

How to Make Your Sports Facilities Back-To-School Ready

A guide by





Are your school's sports facilities ready for the new term?

When it comes to the world of education, getting ready for a new term requires several considerations.

One area that is often overlooked when it comes to a new school year is the area of sports facilities. It's important to properly maintain your sports facilities, monitor their usage, and make them known to your local community – as this can increase the revenue and value of your school overall.

By implementing some of these tips from our guide, you'll find the time you spend on admin decrease, and the revenue your sports facilities generate increase.



Read on to learn more!



Use an online calendar to manage bookings and events

As things get into swing for the new term, it can be difficult to keep things organised. If you're taking online bookings or if you need to manage internal bookings, an online calendar is essential.

Mon	Tue	Wed	Thu	Fri	Sat	Sun
27 <ul style="list-style-type: none"> 13:00 Hugh Gill Training Camp 16:00 Football Camp 17:00 U15 Boys Rugby 19:00 Rathcoole GAA 20:00 U12's Boys Hurling 	28 <ul style="list-style-type: none"> 18:00 St Brendan's U14 Girls Team 	29 <ul style="list-style-type: none"> 10:00 Test 2021 12:00 Senior Team 14:30 U10's 17:00 Galway United FC 18:00 Springfield Football Club 20:00 HMWFC 1st Team 	30 <ul style="list-style-type: none"> 10:30 Catie Pauley 13:00 test 14:00 School Booking 17:00 Donegal Academy 18:00 Hugh's 5-a-side 19:00 U11 20:00 Naas Rugby 	1 <ul style="list-style-type: none"> 10:00 Hugh's Team 12:00 Camogie Team 14:00 Hugh's 15 Boys Team 15:00 Hugh Gill 16:30 U12 Football 18:00 Minor Boys Football Training 19:00 U15's Boys hurling 20:00 HMWFC 1st Team 	2 <ul style="list-style-type: none"> 11:00 Senior Team GAA 13:00 U7's Manager 17:00 Mayo FC 19:00 Mayo FC 	3 <ul style="list-style-type: none"> 09:00 u15 Boys Football - B Team
4 <ul style="list-style-type: none"> 13:00 Hugh Gill Training Camp 16:00 Football Camp 17:00 U15 Boys Rugby 19:00 Rathcoole GAA 20:00 U12's Boys Hurling 	5 <ul style="list-style-type: none"> 18:00 St Brendan's U14 Girls Team 19:00 U11 	6 <ul style="list-style-type: none"> 10:00 Test 2021 12:00 Senior Team 14:30 U10's 17:00 Galway United FC 18:00 Springfield Football Club 20:00 HMWFC 1st Team 	7 <ul style="list-style-type: none"> 10:30 Catie Pauley 14:00 School Booking 17:00 Donegal Academy 18:00 Hugh's 5-a-side 20:00 Naas Rugby 	8 <ul style="list-style-type: none"> 10:00 Hugh's Team 12:00 Camogie Team 14:00 Hugh's 15 Boys Team 15:00 Hugh Gill 16:30 U12 Football 18:00 Minor Boys Football Training 19:00 U15's Boys hurling 20:00 HMWFC 1st Team 	9 <ul style="list-style-type: none"> 11:00 Senior Team GAA 13:00 U7's Manager 17:00 Mayo FC 19:00 Mayo FC 	10 <ul style="list-style-type: none"> 09:00 u15 Boys Football - B Team
11 <ul style="list-style-type: none"> 16:00 Football Camp 19:00 Rathcoole GAA 20:00 U12's Boys Hurling 	12 <ul style="list-style-type: none"> 18:00 St Brendan's U14 Girls Team 19:00 U11 	13 <ul style="list-style-type: none"> 10:00 Test 2021 12:00 Senior Team 14:30 U10's 17:00 Galway United FC 18:00 Springfield Football Club 20:00 HMWFC 1st Team 	14 <ul style="list-style-type: none"> 10:30 Catie Pauley 14:00 School Booking 17:00 Donegal Academy 18:00 Hugh's 5-a-side 19:00 U11 20:00 Naas Rugby 	15 <ul style="list-style-type: none"> 10:00 Hugh's Team 14:00 Hugh's 15 Boys Team 15:00 Hugh Gill 16:30 U12 Football 18:00 Minor Boys Football Training 19:00 U15's Boys hurling 20:00 HMWFC 1st Team 	16 <ul style="list-style-type: none"> 13:00 U7's Manager 17:00 Mayo FC 19:00 Mayo FC 	17
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Many schools tend to use a Google Calendar or email to keep things organised, but find that things can get out of order - particularly if multiple staff members are using it. Using an online platform such as SportsKey allows you to keep track of all your bookings, customers, events, and facilities all in one place.



Ensure you're keeping up to date with facility maintenance

Maintenance is essential for your facilities all year round, but particularly if you have outdoor facilities such as a 3G pitch or an outdoor tennis court.

If you have an artificial turf field (such as a 3G pitch), it's important to brush the field frequently, check infill levels, spray weed killer, and collect any leaves that may collect on the surface.

For any outdoor surfaces such as tennis courts, it's key to check for mould and mildew, clean the surface frequently, remove standing water, and ensure all drainage systems are operating properly.

Take some time to research the amount of maintenance you should be doing on your facilities (hint: it's probably more than you think!). You can then add this into your online calendar for the year so it's scheduled and easy to remember.



Make your facility letting process easier.

If you're still letting your sports facilities over the phone or through email inquiries, you're inundating yourself with much more admin than is necessary.

COVID-19 expedited the moving of the world of sports facilities online. People interested in letting sports facilities were no longer using cash or inquiring with individual staff – they started booking everything online.

Make it easier for your customers and for your staff to utilise your sports facilities by making the move to online bookings. If you can book a flight or a hotel online, why can't you book your local sports facility the same way?

Not only will moving online save you admin and make things easier, it will also earn you more revenue. Over 40% of online bookings on our software take place after 5pm. If you're not using online bookings, you could be missing out on 40% of potential earnings.



Offer promotions for bookings

As we mentioned previously, letting out your sports facilities is a great way to earn more revenue. Not only is this great for the school's business as a whole, but it can also help provide the necessary funding for new equipment and facility maintenance.

Offering promotions is a great way to increase the amount of bookings for your sports facilities, which will ultimately increase your overall revenue.

Here's 2 ways you could offer promotions for your facilities:

1. Introduce off-peak rates on your online booking platform that are automatically applied based on the booking time. By offering these slots at a lower price, this will encourage bookings for when your facilities are less in-demand and lying idle.
2. Offer promotional codes to certain target markets. For example, you could offer first responders or healthcare workers discounted rates to your facilities during certain hours.

Want to learn more about how you can maximise your school's sports facilities?

Book a call with Hugh to learn more about school facility letting and how our software can help.

We provide an easy to use, online school sports facility management and letting software that will help you maximise your school's sports facilities, save you time spent on admin, and earn you more money.

Whether it's accepting online bookings, offering Pay As You Go payment options, or working with block bookings – our software has everything you need to manage your school's sports facilities, keeping you organised for the term ahead.

Book your discovery call today.

Learn how we can help by scheduling a call with Hugh. [Click here](#) to get started.