendee tickets (bonfire night).

BENEFITS

Engaging the Community

85% of bookings come from people within Tollerton, who automatically get a healthy discount general our rates. 9 /10 are done online.

Building our Event Programme

7 local events and counting where vendor bookings and ticketing are managed through Switch.

The Means to Keep Investing

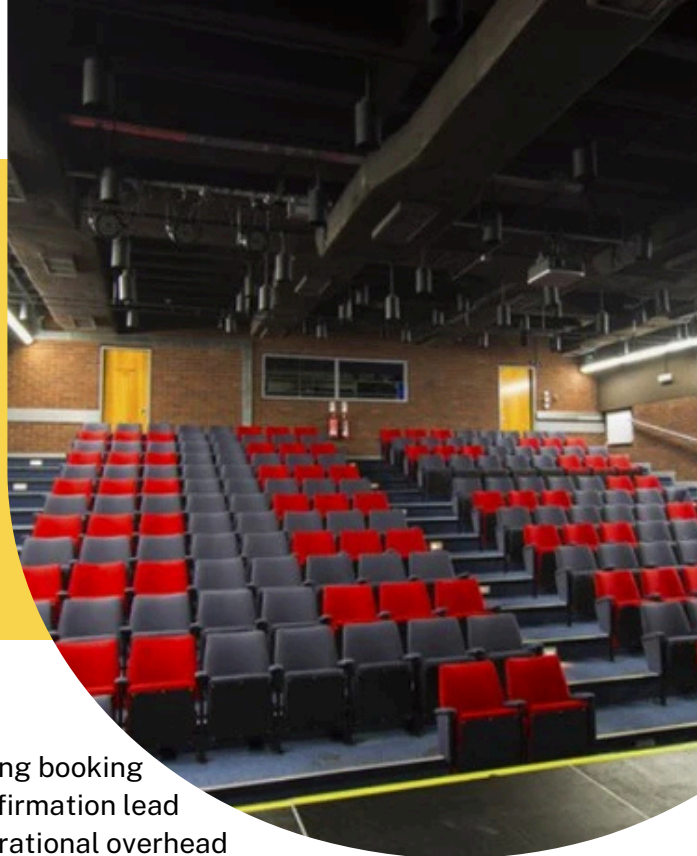
£12,000 revenue per annum from facilities hire and rental that supports the business case for even further investment in community assets.

CASE STUDY #3



SIMPLIFYING HIGH BOOKING DEMAND ACROSS A LARGE VENUE PORTFOLIO

Inspire Culture is a social enterprise that runs 38 libraries with 64 meeting and event spaces in Nottinghamshire. They needed to make managing the number and variety of bookings at their venues easier in order to concentrate on their community focused strategies.



AT A GLANCE

CHALLENGES

- Fit for purpose system
- Operational inefficiency
- Responsive service
- Revenue management

BENEFITS

- 38 venues, 1627 records booking history and 64 users onboarded
- Hours equivalent to 1 FTE saved
- 70% of communications automated
- 67% of payments now online with a 20% fall in debtor days



Switch has completely changed how we operate.

It is freeing up resource in our teams to focus on really valuable activities rather than trudging through slow and complex booking admin. It's having a positive impact on our financial processes and the reporting is really supporting our operational teams as well as providing insightful data that we just couldn't access previously.'

STEVE BAKER
Ask Inspire Manager



OBJECTIVES

Simplifying and automating booking processes to shorten confirmation lead times and reduce the operational overhead was the primary goal for the Inspire team. Bookings varied from single days to 12 week teaching blocks, and a solution was required for internal users with different permission levels, and external hirers looking to self-serve.

SOLUTIONS

Switch provided central calendar management with availability rules, intuitive booking processes and email automation to significantly reduce workload.

It handles multi-day enquires that have any combination of instances and exceptions, and allows customers to self-serve these as online enquiries to simplify workflow management. Users have completely configurable roles to manage relative responsibilities.

Furthermore, the introduction of online payments processing is simplifying finance processes and improving credit management.

BENEFITS

Systemised Operation

1,627 booking records migrated from multiple Excel spreadsheets into Switch to apply rules based processing.

Labour Efficiencies

Manual confirmation removed from 20% of bookings saving approximately 25 hours per week of admin time. Automations save a further 2-3 hours per week. Equating to around one FTE.

Timely Comms

200 automated emails per week for receipt, confirmation, reminder and feedback processes automated. 150 reports sent automatically to users.

Credit Management

67% of bookings moved from invoice in arrears to online payment at point of booking.

CASE STUDY #4



DIGITAL BY DEFAULT PHILOSOPHY FOR COMMUNITY VENUE HIRE

Rushcliffe Borough Council operates meeting venues, community spaces and facilities, and provides events throughout the year. It wanted to deliver a 'self serve' booking solution to align with strategic digital priorities and connect with the community better.



AT A GLANCE

CHALLENGES

- Digitise experiences and processes
- Automate high volume, low complexity tasks
- Move payments online

BENEFITS

- 5,618 bookings originated online
- 1 in 6 booking there and then
- 72 automated tasks per week
- Nearly 2/ 3 customers paying online



'It's really helped deliver our digital by default strategy by offering self-service, online booking solutions for the community and our staff. By automating comms and payment processes we're simplifying our operations and getting paid more reliably. We're seeing new online booking leads every day and we've got a plan in place to use the CRM data and promotional tools in Switch to push our revenue even further.'

DEREK HAYDEN
Community
Development Principal



SOLUTIONS

Using Switch's web tools, Rushcliffe was able to implement an intuitive online customer journey, with live availability and built-in payment processing to increase awareness of services, booking conversion and cashflow.

By using Switch in parallel to manage internal room bookings on an entirely self-served basis, Rushcliffe could refocus resources on marketing venues and developing the proposition.

The transition to managing financial processes within Switch and online payments tools has simplified reconciliation and credit management.

BENEFITS

Digital by Default

Over 6,000 bookings processed with 93% originated online, and 99% of internal bookings self-served.

Highly Converting, Low Touch

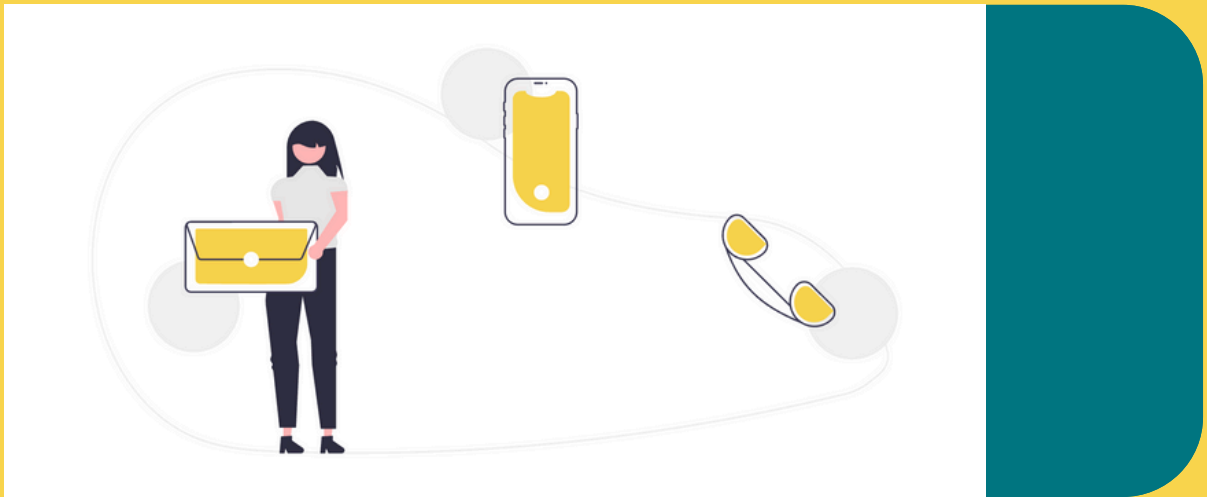
40% of online leads converting to booking, with 20% booking and paying online there and then, without any manual intervention from Rushcliffe.

Marketable Database

600 new GDPR opted-in prospects with detailed contact records and segmented tags to build targeted marketing campaigns.

Paid on Time

62% of bookers paying online with 15% consenting for future payments to be taken automatically using Switch workflows.



Let's talk :)

We're humans behind the technology and we'd love to chat!




Whether you have a question, need help, or just want to know more about how Switch can help your venue, don't hesitate to reach out.

We're here to help and look forward to connecting with you!

Contact Information

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