

# Visible, appealing, profitable - making the most of community assets

Switch Venue Management Software

-

July 2025



Section 1

# Lets Go to the Pub



# Unknown, unused, unwanted



Approved  
Partner



# £1.5m turnover business



- Asset of community value
- Community investment + Plunkett foundation
- Refurbishment and new management team
- Thriving asset reinvesting in the wider community

# What we learned

- Assets and facilities need to be visible and accessible to their community
- User experience needs to be good, consistent and reliable
- Revenue and profitability need to be front and centre – people don't mind paying
- Opportunity to keep reinvesting in more community services



Section 2

# About Switch

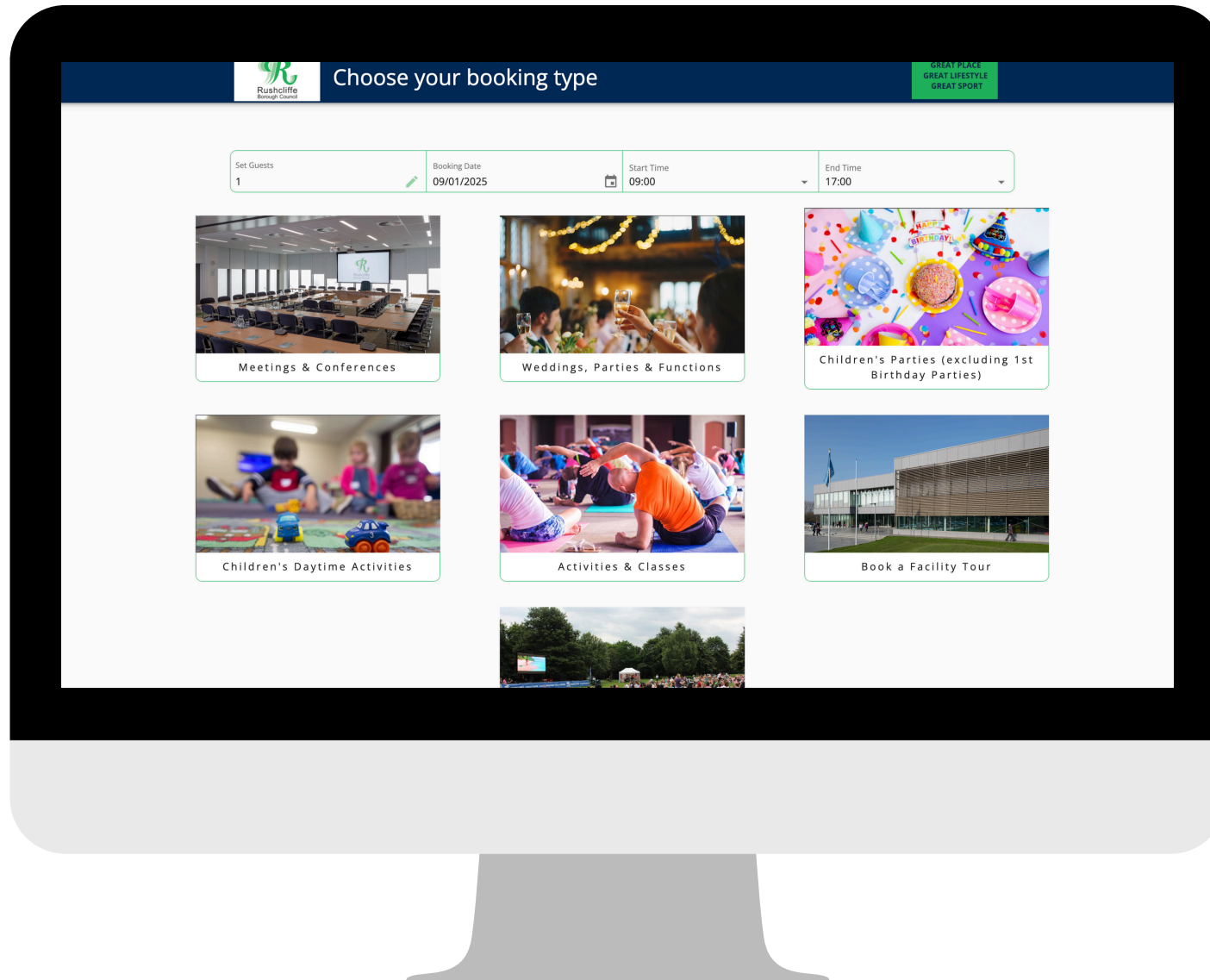


Switch is comprehensive booking software for councils and the wider public sector. It makes it easier for your staff and community to use your facilities, easier for you to manage them, and more profitable for you to provide those services.





# Hiring spaces

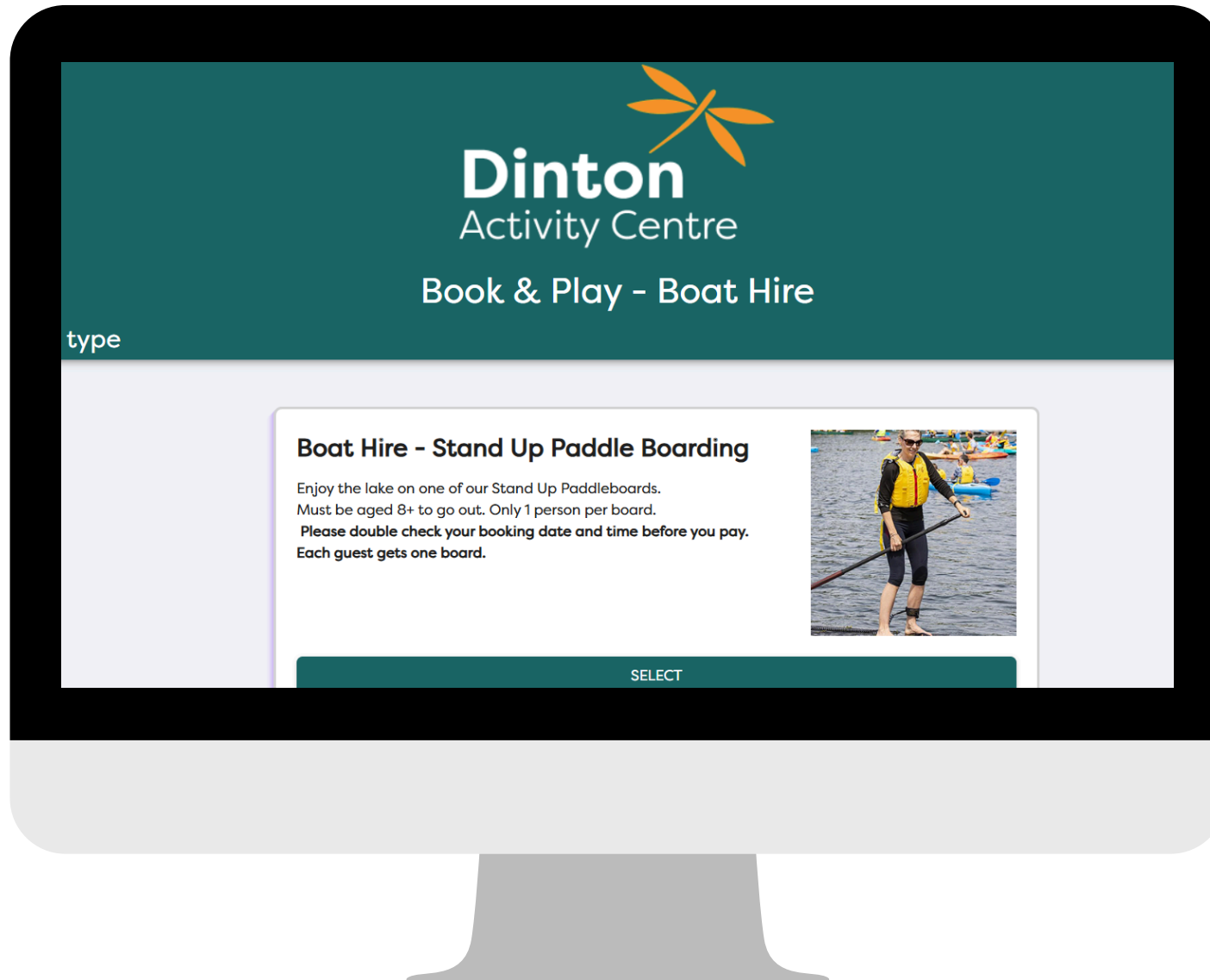


- Indoor and outdoor room and venue booking
- Catering, equipment and parking add-ons





# Booking activities



- Activity centre book and play
- Sports pitches



Approved  
Partner



# Registration and enrolment

Mild Days Events

ADD ATTENDEE

Monday, July 21st, 2025

Monday AM Start 09:00 End 13:00

Participant\* Molly Cox

Tuesday, July 22nd, 2025

Tuesday AM Start 09:15 End 11:30

Participant\* Molly Cox

Tuesday PM Start 13:15 End 15:31

Participant\* Molly Cox

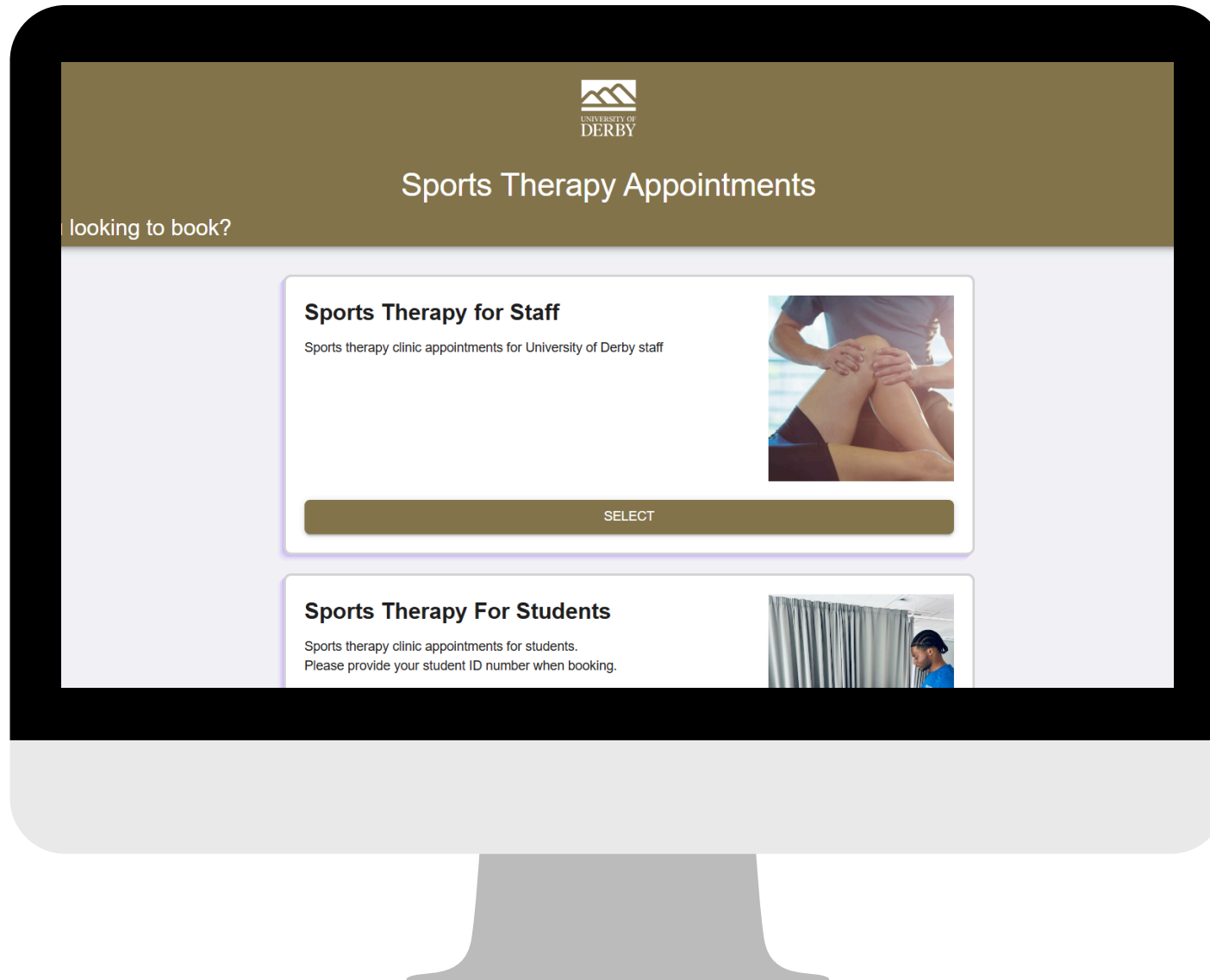
Tuesday PM Start 13:15 End 15:31

Participant\* Seth Cox

- Event tickets
- Vendor pitches
- Holiday / after school clubs
- Course enrolment



# Making appointments



- Registrar appointments
- Civic requests



Section 3

# Example Case Study



# Rushcliffe Borough Council transform community facilities

## Challenges:

- Visible availability limited occupancy utilisation
- Responsiveness sent business elsewhere
- People weren't paying
- Regular hirers were hogging community space
- Appealing facilities weren't being leveraged

## Solution:

- Easy to find booking journeys with live availability
- Self-serve tools and automations to free up teams
- Online payment linked to finance systems
- Stricter processes for regular hirers
- Increased marketing and new service offerings



## Results:

- 32% increase in revenue
- 76% payments at point of booking
- 20% fewer bad debts
- 6.25 days a month saved through automations
- 12 new paid events and clubs per year



Much like our now beloved village pub, underperforming does not = unwanted. It is just about changing the way things are done so that the experience improves, people spend their money and there is an opportunity to re-invest in giving even more to an engaged community.





# A trusted community partner



Ends

# Thanks for your time

