



**COMMUNITY  
LETTINGS UK**



The background is a solid orange color. On the right side, there is a stylized graphic consisting of a light orange silhouette of a person standing, and a circular arrow graphic made of several overlapping, curved segments in various shades of orange, suggesting a cycle or process.

**COMMUNITY  
LETTINGS  
DONE RIGHT**

# About Us

We are a dedicated school lettings provider delivering excellence in client service to the local community, whilst creating revenue generation for schools.

With over 20 years of experience, Community Lettings UK is the only lettings provider operating across England that will donate a proportion of its profits back into the education sector and local communities.

## **Our aim is simple:**

To allow schools to maximise the use of their facilities whilst providing local communities and clubs access to sport, education and leisure facilities. We are committed and proud to be involved in improving and developing local community partnerships with our partner schools whilst investing valuable funding to both schools and the local community.

We pledge to re-invest outside of partnership agreements to both our partner schools and also our community groups. This may be much needed equipment for a school department or a football kit for one of our client teams.



# Who are we?

## Senior Leadership Team

With a wealth of experience delivering community lettings in the West Midlands and Warwickshire, the Directors involve themselves in the daily management and planning of the school lettings program to help it to reach its business and community objectives. Our passion is to make a difference to our partner schools, local community and grassroots sport whilst delivering an unrivalled level of service to all stakeholders.

## Operations Manager

The Operations Manager is involved in the daily leadership and management of our partnership. They manage the lettings supervisors, any on-site client issues and liaise with Site Managers on regular basis. The objective is to have a motivated team of supervisors whilst ensuring exceptional operating standards for our schools and clients. The Operations Manager will also conduct regular spot checks to ensure our standards are upheld.

## Lettings Supervisor

Our Lettings Supervisors are at the forefront of our business and their role is crucial to ensure our expectations and standards are met. They will ensure the smooth and professional running of our lettings program. The main purpose of the role is to supervise the lettings operation and to provide high quality customer service for evening and weekend bookings at our schools.



# Our Business Model



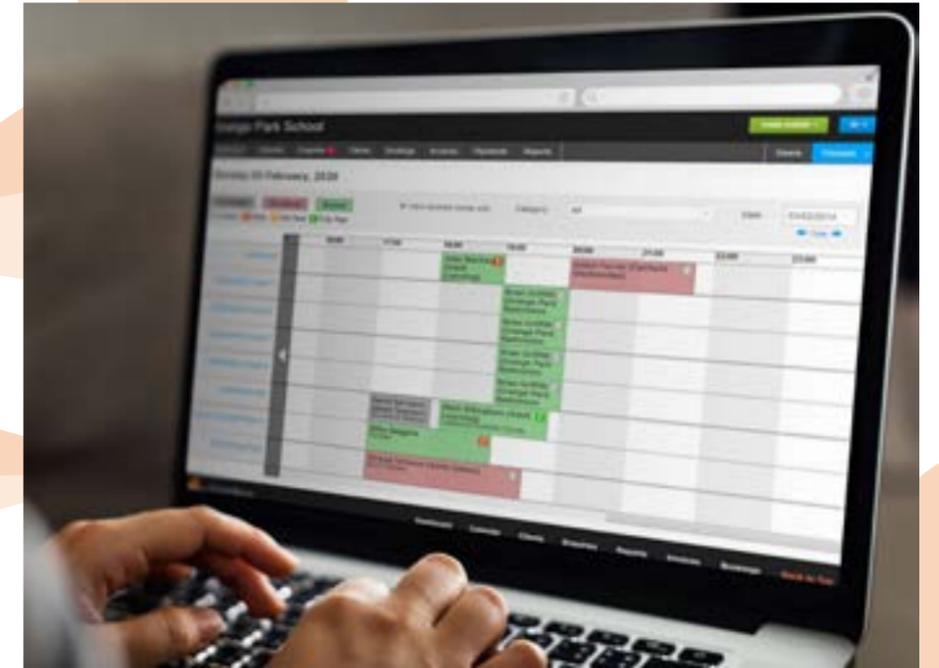
# Marketing

As part of our service to all our partner schools, Community Lettings UK integrates a streamlined and comprehensive marketing package to promote our schools and brand.

## School website and email

Each partner school will receive its own interactive lettings website and email address. The features include:

- Online enquiries, bookings and payments
- “What’s On” guide to promote our client’s sessions, as our aim is to promote our classes to ensure they are sustainable and people attend on a regular basis
- School and Site Team access to provide a live interactive lettings calendar
- Built-in search engine optimisation tool which enables the website to become visible to the local community quickly and easily
- Promotion of facilities and activities with listing of prices and availability
- Community blogs to outreach to the community about events and venue information



# Marketing

## On-site Marketing

It is important that Community Lettings UK is visible on-site. This is to ensure all our partner schools are operating with quality and consistency to our brand and to ensure every school reaches its full potential.

- Signage (banners, A boards, directional signage)
- Parents evenings, open evenings and school events
- School Communications Services (school text service, newsletters)
- Community lettings noticeboard

## Social Media

Social media is integral to our marketing strategy. We are highly proficient and active across all social media platforms with our clubs and groups linked to our pages, allowing us to increase our engagement with the community. Our interactions on social media are used to post important news with regards to external lettings, share school news and post engaging content on a regular basis.



# Marketing

## Streamlined Marketing

Streamlined local marketing is also important to ensure we are reaching out to the community effectively. Our employees are our brand ambassadors, allowing us to increase the social reach of our company by representing our brand in a positive light. This can include community roadshows, business networking, local leaflet drops in local town centres, shopping facilities and community venues.



## E-Marketing

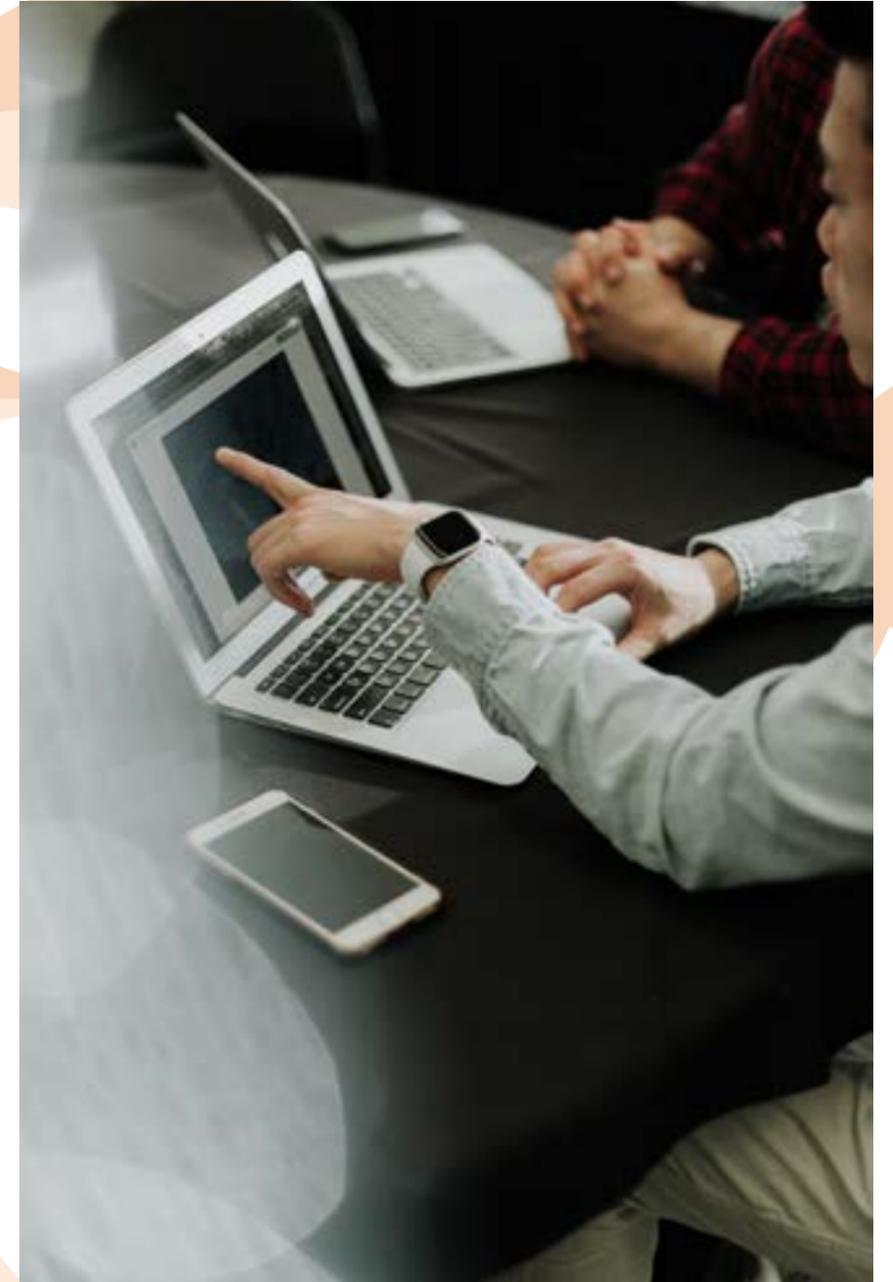
Community Lettings UK is aware that any form of email marketing must be undertaken with due diligence in light of the changes to legislation in 2018 with GDPR and Data Protection Regulations. We will endeavour to tailor our email marketing campaigns to ensure we meet these regulations, whilst using this effective method to communicate with the local community.



# Letting Consultancy

We can offer considered advice and support from a team of highly experienced consultants with an exceptional track record of success. We develop a clear insight to provide community lettings effectively, undertake leading edge feasibility studies and facilitate successful operational management, often saving money for schools and always improving services.

- Recruitment and training for new Lettings Managers, Supervisors and Site Staff
- Current staffing reviews to advise on staffing levels to ensure lettings are profitable to the school whilst providing a high level of customer service
- Pricing and mapping assessment to help analyse utilisation, competition prices within your area and profitability
- Creating a marketing strategy that meets the needs of the local area



# Frequently Asked Questions

## **I'm interested in a potential partnership with Community Lettings UK, how do I get in contact?**

You can contact us on +44 7309 575475 or email [info@communitylettingsuk.co.uk](mailto:info@communitylettingsuk.co.uk)

## **How much does it cost to work with Community Lettings UK?**

From our initial no-obligation meeting through to us becoming your letting provider there are no costs to the school.

## **We already run a lettings program at our school, will this effect the opportunity to form a partnership?**

If you are looking to increase your lettings income whilst reducing the administrative workload, it might be an ideal time to talk to us. Our extensive range of National Partners will bring an increase to letting revenue.

## **How is safeguarding and insurance dealt with effectively?**

All our employees are fully trained through specific NSPCC guidelines with regards to safeguarding and kept regularly updated with the latest procedures released. All employees will also undertake an enhanced DBS check and be provided training to ensure compliance and report any safeguarding incidents or concerns.



# Frequently Asked Questions

Our clients are required to complete and sign a safeguarding agreement and also agree to all our terms and conditions. It is also compulsory for clients to provide a valid copy of their public liability insurance.

## **My School is merged with an Academy Trust; can we still look at forming a Partnership?**

Yes, our bespoke and tailor-made service is designed to suit individual schools and meet operational standards. We are happy to discuss offering lettings across the whole trust, multiple schools or an individual school.

## **Will we be kept aware of who is using the facilities and the type of activities on site?**

Our Operations Manager will keep you regularly updated with new bookings and activities held on-site with a monthly meeting and update sent to all stakeholders at the school. Our interactive and live booking system will also keep you updated daily with regards to who is using the school and provide further information on each booking. Our schools ultimately control who uses the building and what activities take place on-site.

## **What if we require the school facilities for school events such as open day, parents evening, etc?**

We realise that the school will always come first and therefore we will always work around the school calendar with school events taking priority. The lettings are re-scheduled with clients giving as much notice as possible to make alternative arrangements.





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