



LBHF's Sports Pitch Booking Service.

Project overview.

The London Borough of Hammersmith & Fulham (LBHF) manages 108 sports facilities that offer 11 different activities across 10 locations. Previously, the council took bookings for these facilities via telephone or email & managed them using spreadsheets.

Given the complexity of the service, this manual process was a drain on time & resource, resulting in unmanageable workloads. For citizens, this approach meant an inability to self-serve & an outdated user experience.

After an Independent Parks Commission report highlighted online self-service as a critical area for service improvement, LBHF enlisted our help to develop a Sports Pitch Booking Service that would:

- Save time through automation
- Allow dynamic pricing & block bookings
- Allow for multiple payment options
- Manage different VAT rules
- Split facilities into separate areas &
- Deliver 24/7 self-service



The solution.

Working closely with LBHF, we developed a purpose-built booking system that has made it easy to manage a large volume of bookings (and payments) for 11 pitch types across 108 facilities. Notably, the system has enabled LBHF to:

- Save time by automating complex admin processes
- Manage dynamic pricing with automated rules based on seasonality & organisation type
- Manage complex VAT requirements with rule-based VAT exemptions & opt-outs
- Reduce debt provisions by integrating bookings & payments
- Allow citizens & staff to block book & make multi-basket bookings
- Improve asset utilisation by dividing facilities & allowing users to book an individual segment or the whole space
- Collect data to increase efficiency & cut costs
- Allow citizens to register for an account to manage bookings, communicate with staff & update their information
- Promote revenue generation activities quickly & cheaply

£30,000+

In the 9 months the system has been live, LBHF has generated over £30k from its sports service – a 30% increase on the previous year.

81%

LBHF has achieved an 81% shift to self-service channels.

3,600 hours

By streamlining admin processes, LBHF has saved ~3,600 front-line staff hours & reduced the FTEs focused solely on this service from 4.5 to 2.5.

The impact.

The statistics above highlight LBHF's success in reducing the cost to serve, improving the citizen experience & increasing service uptake. LBHF also states that since rolling out bookings, they have:

- Reduced debt provision
- Seen an 84% reduction in phone calls
- Saved time through automation
- Booked 50,000 hours of sports activities
- Created 240 customer accounts
- Improved access & automated comms

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