

18/19

SUPPORTING SCHOOLS DEVELOPING COMMUNITIES



Trusted Community
200⁺
Schools
Lettings Partner



“ SLS have worked hard to establish a good professional connection with both the users and the staff at the RSA Academy. They continue to maintain an open and effective communication process which allows for quick resolution of any issues that may arise. The staff continue to maintain the standards set by the SLS Management team and the end client. ”

Matt Clapham,
Premises and Health & Safety Manager
The RSA Academy

THE UK'S NO. 1



BEST BUSINESS SERVING SPORT
SPORTS BUSINESS AWARDS 2017



BUSINESS OF THE YEAR
BOLTON AND BURY BUSINESS AWARDS 2017



MOST EXCITING COMPANIES
INSIDER MEDIA NORTH WEST

At School Lettings Solutions we provide a full letting solution for schools, academies and colleges when it comes to maximising the use of their facilities to the local community during evenings, weekends and school holidays; whether the school is new to lettings or have existing lettings programmes.

We take full responsibility of the lettings so that staff can focus on pupil attainment and day-to-day responsibilities. We do all the work ourselves at no cost to the school.

Our aim is simple – to allow schools to make the most of their facilities and help provide local communities the access to sport, education and leisure opportunities.

Partnership, quality, innovation are three key aspects of our work and we are passionate about improving and developing local communities.

We are proud to announce that SLS is an award winning company, having been voted 'Best Business Serving Sport' in the 2017 Sport Business Awards and 'Business of

the Year' in the Bolton and Bury Business Awards. We also feature in Insider North West's most exciting companies to make a big impression over the next ten years.

Our recognition and expertise in sports and leisure is evident in the number of schools we work with; over 200 schools at the start of the 2018/19 academic year 2018.

Based in Bolton, our head office is built of departments that work behind the scenes on operations such as marketing, finance,

payroll, performance reviews, HR, recruitment, quality checks, graphic design and social media.

This is all in addition to our Managers and Assistants working 24/7 across the country. Our 740+ members of staff, including a dedicated team of Sport and Leisure Assistants at each school, ensure we have the capacity to provide a quality service.

WHO ARE SLS?



There's no doubt schools are unique and when it comes to operating community lettings programmes they need a model that reflects this. No-one is more aware of this than SLS Founders/Directors Paul Andrews and Scott Warrington, who before establishing SLS already had over 14 years

combined experience of working in schools and engaging with local communities via partnerships and facility hire. The foundations of this knowledge and experience still run right through the company today and SLS strikes the right balance between financial returns and building positive

community relationships. The vision for the company is to continue to grow and improve and work with more and more schools to maintain our status as the largest national provider of a fully-managed lettings service in the UK.

“

Schools have never been under as much pressure – income, community-engagement and outsourcing non-core activities can be vital and SLS delivers these and so much more.

**Scott Warrington,
Co-Founder**

”

As well as all of our behind the scenes head office operations staff, we have tiers of management. They are the faces of the company, you'll likely meet all of these from the start through to the running of the lettings. They all work together to provide a quality service.



DIRECTORS

REGIONAL MANAGERS

MANAGERS

ASSISTANT MANAGERS

SPORT AND LEISURE ASSISTANTS

3 KEY ASPECTS OF OUR WORK



QUALITY

At SLS we pride ourselves on providing a quality service for all our lettings. Our SLAs (Sport and Leisure Assistants) are trained and worked closely with to ensure clients at that venue are given the customer service they deserve. SLAs are fully uniformed, equipped with lone worker devices and all the necessary tools needed to fulfil the role.

Clients that hire the facilities can contact Managers and Assistants at any time, ensuring a fully committed service to provide the best possible lettings experience.

To maximise the community use of the school, we create a dedicated social media site, which is updated and monitored on a daily basis.

PARTNERSHIP

We endeavour to create strong partnerships with all our schools. Members of our SLS team are available to contact 24/7. We want the schools to be able to focus on the core purpose of education, whilst we take care of the lettings, as well as the marketing and other office based projects to the handling of the facilities at the venue itself.

We will keep school business contacts up to date on information regarding finances, staff, as well as new and current lettings in the form of a monthly report.

Monitoring our progress with a school is a very important part of our partnership and we are dedicated to meeting school objectives.

INNOVATION

It is important to us to be constantly looking for the best ways to deliver our product. Part of our success has come with the ability to expand, streamline and research the best techniques when it comes to marketing lettings.

SLS have an esteemed team of graphic designers who offer a free flyer service to clients that book with us. This is something that clients who have just started in the field of sports and leisure can benefit from, along with established clubs and groups as well.

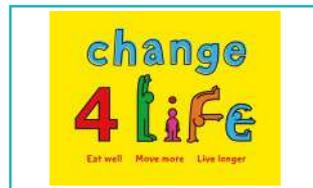
CURRENT PARTNERS

Our partners cover a wide range of sport, leisure and education organisations who range from National Governing Bodies to children's coaching companies. Our partners cover a wide range of sports and leisure activities and we also have

organisations who partner with us on both a regional and national level.

We have seen a number of success stories where a partner has taken hold of what we do at SLS and really grown their business in a number of ways.

SLS benefits in that we now have trusted partner organisations offering a professional service at facilities in our schools. We believe these recognised sports and leisure companies will be highly beneficial to local communities.





BUSINESS MODELS

SLS's unique income split system means that everyone involved wins. All parties benefit from a partnership with SLS, from the partner school itself to the community surrounding the school. All we need is the key to your facilities.

Our service costs the school nothing at all. As SLS enters in to the agreements with the community users all the work is done for you. All of the services displayed on our infographics are part of the partnership with SLS.

**FROM ENQUIRY TO MANAGING
THE LETTINGS THERE IS
NO COST TO SCHOOLS
CONTACT US TODAY**



“ SLS always put the school needs first ensuring any extended hours events you may have in your school calendar are accommodated. Using SLS is a great way of using your current facilities out of hours and making some much needed income to invest back into the students. ”

Rachael James
HR & Facilities Manager
Dixons Cottingley Academy

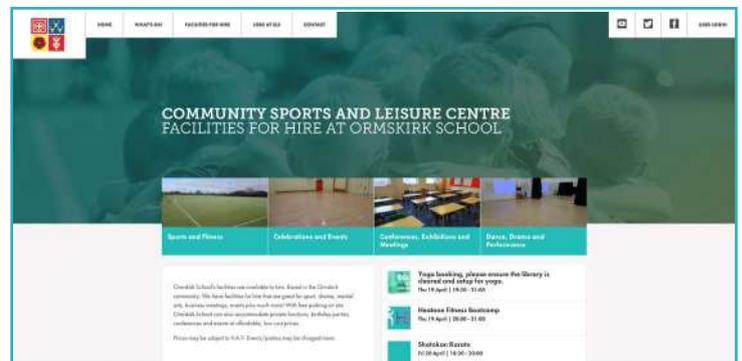
& MARKETING PROMOTION

“Our gross income with SLS before any outgoings has more than doubled. SLS have a very good social media system that keeps the clients updated with available space and allows special offers to be advertised. I have no hesitation in recommending this company.”

Peter Smith
School Business Manager
The Harefield Academy

WEBSITE

Each school has a dedicated website that showcases the facilities, allows visitors to make booking enquires and check out what's on.



SOCIAL MEDIA

E-marketing and social media are both large parts of SLS's marketing strategy. Each letting has a dedicated email, Facebook and Twitter account, run by Managers and the Operations Team. Facilities, clubs and groups are promoted on the pages to increase our engagement online.



FLYERS

Each school will have their own version of our facility flyer. The flyer consists of the contact information for the lettings of the facilities via SLS, as well as facility prices and social media sites.

These flyers are printed in A5 size and are distributed to various places within the community.

The design is also adapted to a poster version, which is then displayed on a notice board.

FACILITIES FOR HIRE AT APPLETON ACADEMY		OPENING TIMES	
Sports Hall	£32	Monday - Friday	8am - 10pm
Gymnasium	£32	Saturday	9am - 10pm
Multi Hall	£30	Sunday	9am - 10pm
Dance Studio	£20	(Subject to availability)	
Drama Studio	£20	Monday - Friday	8am - 10pm
Fitness Suite	£20	Saturday	9am - 10pm
Mountain Bike Trail	£25	Sunday	9am - 10pm
Activity Hall	£30	(Subject to availability)	
Classrooms	£11	(Subject to availability)	
Specialist Classrooms	£20	(Subject to availability)	
IT/Computing/DT/Art/Science	£20	(Subject to availability)	

BANNERS

A banner featuring the lettings service contact details can be placed outside a school or positioned locally to promote the facilities available for further exposure.

We could also place further marketing materials on site such as pop up banners and directional signage.

NOTICE BOARDS

At SLS, we make as much use of notice boards as possible. We have a guideline of content for our notice boards which includes marketing materials such as; recruitment posters, facility flyer, client flyers, staff members and more.

CLIENT DESIGN SERVICE

FUN & ENJOYABLE CLASS
GO AT YOUR OWN PACE
OR PUSH TO YOUR LIMITS!

07905974201
pitrainer@love.co.uk
p@personaltrainingfitness

CHILDWALL ACADEMY
CIRCUITS FITNESS CLASS

ALL OVER BODY WORKOUT
IMPROVE YOUR FITNESS
GET IN SHAPE
ALL ABILITIES

WEDNESDAY
7:30-8:30PM **£4**

IMT Dance Academy

STREET DANCE WORKSHOP

A new and exciting 5 week street dance workshop for children age 4+
Have the option to perform for parents on your final week

WHITLIFE HOUZE SCHOOL
TUNBRIDGE AVENUE
CLEDDHEATON, BD19 3AG

MONDAY
6:30PM - 7:30PM

£30 PER CLASS

07725 903137 | www.imtdanceacademy.com

ZUMBA

HAVE FUN, BURN CALORIES, DANCE TO GET FIT

£7 PER CLASS

Zumba with Roomana
@Roomana

AT ARK PUTNEY ACADEMY DANCE STUDIO
THURSDAYS 6-7PM
TURN UP JOIN IN

ROOMANA.NA.SR@GMAIL.COM

stickyfingers
COOKERY SCHOOL

8-14yrs

Amersham School

Thursday
31st May
10-3:30pm

07783 132283
www.stickyfingerscookery.co.uk

TRADITIONAL HATHA YOGA

MONDAY
7-8:30PM

£6 / £33 (4 class trial)

Traditional Hatha Yoga class which includes a breathing practice, physical postures and a guided relaxation to finish

YOGA FOR ALL ABILITIES & AGES

Penrith High School
1st Floor
Bakerhead
Widals
CH41 4XN

NORTH WEST TURKISH ACADEMY

Turkish lessons from qualified and highly experienced teachers.
Extra curricular activities and celebrations.
Interactive and fun lessons supported with songs and games.

AT CHORLTON HIGH SCHOOL
NELL LANE, MANCHESTER, M21 7SL

Children (5-11)	£5 per week	Sundays	11:00AM - 12:00PM
Young Adults (12-17)	£5 per week	Sundays	12:00PM - 1:00PM
Adults (18+)	£10 per week	Sundays	1:00PM - 2:00PM

CONTACT US
07725 903137 | NWTURKS@GMAIL.COM
WWW.NWTURKS.ORG.UK

KARATE

100% BEGINNER CLASS

21st September
Thursdays 20:00-21:30
4 Week Course

Course content:
Kata blocks, kicks and strikes
Basic sparring techniques
First kyu
Basic self defence techniques
Free grading at end of course

Over 16s an opinion form necessary (signed by a qualified 3rd Dan)
CONTACT: 07601 764873 or info@hayanboran.com

WARRIORS FITNESS

TUESDAY
7:30-8:30PM

£5 BANBURY ACADEMY

JUST TURN UP & JOIN IN
KATE@WARRIORSFITNESS.CO.UK

TRU YOGA

mind-body-spirit-yoga

Classes are suitable for all levels of fitness and are taught by qualified Ono Yoga teacher, Sakina Furuya.

Oak Wood School, Hillingdon
All ages are welcome to participate
Drop in £12 | Block of 6 £60
(Students or low income speak to us for alternative rates)

sakina@truyoga.co.uk
07891820805
truyoga.co.uk

MATHS AND ENGLISH TUTORIAL
FOR CHILDREN FROM AGES 5-16

GCSE | 11 PLUS | EARLY YEARS

WEDNESDAYS
4:30-6:30PM

HAREFIELD ACADEMY
WATLING ROAD, HAREFIELD, WATLING, WATLING, WATLING, WATLING

FREE ASSESSMENT

CALL 07793555555 AND VISIT
HAREFIELD@HKS.CO.UK OR VISIT
07513842882

Presented by **Vintage & Crafty Goods** 07877 076880

Vintage & Craft Fair

Stunning @ home
hand-made items by local crafters, including vintage & upcycled items

We also have cakes, tea and coffee on sale!

New Venue!
Eggleston Primary School
Uxley Block Road,
Burgessheath,
Stoke-on-Trent,
Staffordshire, ST10 0LA

Sunday
21st October
11am - 5pm

Freestyle Yoga Project Workshop
With Mark Freeth

We've natural born movers, so our every day lives are made up of complex natural, instinctive movement patterns. So what happens when we capitulate on those everyday patterns & REALLY push the boat out?

Barbary Academy
Sunday 17th November
11am - 2pm

£25

£10 for bookings after 30th September

Ranit Katz
07809 140 236
ranit@asanabloom.com

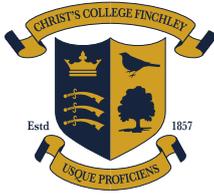
FREE FLYER DESIGN FOR ANY HIRER BOOKED IN WITH SLS

SLS offer free marketing support to clients who are booked in at the lettings. This includes a flyer design and e-marketing. The offer of a free service is a great tool to attract bookings. As soon as a club or group is fully booked with us, this service is available to them. Our team of designers will be in contact to discuss artwork.

Whether the club is new or well-established in the local community, they are able access professional, quality design work. We are also open to other promotional ideas - such as logo and banner design. We provide whatever help we can when promoting a client.

CASE STUDIES

CHRIST'S COLLEGE FINCHLEY - LONDON



Following the build of a brand new floodlit 3G pitch the school were looking to improve the community-use of both that and the rest of the schools facilities following other operational models

which hadn't proved successful. SLS developed usage to new levels, giving the school greater financial returns than ever before with a much busier and pro-active lettings programme.

HAMPTON GARDENS SCHOOL - PETERBOROUGH



As a brand new academy serving an up and coming area in Cambridgeshire, the academy was looking to build relationships with its new community by making its facilities available for hire to local clubs and groups. The state-of-the-art facilities

have already been used by over 30 local organisations in the first 6 months alone via SLS, leaving the academy to focus on its core function of delivering a high quality education for local young people.

SALE HIGH SCHOOL - CHESHIRE



Sale High School had a well-established history of letting its facilities to the local community but wanted to build the programme further due to internal restructuring within the schools site team. In an 18 month period SLS managed to grow

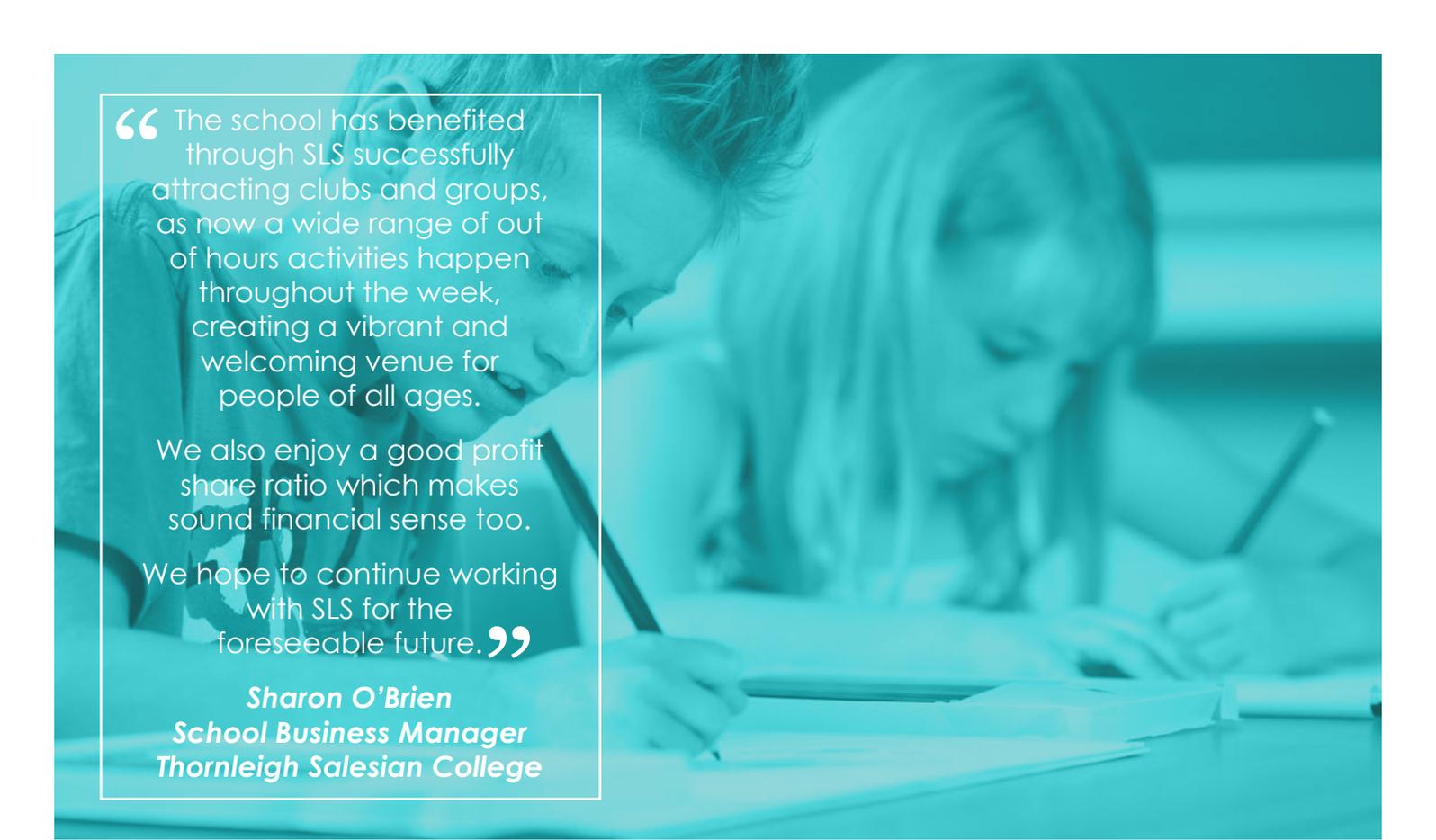
the lettings revenue by 150%, using its marketing strategies to promote the same facilities as had existed before to a whole host of new community groups and users.

“We were one of the first schools to engage with SLS and the service they provide.

They have helped to promote our school, not only in the local community but throughout the borough of Bury too, which has helped in increasing the number of students who are wanting to attend our school.

The service has allowed the school to concentrate on the day to day responsibilities that it has.”

Mrs K Cheetham
Business Manager
Tottington High School



“ The school has benefited through SLS successfully attracting clubs and groups, as now a wide range of out of hours activities happen throughout the week, creating a vibrant and welcoming venue for people of all ages.

We also enjoy a good profit share ratio which makes sound financial sense too.

We hope to continue working with SLS for the foreseeable future.”

Sharon O'Brien
School Business Manager
Thornleigh Salesian College

OPERATIONS, MARKETING AND COMMUNICATION

SLS has an infrastructure that can support our Managers and the performance of our schools at all levels. HR, recruitment, pay-roll, marketing, graphic design and a whole host of other aspects are undertaken and developed by our dedicated team of behind the scenes Head Office staff.

REACTION TIMES

Though the multiple use of school access can be complex, our communication pathways mean we react quickly to the needs of our schools. All schools are assigned a Manager to deal with any issues that may arise. In addition, schools have access to a Regional Manager who can be contacted for further support and advice if needed.

PERFORMANCE MANAGEMENT

Every school is analysed regularly against a variety of key performance indicators by our Manager, Regional and Senior Management Teams. All aspects from financial targets, facility cleanliness, marketing activities and customer/school satisfaction are assessed to ensure every school achieves its true potential as a resource for the local community.

BRAND CHECKS

Both the SLS Regional and Senior Management Teams conduct unannounced visits during evening and weekend lettings periods to ensure we are visible onsite and that all schools are operating to the quality levels expected by and associated with the SLS brand.

FAQ

How is safeguarding and insurance dealt with?

All staff are fully trained to specific NSPCC safeguarding guidelines and hold a DBS check. Before the use of any facilities all clients must complete and sign our safeguarding agreement and conditions of use, as well as providing any public liability insurance documents that are required.

How much does it cost a school to work with SLS?

From the initial meeting through to us letting your facilities there are no costs attached to working with SLS due to our unique income split system.

What if we already generate our level of lettings income?

Very simply over the last 7 years SLS has never failed to give a school more income than it's ever generated from lettings before. In many cases we can contractually guarantee a fixed amount so schools always gain and never lose lettings income.

Will we be kept informed of who is using our facilities and what activities are taking place?

Yes, our schools know on a daily basis who is in and what is on during the lettings, via our online interactive website. All schools have full access to this and receive a fortnightly rota of which staff are onsite. Our schools have ultimate control over who uses their buildings and what activities take place within the facilities.

What about site safety?

Our staff use electronic lone worker devices which are worn at all times and monitored by Reliance Protect and our senior staff who respond to activated emergency alerts and call outs.

What if we require the school facilities for our own events such as parent's evenings and school productions?

Our schools come first policy means that there is never an occasion when a school are unable to access their own facilities – the lettings are simply re-scheduled.

Operational Guarantee

SERVICE GUARANTEE

Our service is protected by an operational guarantee, whereby in the first 12 months of working with SLS if we are failing to deliver the level of service expected our agreement can be dissolved without any financial penalties.



FINANCIAL GUARANTEE

SLS work with many schools who had existing lettings before we became their chosen lettings partner, meaning the school had a previous level of lettings income. In these instances we guarantee the same level of income, which of course then increases as the business builds.



*Correct as of September 2018
Employing over 700 members of staff.

HEAD OFFICE

Unit E - Lostock Office Park
Lynstock Way
Lostock, Bolton
BL6 4SG

 **0330 100 5470**

LONDON OFFICE

71-75 Shelton Street
Covent Garden
London
WC2H 9JQ

 **020 3553 1099**

 **INFO@SCHOOLLETTINGS.ORG**

 **@SCHOOLLETTINGS**

 **.COM/SCHOOLLETTINGS**

 **SCHOOLLETTINGS**

“ *This agreement encourages external stakeholders to have use of a wide range of our school facilities in the evenings and weekends. It helps to promote our school whilst providing an additional service to the community and young people.* ”

Deborah Walker
School Business Manager
All Saints Catholic College