

THE STATE OF SCHOOL LETTINGS: 2024

Insights and trends for schools and multi-academy trusts hiring out sport facilities and spaces.



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Introduction from the CEO

Harnessing the potential of school facilities

It's no secret that the UK education sector faces immense pressure, with budget cuts, the need to qualify for funding, and the challenge of meeting Ofsted standards. In this environment, finding innovative ways to generate revenue and engage the community is more critical than ever. Community lettings can provide vital financial support for schools, allowing for reinvestment into facilities and transforming your school into a community hub.

Whether you are considering hiring out your facilities for the first time or looking to optimise your existing lettings program, understanding the usage patterns of your facilities can significantly help with managing resources effectively. This report provides a comprehensive analysis of school lettings, offering insights into usage trends, revenue generation, booking prices, and community engagement.

As one of the UK's only school facility management organisations offering software-only solutions, bookings management, and fully managed services, our data provides unique insights across the entire spectrum of school lettings. We hope these insights will help headteachers, school business managers and other stakeholders at schools and multi-academy trusts make informed, strategic decisions, enhancing facility management and benefiting your school and the wider community.

For the future of your school, its pupils, and the local community, we present the 2024 State of School Lettings Report.



Charlie Merrett-Clarke
Chief Executive Officer
Bookteq, by Playfinder



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Annual bookings data from:



500,000

School hirers



80,000h

of play



50,000

Bookings



77

Schools & MATs



£3.1mil

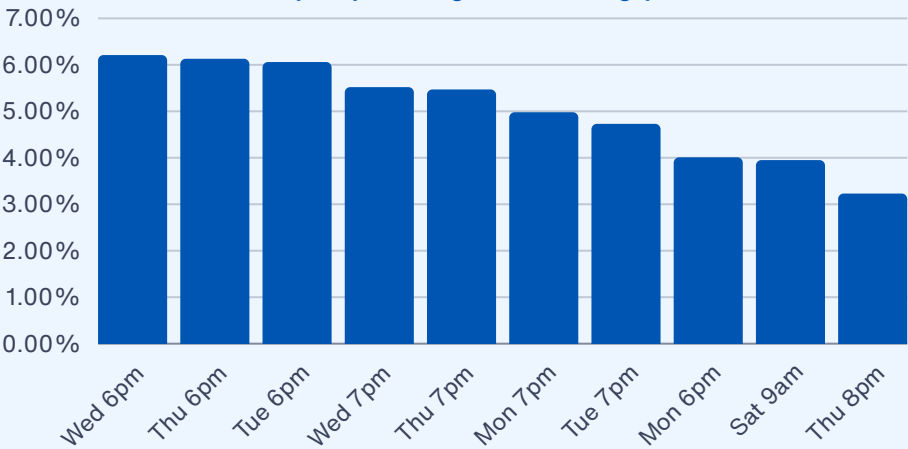
Bookings revenue

Daily and Hourly Trends

By examining the combined yearly bookings on a daily and hourly basis, you can easily spot trends and begin to understand the preferences and habits of school hirers.

- 1. The **afternoon/evening weekday slots** (from 5pm-8pm) make up 86% of all weekday bookings.
- 2. **Weekdays from 3pm to 4pm** show the first spike in bookings, with classroom rentals as well as drama and dance studios proving especially popular.
- 3. **Thursday** sees the highest activity, with 19% of bookings, while Friday is the least popular, with only 9%.
- 4. **Weekend mornings at 9am and 10am** are popular, with an increase in sport facility bookings.

Top 10 weekly sessions
(as a percentage of all bookings)



Weekdays win

Weekdays are the most popular for school lettings, with 78% of bookings taking place from Monday to Friday.

Booking Start Times

	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00
Monday	4	151	123	59	2	100	9	2	227	46	875	2013	2498	1119	169	0
Tuesday	2	158	148	55	1	95	14	6	269	71	943	3044	2375	1178	195	2
Wednesday	2	208	126	87	6	32	13	9	305	153	929	3118	2770	1078	246	1
Thursday	3	152	123	62	21	40	8	5	290	246	816	3079	2744	1621	334	9
Friday	1	176	64	22	0	79	1	1	197	154	791	1392	1028	429	180	3
Saturday	55	585	1985	1077	358	287	260	386	216	194	115	102	52	39	12	4
Sunday	10	588	1114	1095	486	297	397	189	159	268	184	264	192	85	28	0

Daily Totals
7397
8556
9083
9553
4518
5727
5356

Monthly Trends

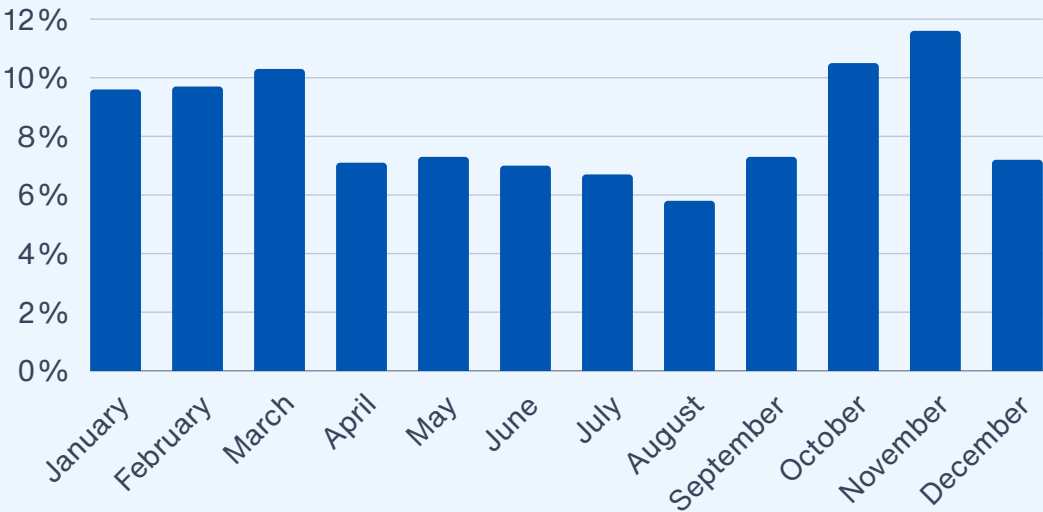
For schools, the year-round utilisation of sports facilities is a top priority. Over the past three years, the trend has consistently shown that the months of **March, October and November** emerge as the busiest periods, accounting for a significant percentage of the yearly total. Schools experience their biggest decrease in facility rentals during the summer holidays in August when pupils and staff are away.



Jack Brown
Director of Operations
School Enterprises Ltd

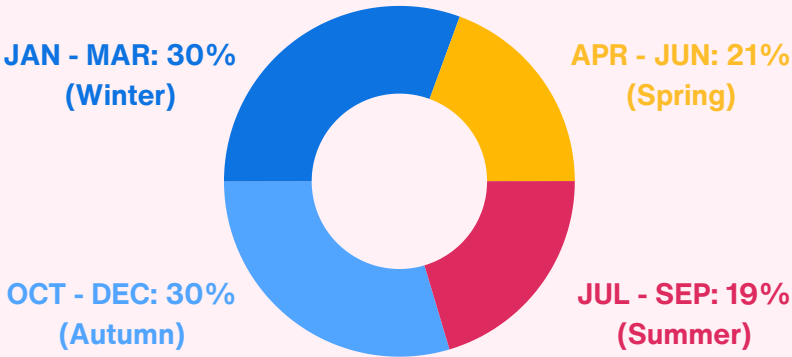
“The busiest period is definitely mid September to the end of March. The decreasing daylight coupled with the poor weather from October until March means that most teams and clubs are limited to competing inside until that starts to show consistent improvement in spring.”

Monthly bookings as a percentage of yearly total



How does your yearly utilisation spread compare to this? Look for possible causes if you have months that stick out to you.

Bookings by quarter / season



Facility Type Trends

This section examines which types of facilities received the most bookings.

Pitches (39%) Predominantly football bookings, with some hockey and rugby.

Sports Hall (36%) Badminton, netball, exercise groups, basketball, indoor football and cricket.

Space Hire (12%) Classrooms and function rooms. Studios for dance, drama and music.

Outdoor Courts (6%) Tennis Courts, MUGA, outdoor; netball, volleyball, and basketball.

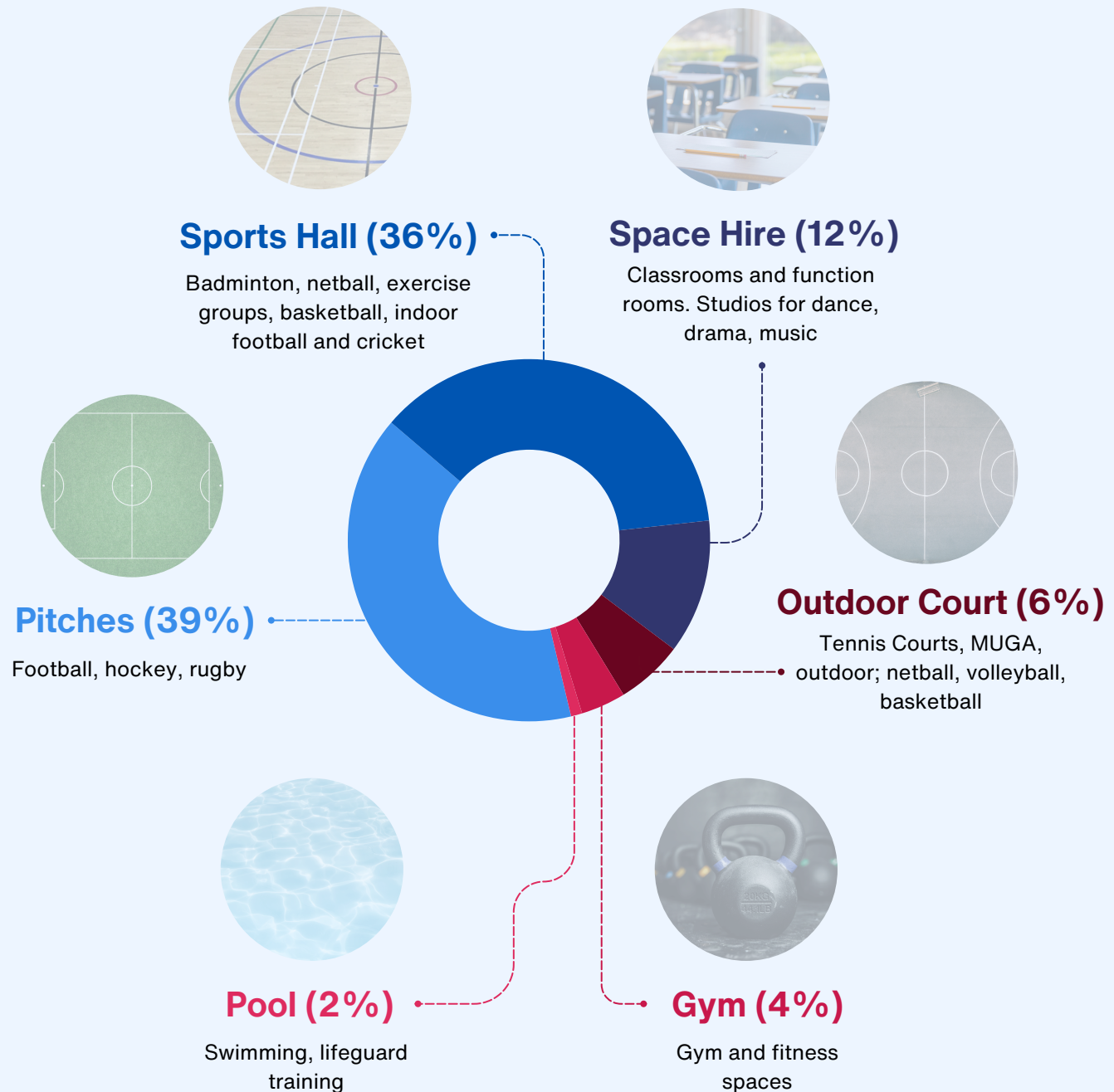
Gym (4%) Gymnasium and fitness spaces, includes group activity bootcamps.

Swimming Pool (2%) Used for swimming and lifeguard training.

Top 10 activities

1. Football 2. Badminton 3. Classroom activities
4. Exercise groups 5. Basketball 6. Dance
7. Netball 8. Hockey 9. Indoor Cricket 10. Drama

Note: Many schools don't have pools, gyms, or athletic tracks. The percentage of those bookings are much higher at schools that do have those facilities than shown above.



Average Revenue Generated

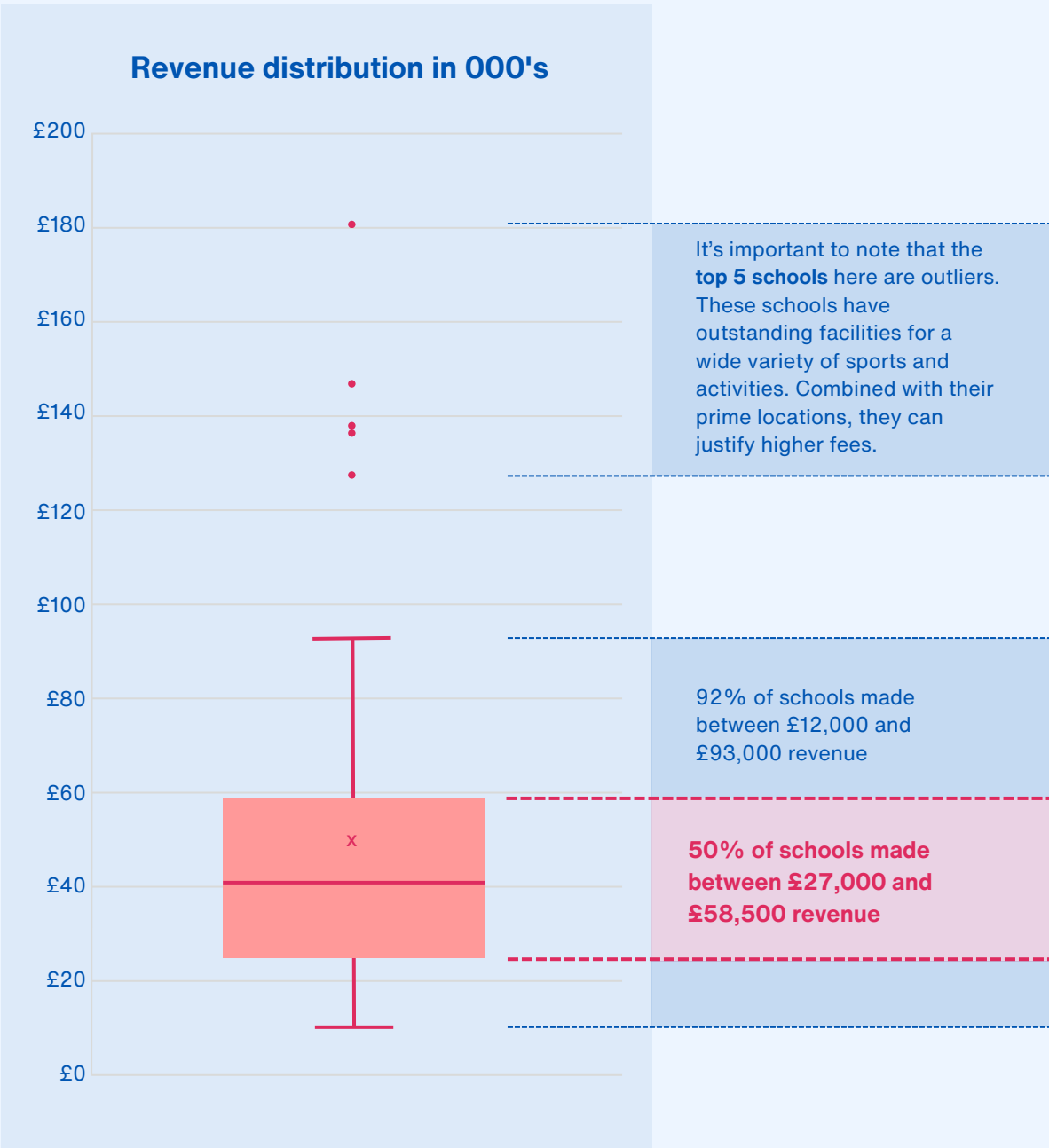
This graph displays the revenue generated by each individual school through Bookteq. It shows the range, median (average), and quartiles of revenue.

This data is useful to compare your revenue performance with other schools. Use it to identify areas for growth, set realistic targets, and make informed investment decisions. Additionally, it provides insights into competitive positioning and performance evaluation.

	Revenue
Average	£40,500
Interquartile range	£27,000 - £58,500

The average school in the UK generates an additional £40,500 of income from school lettings. What could your school do with that extra income?

All the top revenue-generating schools feature synthetic surface pitches, sports halls, and multi-use games areas. Has your school considered investing in any of these facilities?



Facility Bookings Price

This section explores the **average hourly rates** charged for school facilities and activities, along with the interquartile range (the middle 50% of bookings). While some schools charge significantly higher prices (outlier values), these averages provide a useful benchmark for comparison.

Facility type	Activity type	Avg.	IQR.
Sports hall	Badminton	£12	£10 - £14
Sports hall	Multi-sport	£45	£32 - £67
Classroom	Classroom activities	£20	£16 - £24
Studio	Dance/drama	£29	£27 - £32
MUGA	Basketball/netball	£32	£29 - £40
Synthetic pitch	Hockey	£72	£55 - £95
Synthetic (11-a-side)	Football (2h)	£127	£93 - £175
Synthetic (small sided)	Football	£37	£27 - £56
Grass (11-a-side)	Football (2h)	£54	£31 - £77
Grass (small sided)	Football	£15	£11 - £26

First time pricing a new facility?

Or experimenting with pricing?

**Use the average price and interquartile range
(middle 50% of bookings) as a starting point.**



Ben Tanner
Community & Sports Manager
Manchester Communication Academy

“Sports halls and artificial pitches are prime contenders for generating revenue for schools after hours. Sports halls offer versatility, accommodating various activities while synthetic pitches are ideal for football and hockey, remaining playable in diverse weather conditions.”

Local Community Engagement

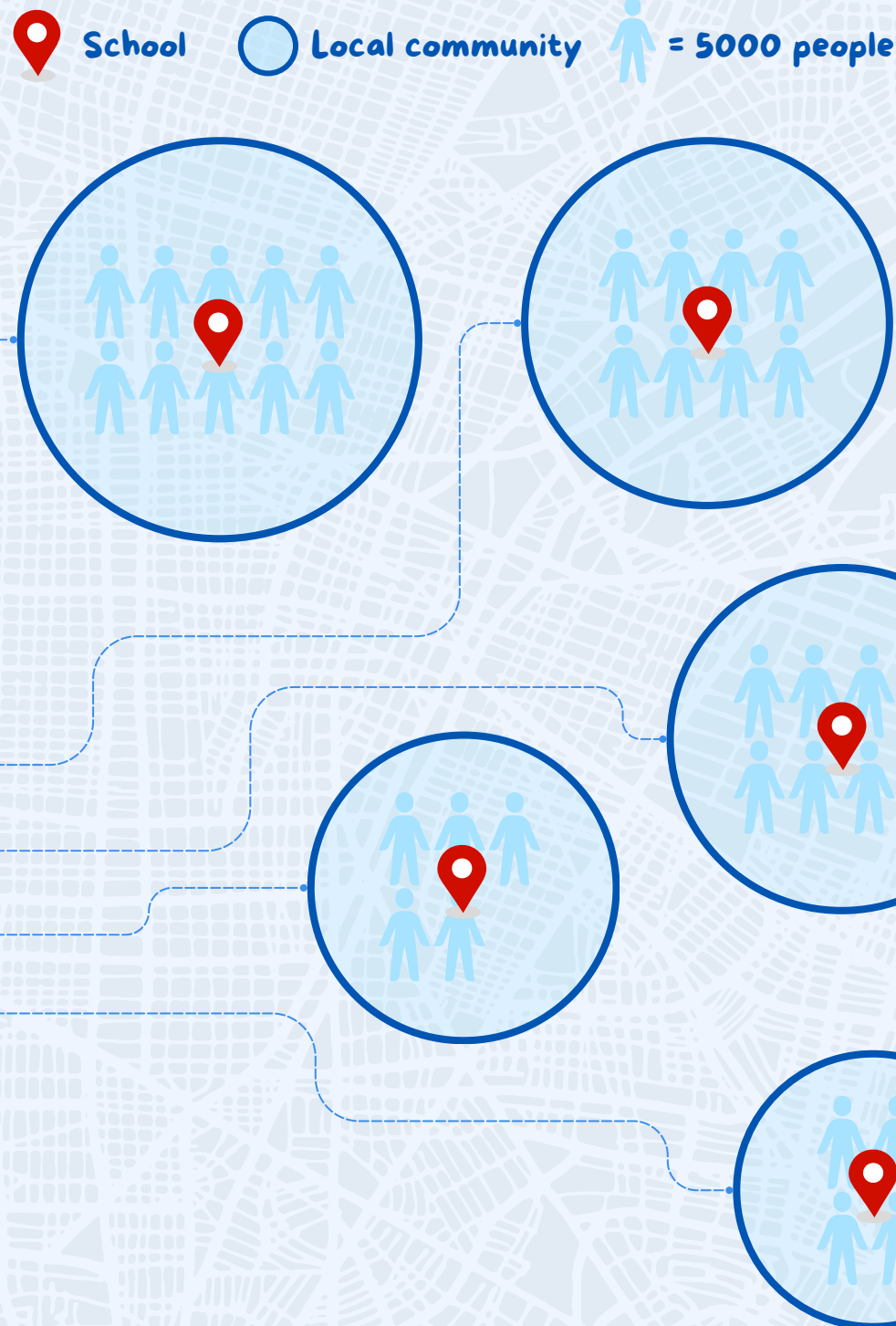
Schools account for 39% of all UK sport facilities. Opening these facilities provides schools with vital revenue and helps the local community get active. Some local authorities also require schools with new facilities to establish **Community Use Agreements** to compensate for lost playing fields.

Below, we examine how many people from the local community benefit from these sample school facilities.

Top 5 schools for yearly community bookings

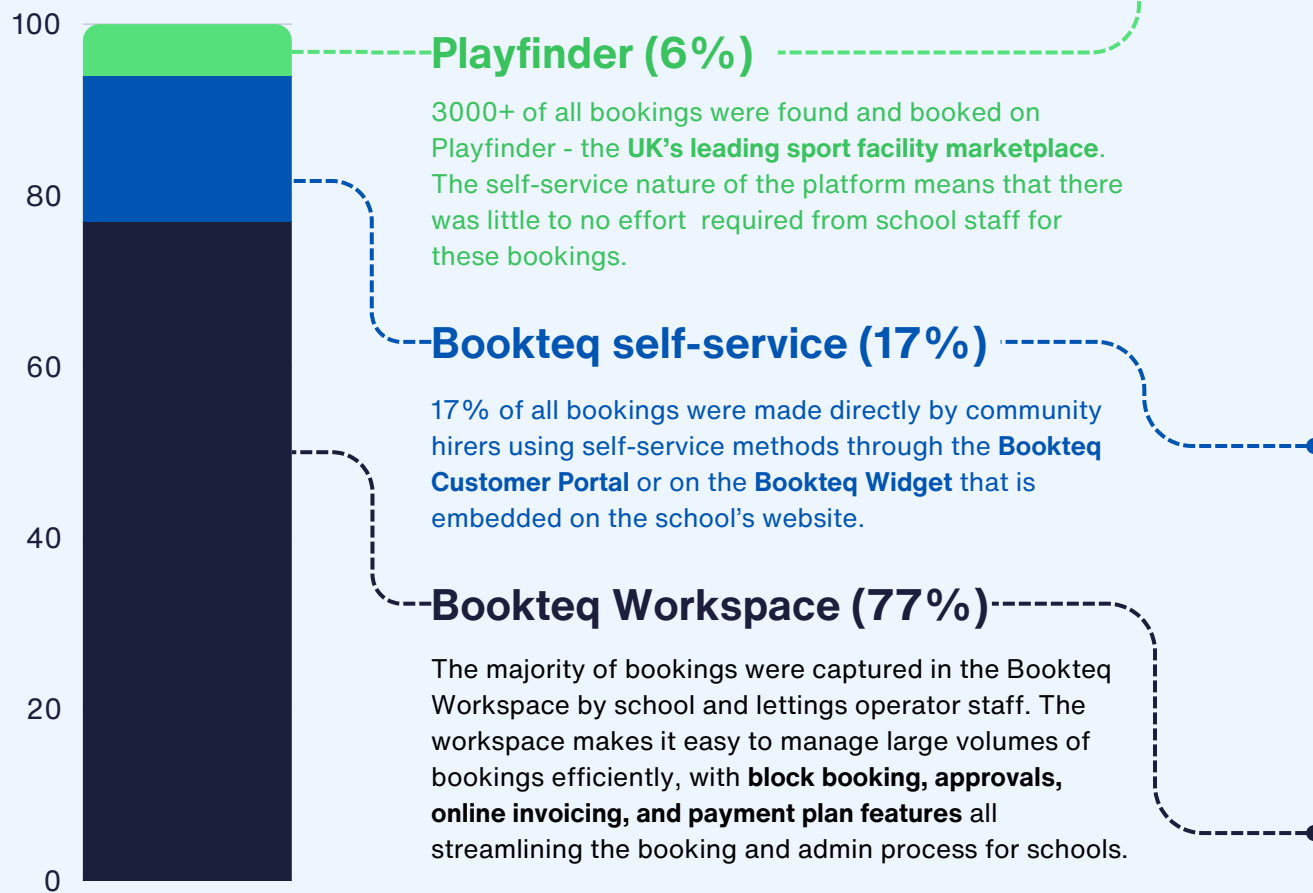
School	Hours of bookings	Individual participants
#1	6708	51244
#2	5704	42701
#3	4600	34000
#4	2965	25166
#5	3300	19906

How does your school's facility utilisation compare to these examples? Make the most of your facilities by opening them up to your local community.

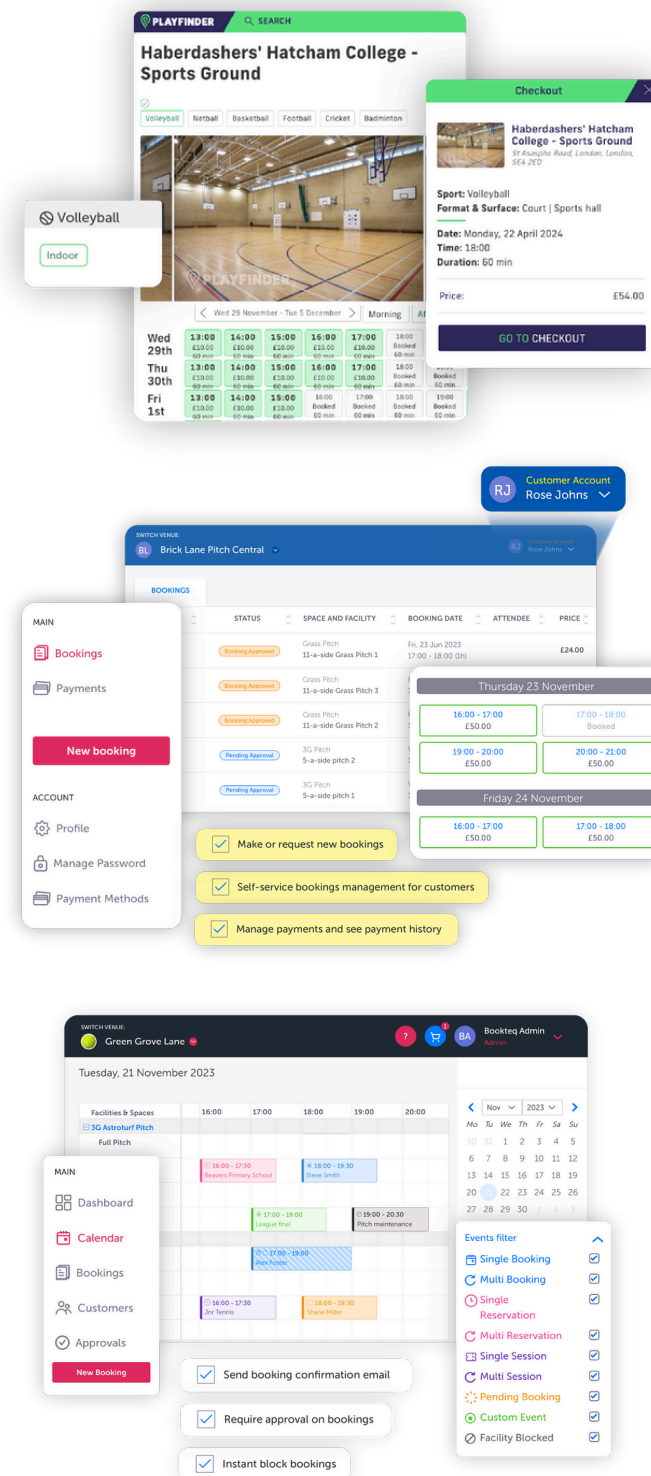


Bookings Source

This section looks at the source and management method of the 50,000 facility bookings analysed in this report.



Increasing self-service can benefit schools by reducing staff administration and improving user experience. With a concerted effort to promote these methods, some schools have seen over 50% of bookings made through self-service.



Lettings Management

This section delves into the lettings management structure used by schools.

Internally Managed (55%)

School staff manage all aspects of lettings. bookings, inquiries, payments, and report on facility performance using Bookteq software. They also open and staff bookings.

- **Bookteq system ✓**

This option suits schools who:

Already have a dedicated team who are accountable to managing lettings and operating their facilities.

You can learn more about booking software used by schools to internally manage lettings [here](#).

Fully Managed (45%)

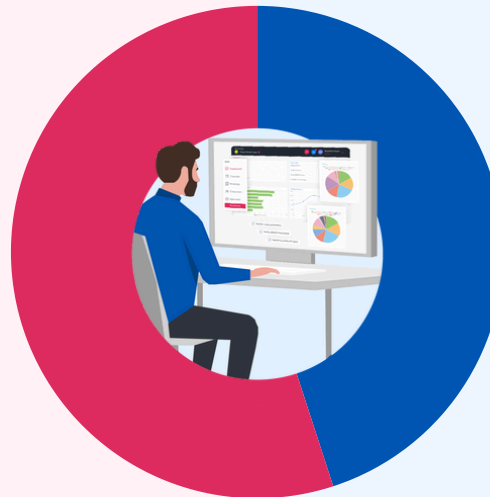
School letting operators manage all lettings on behalf of the school. This service includes full bookings and payment management, 7 days-a-week, with daily and weekly bookings reports.

- **Bookteq system ✓**
- **Bookings management ✓**
- **Bookings staff ✓**

This option suits schools who:

Have a reduced internal capacity and no dedicated lettings team, who need an all-encompassing solution to school lettings.

You can learn more about fully managed lettings [here](#).



Key Takeaways

Whether reviewing your lettings strategy, analysing demand, or considering industry benchmarks, schools can use these insights to refine management, increase bookings, optimise revenue generation, and boost participation in sports and activities.

Peak demand

6pm & 7pm

slots **Monday to Thursday** have the highest demand

86%

of **weekday** bookings take place between **5pm and 9pm**

Revenue

£40.5K

average revenue generated

50%

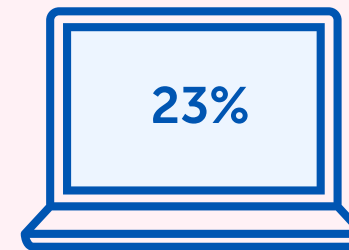
of schools had a yearly revenue of between **£27K - £56K**

Stand out performers

Some top schools achieve the following yearly benchmarks with their lettings:

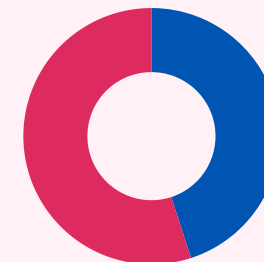


Bookings management



of bookings were made **online** through **self-service** methods, while the rest (77%) were captured and managed in the **Bookteq Workspace** by facility staff.

Lettings model



The split between schools who manage their lettings **internally** (55%) versus those who use **external** lettings operators (45%) is nearly equal. Indicating that **schools need options** when choosing a lettings model.

Facility type



Pitches
(39%)



Sports Halls
(36%)



Space Hire
(12%)

Activity popularity & avg. price p/h

1. Football (£25 - £72)
2. Badminton (£12)
3. Classroom act. (£20)
4. Exercise groups (£26)
5. Basketball (£32)
6. Dance (£29)
7. Netball (£32)
8. Hockey (£72)
9. Ind. Cricket (£45)
10. Drama (£29)

Increase your school's utilisation today

Bookteq is an easy-to-use **sports facility and space booking software** for schools, multi-academy trusts, and letting operators - supporting both schools managing their lettings internally and those needing a **fully managed solution**.

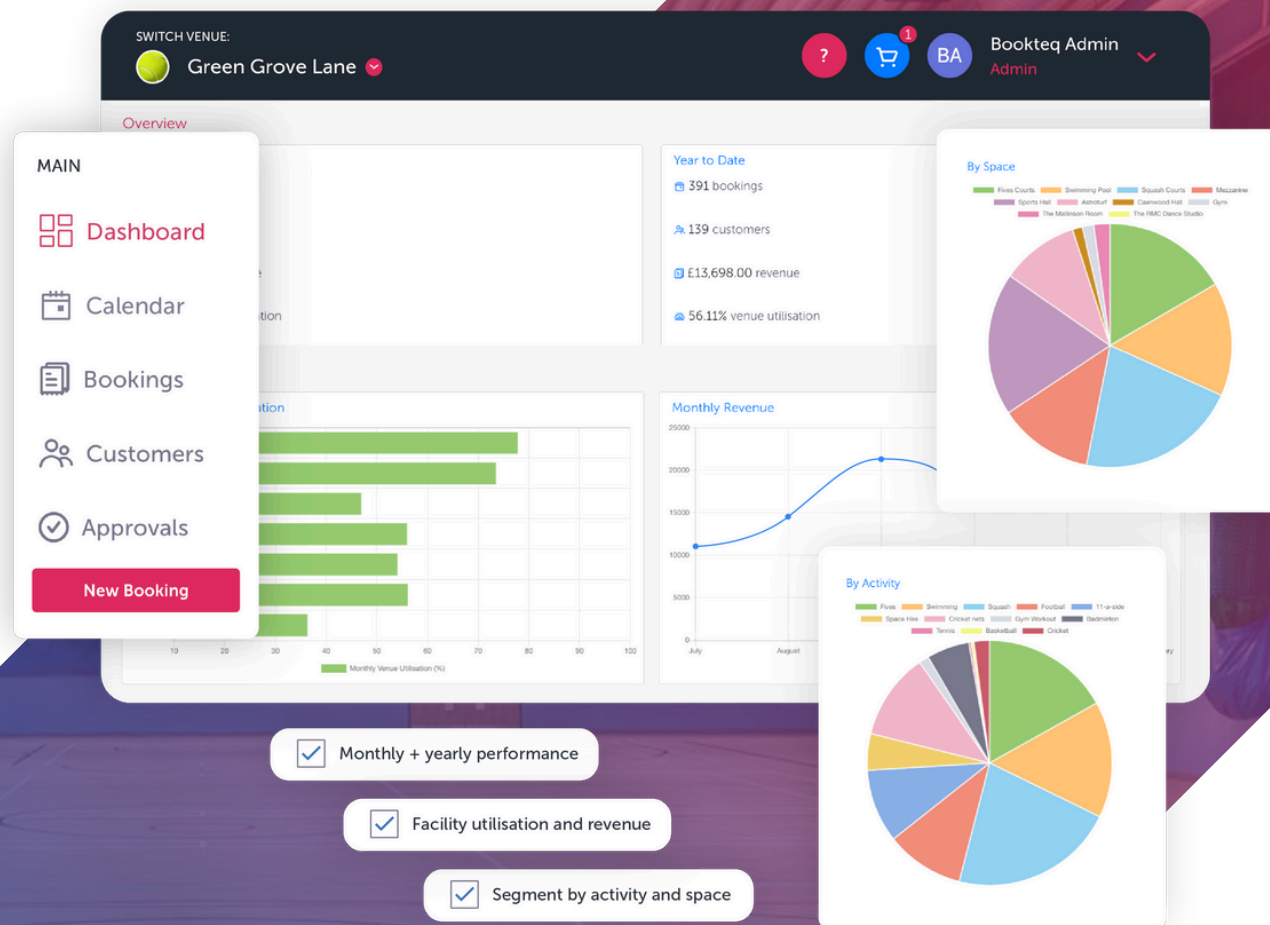
Get in touch to discuss how we could support your organisation maximise its facility utilisation year round.

 **Schedule a call**

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 **0333 300 3465**



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