

DECEMBER 2011

King David Campus

BookingsPlus & Consultancy Service

King David Campus engaged Kajima Community in December 2011 to carry out a range of services to give the school lettings an injection of momentum in the newly built facility. The Campus comprises of King David High School, King David Primary School, King David Kindergarten, King David Community and Foundation.

The Campus exists to provide quality academic and secular education for Jewish pupils as well as pupils from other faiths in the locality.

The new £25m education campus was one of the last Liverpool secondary schools to be built under the Building Schools for the Future programme.

Kajima Community's involvement started six months before lettings commenced to carry out research into the local pricing of facilities similar to that of King David Campus. We then carried out a series of online marketing techniques to raise the rankings of www.kingdavidcampus.schoolbookings.co.uk on search engines.

The stake holders involved in running the campus were very keen that we were to be inclusive and promote Jewish principles, values and ethos. As a result our marketing and promotional activity took into account the hiring restrictions hiring in place including kosher food and no activities on Shabbat.

In parallel with setting up BookingsPlus, a system which includes a populated website, bookings system, payments and administration functionality operational documents were produced. These included contracts, codes of conduct, terms and conditions, supervisor check sheets etc... to assist the evening and weekend staff.

The campus continues to use the system to administer their facilities but have School Lettings Solutions managing the whole lettings process.

"We are very happy with BookingsPlus and the support that we have received from Kajima, it has brought new efficiencies to our operation."

Suzanne Loydon, Business Director

"BookingsPlus is so easy to use for me and our customers. It has saved me time that I am now spending on marketing our school."

Linzi Smith, Lettings Officer

