



CASE STUDY

📍 Oakwood Park PlayZone, West Bromwich



Oakwood Park in West Bromwich is a much-valued green space at the heart of the local community, providing opportunities for people of all ages to come together, get active, and enjoy the outdoors. The new PlayZone supports this mission by creating a modern, welcoming environment where small-sided football, recreational games, and community activities can thrive.

To help make access as simple and inclusive as possible, the Football Foundation used the **SmartAccess Premium** system at the venue. This system means more flexibility for users, fewer barriers to participation, and a smoother experience for everyone.

With SmartAccess Premium in place, the PlayZone can remain open and welcoming, ensuring the community can enjoy sport and play on their terms.

“ Our Premium solution is helping to remove the obstacles that prevent people from taking part in sports. ”

Ian Keates,
Head of SmartAccess

Automate your sports venue with the complete online management system

Club Benefits:

- ✓ **Efficiency:** With all bookings taken online, and your access and lighting control fully automated, staff are freed up from having to administer player sessions in-person.
- 📅 **Increased Revenue:** ClubSparks's platform allows players to pay securely at the time of booking, streamlining your revenue whilst decreasing overheads.
- 🔒 **Peace of Mind:** Ensure the only players who have access to your courts are those who are authorised.
- 🏠 **Retention:** A user-friendly booking experience, with hassle-free access, will enhanced player satisfaction and loyalty.
- 🔄 **Lighting Control:** Your lighting can be set to turn on automatically at the start of a booking, or even configured to turn on prior, and then stay on for any concurrent bookings.



Player Benefits:

- 🕒 **24/7 Accessibility:** Using the online ClubSpark platform, players are able to book and securely pay for their next session at their convenience, even outside of club opening hours.
- 📅 **Real-time Availability:** The ClubSpark platform updates in real-time so players can see up-to-date court availability and open time slots.
- 😊 **Seamless Experience:** With a user-friendly booking system, and easy access to the venue with unique access codes, the player experience has never been better.
- 💡 **Automated Lighting:** Floodlights will turn on prior to the session, before powering down once it's over.
- 🛡️ **Safety:** No need for players to worry about anti-social behaviour spoiling their game.

clubspark.com/smartaccess
smartaccess.online

