

Syx Automations

Solutions You Xpect



COVENTRY SPORTS FOUNDATION



Coventry Sports Foundation is both a Charitable Trust and Limited Company with a mission "to provide a wide range of sporting, recreational, educational and social activities to under-represented and disadvantaged community groups and individuals within Coventry".

The Foundation represents a management merger finalised in April 2000, between two formerly independent Trusts in Coventry – Centre AT7 Trust Ltd, which targeted inner city deprivation in the North East of the city; and The Midland Sports Centre for the Disabled Trust Ltd, aimed at providing sporting services and opportunities to disabled participants around the Midlands from its base at The Midland Sports Centre. In 2008, the new Xcel Leisure Centre replaced The Midland Sports Centre.

In 2004, the Foundation, under contract with the Alan Higgs Centre Trust, assumed the management of the Alan Higgs Centre in Allard Way. The Alan Higgs Centre Trust had funded the construction of this magnificent centre in an effort to reach communities in another area of the city identified as being in prioritised need of regeneration.

With these acquisitions the Foundation achieved its aspirations across the whole of the city with Centre AT7 in the North East; The Alan Higgs Centre to the South East; and the Xcel Leisure Centre to the South West of the City. The vast range of programmes delivered both within the leisure centres and in community locations through the work of its Sports Development Team means that the Foundation currently has in excess of 1.25 million usages per year.





"NOT ONLY DID THE RECREATEX SYSTEM GO ABOVE AND BEYOND THE OPERATIONAL BUSINESS REQUIREMENTS FOR THE FOUNDATION, BUT THE ORGANISATION KNEW THAT IN SYX AUTOMATIONS THEY HAD FOUND A TRUSTED PARTNER."

Paul Breed, CEO Coventry Sports Foundation

IMPLEMENTING RECREATEX

In the summer of 2012, Coventry Sports Foundation approached Syx Automations looking to work with a partner who could supply, install and maintain a system that could satisfy all requirements of the Foundation's diverse range of business activity.

The Foundation was seeking an up-to-the-minute, high-speed, interactive and user-friendly leisure-based system with capacity to provide an admissions, bookings and membership system across their multisite operation. The system needed to handle counter sales, telephone bookings, course and programme bookings and e-commerce and hospitality / service functions of the Commercial Department i.e. bars, catering etc. as well as integrating with dozens of existing financial and administrative applications already in use within the business.

After a thorough analysis of the various suppliers, a demonstration of the ReCreateX software arranged for the Foundation's senior management team impressed and convinced them as to the power and flexibility of the software.

In September 2013, Coventry Sports Foundation implemented the ReCreateX software across the whole of its multisite operation. The Syx Automations implementation team was on hand every step of the way to populate the new program, migrate data from the existing system and to work with the Foundation's existing IT contractor during the installation and configuration of the system. This enabled a seamless transition between the existing software and the go live with the ReCreateX software.

Prior to going live, Syx Automations' representatives spent two weeks on-site within the Foundation's facilities training sales, finance and marketing staff to use the system efficiently. **"Indeed, support is a key theme of the partnership. Staff at each of the Foundation's sites having access to a manned support telephone service 24 hours a day, 365 days a year in case of any query when using ReCreateX."**



Following a successful go live at Centre AT7, the ReCreateX system was rolled out to both the Alan Higgs and Xcel Leisure centres. The Foundation uses ReCreateX across all levels of the organisation – front-of-house with Point of Sale set-up that enables Ticket Sales, Fitness Bookings, Membership Sales, Kids Activities and Holiday Bookings, Exercise to Music Classes and Room Bookings. All catering facilities use ReCreateX for Food and Beverage Sales with integrated stock control and management. Direct debit processing together with Invoicing and Membership renewals are handled by the Finance and back-of-house teams. **A single customer card equipped to manage multiple memberships allows customers to visit and benefit from all available facilities at any centre, with their details being transferred and recognised instantaneously.**

The ReCreateX system has been enabled to **manage bookings both on-site and online**. In phase two of the project, the real-time ReCreateX software will offer an improved customer experience as users begin to make facility bookings and complete swimming lesson and coaching course re-enrolments online.



IMPROVED EFFICIENCY

The ReCreateX software has been well received by staff across all the Foundation's sites. The benefits in terms of **improving efficiencies across the operation** have been numerous. Xcel Leisure Centre Manager Martin Neale notes how, with the provision of 'real-time information', the ReCreateX system has enabled all employees to be better informed when undertaking their duties. It allows them to provide the most accurate information to customers. Neale explains that **"the automated system allows all three centres to view exercise, swimming and facility bookings at each site simultaneously, thereby facilitating ease of booking and exchange of information. With the ability for members to book and pay for their sessions online, queues at the point of sale have been reduced significantly"**.

The ReCreateX Point of Sale has been praised for being **quick, efficient and easy to use**. With hundreds of integrations to pre-existing financial and payroll applications including Sage, direct debits, connections to Outlook, staff scheduling and customer invoicing amongst others, it has improved accuracy and speed within Coventry Sports Foundation's operations enormously. The system also allows for integrated stock control thereby improving efficiency savings across the Foundation's food and beverage outlets.

Coventry Sports Foundation's Chief Executive Officer, Paul Breed, explains how the installation of ReCreateX software has enabled the generation of increasingly **comprehensive and accurate management reports** allowing the Foundation's senior managers to accurately monitor user numbers, session uptake and financial performance across this multisite operation with ease and sophistication. Breed explains: "The Business Intelligence functionality enables the creation of bespoke reports to meet our own preferences and business requirements. The depth of reports generated has enhanced the Foundation's reporting of Key Performance Indicators massively."



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