



Website brief

# Company Overview

- The Realespace online platform is a convenient and highly functional marketplace for searching and booking community facilities (schools, churches, health care facilities).
- RealeSpace is a start-up recently formed in 2017 in Melbourne, Australia by husband and wife co-founders GD and TA.
- GD and TA both have an interest and/or experience in Project Management, Property Management, Conference and Event Management and Educational Services which underpins this start-up business.

# Requirements of Website

- The web design shall feature a modern, innovative but user friendly interface similar style to other web start up pages:
  - [www.bookingsplus.co.uk](http://www.bookingsplus.co.uk)
  - [www.shopify.com.au](http://www.shopify.com.au)
  - [www.designcrowd.com.au](http://www.designcrowd.com.au)
- The web design shall be 'wordpress' compliant and allow for future functionality to be added and coded (e.g. animations, flash, blogs etc) and content to be editable.
- The following brief has been created to provide guidance on the structure and content required.
- An existing logo developed for Realespace shall be utilised and incorporated in the top left hand corner of the cover landing page (refer to attached logo).

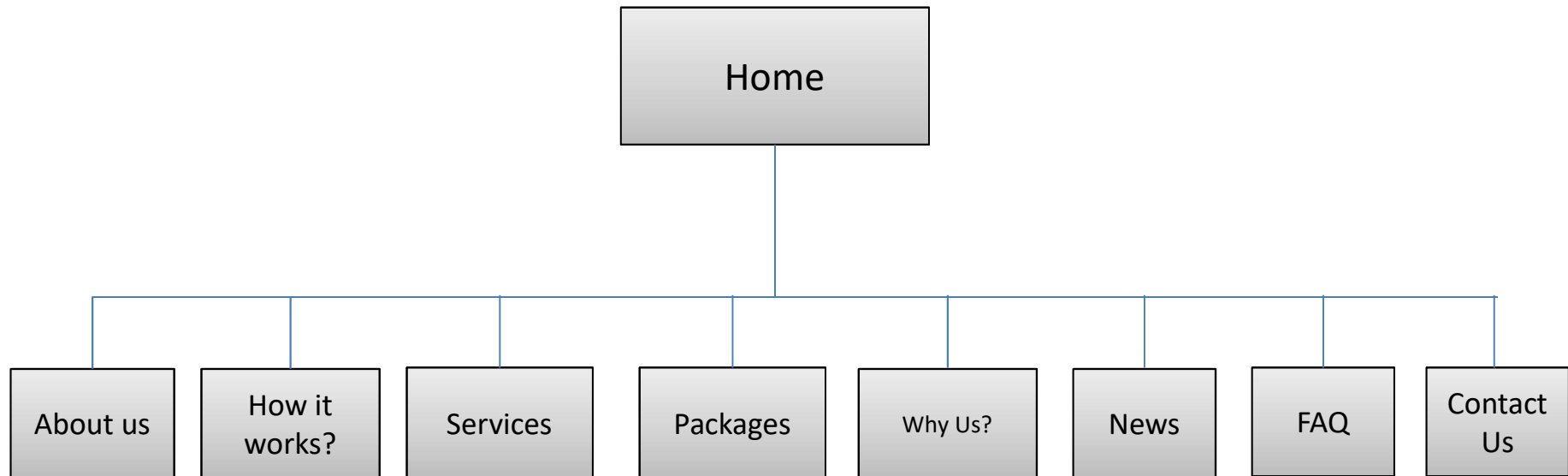
# Website Landing Cover Page

- The colour scheme of the landing cover page shall be a mixture of white and navy blue (matching the logo colour) to in order to successfully integrate the logo. The same colour scheme shall apply to all web pages for consistency.
- The landing cover web page shall feature the links to each of the sub-web pages (as heading tabs) on the top of the page and as links on the bottom of the page (i.e. Home, About us, How it works, Services, Why use us, FAQ, Contact us).
- The landing cover page should also feature each of the four main services with accompanying logos:
  - Marketing and Promotion of your facility
  - Administer bookings and enquiries
  - Invoicing and Payment collection
  - Bookings reports and customer service
- Links to Facebook, Twitter, Instagram and LinkedIn shall be incorporated on both the top and bottom (similar to <http://schoollettings.org/>)
- Contact details for the company shall be also be shown on the bottom of the page. (similar to <http://schoollettings.org/>).
- The website landing cover page shall feature the enquiry form at the bottom of the page. (similar to <http://www.bookingsplus.co.uk/>)

# Website Structure

- The website shall also consist of eight (8) sub-webpages. The landing cover webpage shall feature headings (located at the top of the landing webpage) which link to these sub-webpages. The format of the logo and headings shall remain consistent when navigating across all sub webpages.
- The titles for these sub-webpages are (as shown on website structure on following page):
  - **Home** – Which links to the landing cover webpage.
  - **About us** – Utilise content in slide 2 of this brief.
  - **How it works** – Utilise process in slide 5 of this brief. Replace designs shown with more creative alternatives (cartoon theme).
  - **Services** – A link to a webpage detailing the services provided by Realespace (refer to slides 10 to 13 of this brief)
  - **Packages** – Make reference to Slide 14 of this brief.
  - **Why Realespace?** – Utilise content in slide 6 of this brief.
  - **News** – A page with links to news and announcements (to be added)
  - **FAQ** – A link to a page listing the frequently asked questions from slides 8 to 12 of this brief.
  - **Contact us** – This should provide a link to a webpage with a form for posting an enquiry and also contact details for the company (refer to wix site below for contact details).
- A sample webpage design has been <https://dcostagi.wixsite.com/realespace>. Use this as a reference for structure, but obviously the website should look far more professional, modern and creative.
- The words '**Utilising your facility to create value for your organisation and the community**' shall be used as shown in the wix site but only apply to the landing cover page in front of colourful headline bar. Refer to <http://www.bookingsplus.co.uk/> which features a similar rotating headline page.

# Website Structure



# How does the bookings process work?

1. Client/hirer looks for advertised space / facility via RealeSpace online platform and makes application



2. Application evaluated by RealeSpace based on guidelines and criteria agreed with facility (history, insurances)



3. Booking of facility made via RealeSpace online bookings platform

4. Invoice generated and payment received prior to hire of facility



# What are some of the key benefits of signing up with RealeSpace?

- Use of existing, underutilised facilities
- Reduction in administrative time and cost
- Unregulated revenue stream; low setup fee
- Managed via a simple, proven and transparent online bookings system
- Potential for developing marketing and promotional opportunities and establishing commercial relationships:
  - Sporting
  - Cultural
  - Business/Corporate



# What is the target market (customers) of RealeSpace?

- RealeSpace will focus on building a customer network of both community facility owners (schools, hospitals, churches) and hirers (non-government organisations, community groups, event management companies, commercial businesses). Members of the general public will also be encouraged to book facilities for private functions.

# Services provided by RealeSpace

## Marketing and Promotion of your Facility

- Maintenance and promotion of your custom made website.
- Use Search Engine Optimisation (SEO) techniques to improve website rankings.
- Use Google Analytics to track performance and potential clients.
- Explore opportunities with groups and businesses who would be interested in hiring your facility
- Website offers free advertising for clubs and groups looking to expand their users (e.g. dance schools, private education providers).



# Services provided by RealeSpace

## Administer bookings and enquiries



- All enquiries dealt with via e-mail / telephone from Monday to Friday (9.30am to 5pm).
- Enquiries logged in database for future analysis or promotion.
- RealeSpace will arrange a mutually convenient time for potential hirers to visit the facility.
- Make initial assessments of clients and activities and conduct reference checks.
- Store all appropriate booking documentation (including insurances, teaching qualifications, reference checks)

# Services provided by RealeSpace

## Administer bookings and enquiries



- Make changes due to booking cancellations or unforeseen events (school events, weather).
- Ensure clients sign onto terms and conditions before bookings take place.
- Ensure clients are fully aware of facility emergency procedures if this is ever required.

# Services provided by RealeSpace

## Invoices and Payment collection

- Invoices will be raised by RealeSpace on a monthly basis in advance.
- Invoices can be viewed by the school's finance team by logging into the RealeSpace bookings system.
- An auditable credit note system incorporated into the bookings system allows any cancellations or changes to be credited automatically.
- Arrange for an online payment system via 'Stripe' (Credit or Debit card) to allow payments on your behalf. Payments via cash or cheque will not be permitted.



# Services provided by RealeSpace

## Bookings reports and customer service



- Easily view facility or room bookings via the live online calendar system.
- Informative reports can be viewed by staff and can be e-mailed or downloaded.
- Strive for the highest levels of customer service with potential clients when taking and coordinating bookings

# Summary of Subscription Packages for facility owners

Package Category	Basic	Standard *	Premium **
Key Benefits	<ul style="list-style-type: none"><li>• Hosting of facility bookings page on RealeSpace website</li><li>• Training and Setup of Software System</li><li>• Maintenance and Support of system during term of use</li></ul>	<ul style="list-style-type: none"><li>• Hosting, training, setup and maintenance of software system during term of use</li><li>• Marketing of facility to external hirers</li><li>• Additional Admin and support</li></ul>	<ul style="list-style-type: none"><li>• Hosting, setup, maintenance and admin support of software system</li><li>• Marketing of facility to external hirers</li><li>• On-site supervision of activities</li><li>• Sponsorships and Event Management</li></ul>

\* Recommended package

\*\* Not yet available

# Frequently Asked Questions

## **1. How much does it cost a facility to work with RealeSpace?**

Subscription to the service will be based on the package the facility chooses.

The facility will be charged an initial low set up fee and an ongoing percentage of the bookings revenue earned by the facility.



# Frequently Asked Questions

## **2. What if we already derive an existing income from facility lettings?**

RealeSpace can provide an assurance the amount of income earned will exceed the existing income level within a year of setup of the online bookings system.

# Frequently Asked Questions

## **3. Will we be kept informed about our facilities and activities that take place?**

Yes, facility owners will know on a daily basis who's in and what's on during the lettings, via our online interactive website.

All facilities have full access to this system, and we will work alongside facilities to produce a lettings development plan at the beginning of their partnership with RealeSpace.

# Frequently Asked Questions

## **4. What if we require the facilities for our own events or purposes?**

RealeSpace has a 'facility comes first' policy whereby there is never an occasion when an owner is unable to access their own facilities – the lettings are simply rescheduled.

# Frequently Asked Questions

## 5. How is insurance dealt with?

RealeSpace has its own Professional Indemnity and Product/Public Liability Insurance policies for supply and operation of the bookings platform.

Facility hirers will be expected to provide evidence of public liability insurance and sign up to RealeSpace's conditions of use agreement prior to letting of the facility.

The school will not be required to source any additional insurance cover as a result of facility lettings use.

# Frequently Asked Questions

## **6. Who is responsible for site supervision/security during facility lettings?**

The hirer will be encouraged to arrange for supervision of the facility during the letting period.

The facility (although not obliged) is welcome to arrange a resource to supervise during the lettings period. This resource may be charged at an additional cost to the hirer through prior agreement.