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CASE STUDY · HEADSPACE FC CIC

From WhatsApp chaos to a working booking system

A community football club swapped weekly WhatsApp polls for a booking app with live availability, card payments and automatic reserve lists.

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The Headspace FC booking app has been a game-changer for us, saving me around 12 hours every week.

Previously, I spent hours managing WhatsApp polls, monitoring bookings, updating members when sessions were full and chasing cancellations across our three weekly sessions. Now, members can see available spaces, join a reserve list and receive notifications when a space becomes available. I can quickly see who is playing and how many spaces remain, while collecting subs at the point of booking ensures our pitch hire costs are covered for every session.

Ricki has been fantastic throughout the process — professional, approachable, knowledgeable and always willing to understand our needs and adapt the app, even as requirements changed during testing. Since launch, regular updates and improvements have continued to make the app better and ensure it meets the evolving needs of our organisation.

Feedback from our members has also been brilliant, with everyone appreciating how simple and straightforward booking has become.

For a growing community organisation like Headspace FC CIC, the app has made a huge difference, saving valuable time, reducing administration and allowing us to focus on what really matters: bringing people together through football and supporting mental health.

Kenny Bartonshaw
Headspace FC CIC

THE CHALLENGE

Every week ran on WhatsApp polls.

Headspace FC is a community football club running casual adult sessions focused on mental well-being. Behind the scenes, a group of over 200 people voted in polls on whether they'd play, admins counted replies by hand, chased payments by bank transfer and kept a waitlist in a chat that scrolled away the moment someone texted “I'm in if there's space.”

It fell on one volunteer to keep on top of it all — tallying the poll, reconciling who'd paid, texting reserves by hand, and doing it all again two days later for the next session.

THE SOLUTION

A booking app that takes the whole job off their shoulders.

- **Live availability**
  Players see the week's sessions and book a spot in a couple of taps.
- **Pay when you book**
  Secure card payment at booking, so pitch hire is always covered.
- **Automatic reserve list**
  Full sessions put players on an ordered reserve list.
- **Text alerts**
  When someone cancels, reserves get a text — first come, first served.
- **Organiser dashboard**
  Who's booked, cancelled or unpaid, sessions, prices and one-click exports.
- **Safety & well-being**
  Emergency contacts captured at sign-in and a Samaritans help banner one tap away.

THE RESULT

Room to grow.

~12
hours saved every week

Because the admin dropped from hours each week to minutes, Headspace FC could add more sessions without adding more admin — expanding from the original three weekly nights to new venues and special sessions, including women-only sessions.

What started as a fix for a messy WhatsApp group has become the backbone of a growing club: bookings taken, payments collected, waitlists managed, and the volunteer's evenings given back.

Got your own pile of polls, payments and reminders?

Let's see what that work looks like when it disappears.

Book your free prototype

Bespoke apps, booking systems and online forms for small businesses and charities.