



LOUGHBOROUGH SPORT CASE STUDY:

Digital & Sporting Excellence



LOUGHBOROUGH
SPORT



At a glance

By partnering with Legend, Loughborough Sport can:

- Offer students a superior digital experience
- Rely on a robust, continuously updated cloud-based software
- Continuously innovate into the future for its students



“Sport is a major focus for Loughborough. The School of Sport, Exercise and Health Sciences has repeatedly been ranked number one in the world. With that comes pressure to ensure the sporting experience at Loughborough is at the forefront of the field, matching or exceeding our students’ expectations.”

Ben Carne
Strategic Insights Manager,
Loughborough Sport

About Loughborough Sport

Loughborough University is world renowned and celebrated for its sporting excellence in areas which include performance and competition, development and participation, facilities, expert support specialisms and working partnerships.

The university is home to many of the highest performing student athletes and teams in the country. It was recognised as the Sports University of the Year in the **2022 Times and Sunday Times Good University Guide** and has repeatedly been ranked number one in the world for sports science by the **QS World University Rankings**.

Loughborough Sport is the department responsible for sport and fitness at the university, including the management of the following sports facilities across its 523 acre campus:

- 2 world-class gyms
- Indoor athletics centre and outdoor track
- Outdoor football stadium
- Sports halls and all-weather pitches
- 50-metre swimming pool
- Squash, netball, and badminton courts
- Indoor tennis centre and outdoor courts

The department serves around **7,500 paid members** – including approx. 6,300 students, plus staff and local community members. As well as welcoming casual members and elite athletes.

Keeping up with ever growing digital expectations

University students are true digital natives – born into a world of smartphones, tablets, apps and more. Loughborough Sport has found that each year new students are expecting a **higher quality digital experience**. It strives to let students do as much from their phones as possible.

Loughborough Sport had been using the same leisure management software since the 2000s. In 2021, having reached **public spending thresholds**, the organisation went out to tender to explore what the market had to offer.

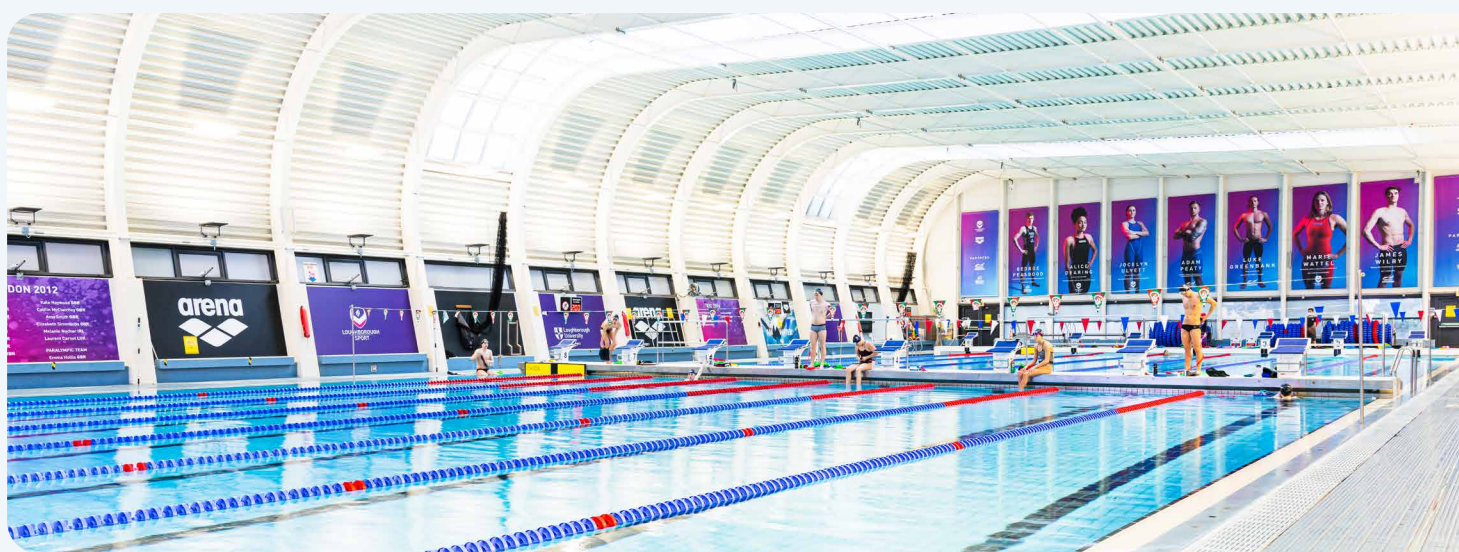
This was a huge opportunity. Reliant on an **on-premises software solution** installed locally on site at the university, Loughborough Sport was increasingly held back by limited updates and enhancements.

To stay at the forefront and provide students with the best experience possible, they sought a **future-ready leisure management software solution** – able to keep up with the ever-changing demands of digital native students.

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“We had been mandated to go out to tender but looked at it as a huge opportunity to really futureproof our solution for years to come. We’d been using the same on-premises software for years and, although new features had been added, we were increasingly limited by the technology.”

Ben Carne
Strategic Insights Manager,
Loughborough Sport





“We are happy with our decision to award the contract to Legend following a comprehensive procurement process. Legend met all our specification requirements and particularly stood out as a cloud-based solution. We certainly feel we have a much better digital product now for our students.”

Ben Carne
Strategic Insights Manager,
Loughborough Sport

A trusted, cloud-based solution

Loughborough Sport, in collaboration with the university's Finance and IT Services departments, went to public tender. Following a rigorous review process, the organisation chose Legend.

Legend passed the strict specification requirements that the university had. And stood out as an **established, robust cloudbased software solution**.

A **strong integration** with the Innovatise to power the Legend App would let Loughborough Sport continue using the same app to serve its members – with potential to go further in the future.

The university was also impressed by the **digital member services** features that Legend could provide in addition to the app integration. Further helping members book and manage their membership online.



Superior digital experience for students

In August 2022, Loughborough Sport went live with Legend. The organisation is ready to keep innovating for its students with a cloudbased solution that's updated regularly with enhancements, and new features.

Loughborough Sport used the opportunity of switching software to **revamp and streamline its membership offering**. Moving from a facility-by-facility based membership to a tiered approach. Each tier brings more access and discounts. Students welcomed this change – and signed up in record numbers – membership signups increased by 8% year-on-year.

Legend is integrated with Loughborough's student and staff registry system. When a new student or member of staff joins, an account is **automatically created** within Legend. Students and staff members can go through a verification process and set up Legend access.

Once a student or staff member leaves, an event is flagged within Legend to allow Loughborough Sport to use Legend's **bulk admin tool** to update the system. Departing students are marked as alumni.

Loughborough Sports automatically offers students the **right membership packages and access options** for them. While staff, alumni and community members can choose to sign up to annual or monthly memberships.

Above all, by switching to Legend, Loughborough Sport can **build on the digital experience** it offers students through the Legend app. This is essential as all classes and activities must be booked in advance – making it simple to manage high demand during term time.



"We have a much better digital product for our students now. Our students are digital natives, year-on-year expectations of the digital experience delivered increases. The deep integration and relationship Legend has with Innovatise is incredibly important to us. We can deliver a superior experience that's ready to evolve with student demands."

Ben Carne
Strategic Insights Manager,
Loughborough Sport

Members also benefit from **more self-service options**. Legend's Digital Member Services features let members book classes and activities, plus facilities like tennis courts and pitches. As well as managing their membership details and preferences.

Stand out self-service options satisfy Loughborough's tech dependent students. And frees the Loughborough Sports team to focus on delivering exceptional sporting experiences.

Ready for future student athletes

By partnering with Legend, Loughborough Sport is well positioned to deliver outstanding sports experiences to students, staff, and the local community long into the future. **Regular software releases** with enhancements, and new features keep its leisure and sports management platform refreshed.

Loughborough Sport plans to make use of recent enhancements that allow for **group bookings** for activities and classes. This will make it easier for members and the community to access sporting opportunities in a convenient way.

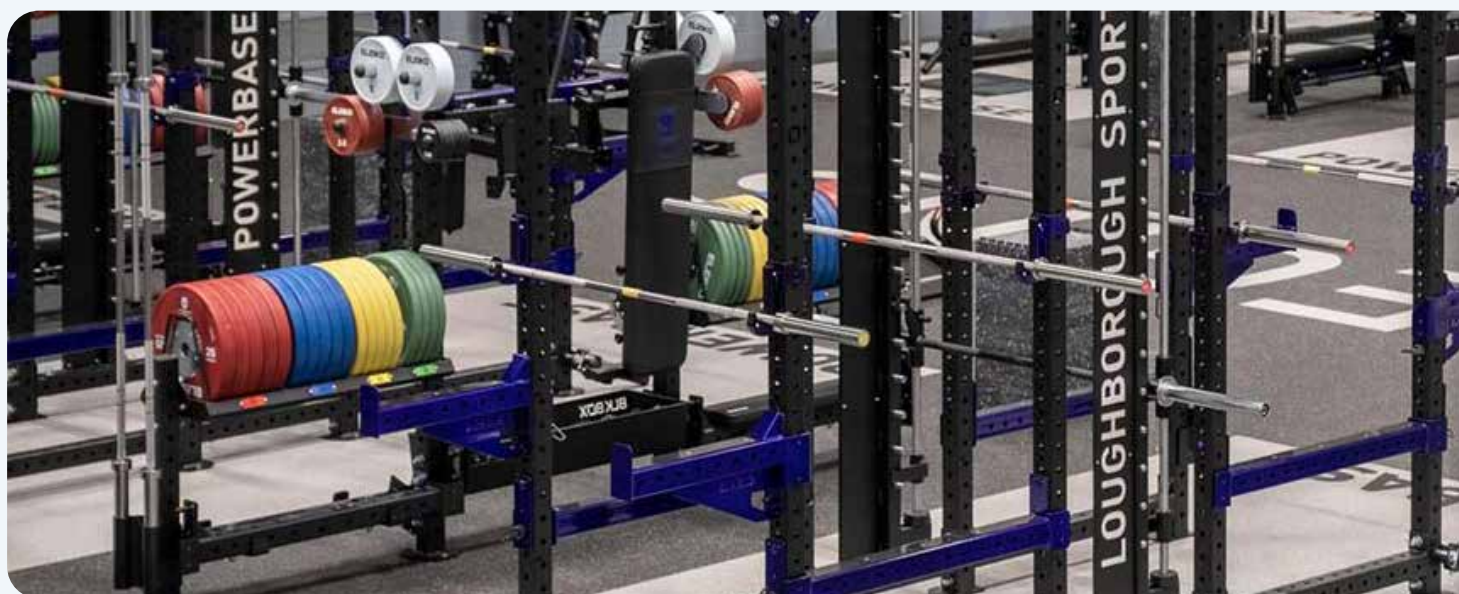
With many of these enhancements coming to the app too, a **consistent experience** will be delivered no matter which platform a member is using.

There are so many ways to use Legend, Loughborough Sport plans to **continue learning and exploring new ways** to make the most of its investment. Innovating in partnership with Legend to deliver exceptional digital experiences for students.



“Legend is so much more sophisticated than we expected it to be! It’s exciting to discover everything it can do and just how flexible it is. There are so many things it will be able to do for us that we’re learning and understanding as we dig deeper into the platform.”

Ben Carne
Strategic Insights Manager,
Loughborough Sport



A woman with short brown hair, wearing a pink top, is shown in profile, looking out a window. Her hands are clasped in front of her. The background is a bright, out-of-focus view of a building.

About Legend

Trusted by leading leisure operators since 2002, Legend offers a cloud-native all-in-one leisure management solution.

Delivering software, membership payments and more – all powered by one platform – at Legend we are focused on helping you run your leisure facilities easily and effectively.

We help a wide range of public sector leisure operators (including leisure trusts, leisure management companies, local authorities), as well as higher education institutions, to streamline complex operations, achieve growth and drive retention. Our feature-rich, cloud-native solution is continuously updated to give you the tools you need to gain and maintain a competitive edge.

From customer management & engagement features to online member services; our end-to-end leisure management solution provides a complete 360° customer view – essential to delivering exceptional experiences that keep members engaged and retained.

Learn more and request a demo at
www.legendware.co.uk

