# GMCL

## ENABLING FACILITIES TO BECOME A HIVE OF ACTIVITY

# MAKE YOUR COMMUNITY A HIVE OF ACTIVITY

## About us

The team at GMCL have over 20 years' experience working both in, and with schools and other local facilities to help them achieve their goals of increased stakeholder and community engagement. In the process generating valuable revenue.  GMCL was born out of a vision to create an organisation based on outstanding customer service and support, engagement with local communities, fitness, wellbeing, improved mental health and utilising amazing facilities for good.

## Training

A number of online training courses are completed by the on-site staff before commencing on their first shifts at any facility. These include:

- Safeguarding
- Diversity
- Fire
- Slips & trips
- Manual Handling
- Risk Assessments
- Wellbeing

More specific and tailored training is given on site. Each site is very different and has their own nuances. The onsite training includes things such as – specific operations, health and safety, security, dealing with customers and de-escalation methodologies.

## Staffing

GMCL take care of all staffing. Recruitment is completed in a very focussed and safe manner. GMCL comply with safer recruitment policies and work in line with the “Working together to safeguard Children (Dfe 2018a) standards. Before being employed by GMCL, every staff member recruited will have:

- Enhanced DBS
- References Checked
- Identity and Address checks
- Proof of NI Number
- Right to work

# Marketing

Most facilities are seasonal and a formula and process for maximising bookings has been tried and tested by GMCL.

The bookings and community groups need to be a targeted mix of all year round bookings, seasonal winter training, one off events etc.  A healthy mix of available clubs, sports and wellbeing groups needs to be offered and delivered to engage as many community members as possible.

Following are several ways in which GMCL make community groups and organisations aware of the facilities to hire.

- Contacting our regional and national partners
- Contact local primary schools
- Focus on specific target groups identified by the school / local plan / local offer
- Social media marketing
- Google pay per click ad campaigns
- School posts
- Local flyer drops
- Database of hirers and enquiries
- Local advertising
- Local Signage
- Contacting clubs and governing bodies directly

# Alternative offering to fully managed solution

Some facilities are more than happy to staff the opening, cleaning, and closing of their facilities by using /employing their own staff.  This is entirely possible.  GMCL can offer the use of their online booking system, marketing, and finance department to look after everything else for you.

# Need funding for 3G pitch creation / resurfacing?

GMCL work in partnership with Notts Sport – a leading specialist in the design and supply of synthetic surfacing systems for sport, play and leisure. Through Notts Sport - unique fast track funding is available and is a proven method for facilities to achieve their vision for external sport without any up-front capital costs necessary.

Through this innovative, non-traditional funding route Notts Sports provide a completely flexible solution that enables each and every customer to enjoy world class, state of the art synthetic turf sports facilities for their stakeholders.  Pupils and community groups benefit from improved facilities. These improved facilities can become an immediate income stream through engaging GMCL to manage external lettings to local sports teams and groups – thus very quickly becoming a valued community asset.

In the last 9 years Notts Sports have completed 51 projects, with a £366k average cost – funding over £18.7m.  The format of the flexible operating lease has been approved by both independent auditors and the Education Funding Agency.





# Finances

All finances are dealt with by GMCL, this includes invoicing and collection of payments. On a monthly basis a utilisation report is sent to the facility to be ratified.  Once ratified the facility invoice GMCL for their share of the revenue and these funds are paid directly into the named account within 7 days.

# Online Booking System

GMCL use a industry leading online booking system which is extremely user friendly. The benefits of using this are:

- Increased revenue due to ease of use by the hirers
- Quick and easy to produce reports on usage and finances
- Easy invoicing to customers
- Usage and insights analytics
- Access by facility managers

Using this intuitive software a number of pain points are relieved some of which are:

- The facilities are lying idle during parts of the day / evenings
- No shows and chasing money is a problem
- Reconciling accounts is a nightmare
- Community facilities can't be booked online
- There are a lot of booking enquiries by email and phone
- Generating reports for SLT / Governors is very time consuming

# Contact Us

Should you require any further information about how GM Community Lettings can work in partnership with your facility then please contact info@gmcommunitylettings.co.uk or telephone 0161 400 1970 / 07786 803841.

**For more information visit**
**www.gmcommunitylettings.co.uk**

**GM Community Lettings (GMCL)**

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