REVENUE GENERATION

BOLDER ACADEMY

Background & Identified Need

Bolder Academy, a secondary co-educational school in Greater London, serves 844 students aged 11–18 and is committed to ensuring that its sports and activity spaces are fully utilised both during and outside of school hours. The school boasts a range of high-quality facilities, including:

- A sports hall, dance studio, and fitness suite

- Grass football pitches and a floodlit MUGA

- Classrooms and communal areas for multi-purpose use

With a focus on sustainability, inclusivity, and strengthening local partnerships, the school wanted to ensure that its facilities were accessible to the community while also generating consistent revenue to support future development. A key challenge was the administrative burden of managing facility bookings manually, which limited their ability to explore new funding streams and community engagement opportunities.

Developing a Sustainable Model Through Booking System Integration

To address these challenges, Bolder Academy introduced an automated booking system to:

- Reduce management time by streamlining the facility hire process

- Enable instant booking access, eliminating the need for manual email or phone enquiries

- Free up staff capacity to focus on funding applications and community development opportunities

The school selected Playfinder and Bookteq as their booking platforms, ensuring a seamless and efficient system for both internal operations and community users.

Project Implementation & Impact

Maximising Facility Utilisation & Revenue Generation

- Sports hall occupancy has reached over 90% from September to April, demonstrating strong demand.

- Monthly revenue from facility hire exceeds £10,000, contributing to a sustainable financial model beyond OSF funding.

Reducing Administrative Burden & Improving Efficiency

- The system automates customer bookings, block bookings, and duty rota management, significantly reducing manual workload for school staff.

- Community staff can manage bookings independently, allowing senior leaders to focus on strategic planning and outreach.

Expanding Future Opportunities

- With streamlined operations, Bolder Academy is preparing an application for a 3G pitch, further expanding its facility offerings.

- The additional staff capacity enables the school to increase marketing, develop partnerships, and engage new user groups.

School Perspective: The Benefits of an Automated Booking System

Mark Needham, Assistant Headteacher and Director of Sport, shares how the transition to a digital system has transformed their approach:

"Adopting a booking system has been extremely beneficial for the school and its target of providing access to the local community. It has significantly reduced management time and supports community staff to take ownership of customer bookings and other management responsibilities, including duty rotas and block booking enquiries. Once set up, the system almost runs itself and allows me to focus on strategic aspects of community outreach like marketing, business planning, and identifying target groups."

Outcomes & Key Learnings

- Improved booking efficiency, reducing administrative workload and freeing up capacity for strategic development

- Increased community access, making the booking process quicker and easier for local users

- Sustained revenue generation, ensuring long-term facility usage without reliance on external funding

- Stronger local partnerships, supporting further funding applications and facility expansion

Looking Ahead

Bolder Academy's automated booking system has played a key role in creating a sustainable and efficient facility hire model. By leveraging technology, the school has not only maximised facility usage and increased revenue but also built a long-term approach to community engagement and development.

With plans to expand its offerings and explore further funding opportunities, Bolder Academy is demonstrating how smart operational systems can support schools in sustaining facility access for their communities for years to come.