

Christchurch Football Squash Club - Tue 15-Dec-2015

Squash Courts	TAB 2	Court 1	Court 2	Court 3	Court 4	Lounge
8am						
9am						
10am						
11am				Angie Storer, Thomas Hannan		
12pm						
1pm						
2pm						
3pm						
4pm				Coaching		
			Sandra Roberts, Liam Collins	Coaching		
5pm	Shirley Pebble, Steve Magrath		Sandra Roberts, Liam Collins	Coaching		
	Shirley Pebble, Steve Magrath			Coaching		
6pm	INTER CLUB	INTER CLUB	INTER CLUB	INTER CLUB	INTER CLUB	
	INTER CLUB	INTER CLUB	INTER CLUB	INTER CLUB	INTER CLUB	
7pm	INTER CLUB	INTER CLUB	INTER CLUB	INTER CLUB	INTER CLUB	
	INTER CLUB	INTER CLUB	INTER CLUB	INTER CLUB	INTER CLUB	
8pm	INTER CLUB	INTER CLUB	INTER CLUB	INTER CLUB	INTER CLUB	
	INTER CLUB	INTER CLUB	INTER CLUB	INTER CLUB	INTER CLUB	
9pm	INTER CLUB	INTER CLUB	INTER CLUB	INTER CLUB	INTER CLUB	
	INTER CLUB	INTER CLUB	INTER CLUB	INTER CLUB	INTER CLUB	
10pm	INTER CLUB	INTER CLUB	INTER CLUB	INTER CLUB	INTER CLUB	

CASE STUDY:

INNOVATIVE APPROACHES TO PROMOTING AND SUPPORTING SQUASH

CHRISTCHURCH FOOTBALL SQUASH CLUB



OVERVIEW

The Christchurch Football Squash Club has a proud history of evolving and adapting. With a part-time administrator and paper booking sheets which required players having to go to the club to make a booking, Christchurch Football Squash Club realised in 2013 that they needed to do something different to 'open the doors' and make it easier for people to gain access to the facilities. With trends towards casual participation, a number of empty hours where the courts were not being used and the challenges with allowing access for non-members, the club decided to move to the online iSquash Pay 2 Play system. This has provided the club with an integrated system which is earning more and more income each year from offering casual use and enables the club to manage different membership types and provide different options for each.

CHALLENGES

Casual Players

Local clubs are under increasing pressure to provide a range of high quality experiences due to changing expectations of casual squash players.

Staff

Having a part-time club administrator limited the days and times that the facility was managed and therefore limited access for casual potentials.

System

Players had to physically go to the courts to make a court booking. The booking system relied on maintaining accurate paperwork, keys to enter and a coin box to operate the lights.

SOLUTIONS

iSquash Pay 2 Play System

The iSquash Pay 2 Play system provided the Christchurch Football Squash Club with answers to all three challenges: users could book courts at available times it suited them and it didn't require going into the club and filling in paperwork.

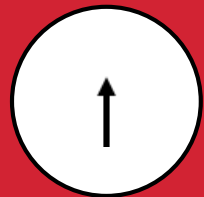
With the technical support being in New Zealand, the online iSquash Pay 2 Play system can also be managed from any phone or computer with internet access.

The system also provides the club with an insights report showing the court usage, and includes details of all users that the club can use to further engage casual participants.

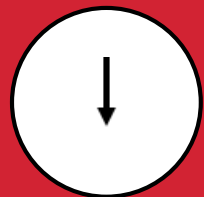
RESULTS



Users appreciate being able to book a court online.



Income and use each year.



Administration time and costs with one database to manage details.

CONCLUSION

Being one of the first to use Pay 2 Play, the Christchurch Football Squash Club experienced the teething issues. Despite the initial setup costs and evolution of the software, the online court booking and payment system now enables the Club to better utilise their facilities by offering an integrated online booking / payment / access facility to both club members and casual participants.

A key learning from when the Club initially implemented the system some of the limitations against a member (e.g. enforcing two player booking was not selected; had all the court bookings to run for the same time) were not setup. This has now been changed so that two courts run on the hour and the others run on the half hour.

Club Treasurer Kirsty Allison recommends other clubs looking to setup the system "spend time to work out the required restrictions and court booking options prior to implementation."