



# 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 focus on their community focused strategies.

## AT A GLANCE

### CHALLENGES

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

### BENEFITS

- 38 venues, 1,627 records booking history and 64 users onboarded
- Hours equivalent to 1 FTE saved
- 70% of comms 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.



# DIGITAL BY DEFAULT PHILOSOPHY FOR COMMUNITY VENUE HIRE

Rushcliffe Borough Council operates meeting venues, community centres, outdoor 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

## OBJECTIVES

Rushcliffe was looking to introduce online booking for external hirers and internal meeting rooms to increase community use of facilities, lower administrative burden on the team and improve revenue management for hiring out facilities. Existing processes relied on a legacy system and manual processes, limiting the council's ability to optimise services for residents.

## SOLUTIONS

Using Switch's web tools, Rushcliffe was able 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 resource 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.

# 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.