

GROWING YOUR MEMBERS & PLAYERS

Know your catchment, know your members, know your potential



AGENDA

- 1. SETTING THE SCENE**
- 2. CLUB LANDSCAPE & WHAT DOES A GOOD CLUB LOOK LIKE?**
- 3. PRACTICAL TOOLS TO HELP YOU GROW YOUR MEMBERSHIP**
- 4. EXAMPLE REPORTS TO TALK THROUGH AND DISCUSS**
- 5. NEXT STEPS AROUND ACCESSING RESOURCES**
- 6. HERTS COUNTY UPDATES**
- 7. NATIONAL UPDATES**

SETTING THE SCENE

5 mins 



CLUB LANDSCAPE NATIONALLY & REGIONALLY



NUMBER OF CLUBS IN BRITAIN

- 2566 LTA Registered Clubs
- 46% have 1-3 courts (small)
- 37% have 4-7 courts (medium)
- 17% have 8 or more courts (large)

NUMBER OF CLUBS BY REGION

Size of Clubs	London & South East	South & South West	Central & East	Midlands	North	Wales
Small	190	211	274	168	185	31
Medium	205	141	178	134	168	29
Large	132	52	86	53	77	15
Total	527	404	538	355	430	75

MEMBER & PLAYER LANDSCAPE NATIONALLY & REGIONALLY

NUMBER OF MEMBERS & PLAYERS NATIONALLY

- 734,371 declared club members
- 556,985 adults playing weekly
- 1,327,395 adults playing monthly
- 3,716,707 adult playing yearly

NUMBER OF MEMBERS & PLAYERS BY REGION

Type of Players	London & South East	South & South West	Central & East	Midlands	North	Wales
Declared Members	228,045	86,952	151,676	81,843	116,636	14,446
Weekly Players	238,301	41,236	68,247	128,146	123,376	18,475
Monthly Players	574,219	96,676	158,911	286,394	272,923	34,383
Yearly Players	1,452,775	358,296	457,305	735,336	891,050	150,362

WHAT DOES A GOOD CLUB LOOK LIKE?



A WIDE RANGE OF EXAMPLE* CLUBS

- Select a club that broadly aligns to your own

HOW DOES YOUR CLUB COMPARE?

- Situation, location, population, competition
- Governance and management
- Membership mix and price point
- Court utilisation and programming
- Membership satisfaction and retention
- Financial sustainability

WHAT A GOOD CLUB LOOKS LIKE

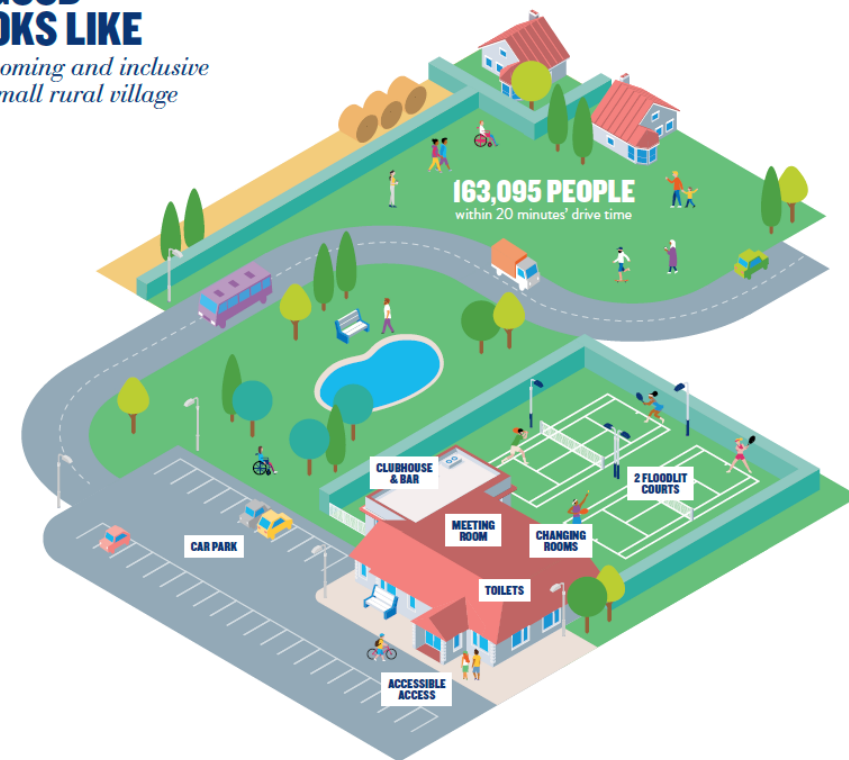
Club A: A welcoming and inclusive club, set in a small rural village

GOVERNANCE & MANAGEMENT

- Unincorporated Association
- Management Committee: 8 people
- Safeguarding Standards Complete
- Self-Employed Coaching Business with contract in place (coach sits on the management committee):
 - 1x Level 4 Head Coach
 - 1x Level 3 Coach
- Leasehold - 39 years remaining (peppercorn rent)
- Long-term Business Plan (3-5 years)
- 3 Key Priorities:
 - Develop coaching provision
 - Improve facilities
 - Retain membership

MEMBERSHIP

- No joining fee
- | | |
|---------|-----|
| Adults | £60 |
| Juniors | £25 |
| Minis | £15 |
- Annual Payments Only
 - 191 members in total (37 minis, 27 juniors and 137 adults)
 - Some pay and play access
 - Coaching programme open to non-members (with equipment available)



**example clubs have been selected from the Top 100 small (1-3 courts) and medium (4-7 courts) based on membership figures tracked via LTA Registration data over the past 4 years*

EXAMPLE 1: FLEXIBLE MEMBERSHIP

WHAT WAS DELIVERED?

- A 4 court club with 150 members wanted to attract new players, particularly local young families.
- Over the course of the summer the club offered new players & families a 6 week trial membership for £30.
- At the conclusion of the 6 week trial membership, the club encouraged them to continue as full club members.

HOW WAS IT PROMOTED?

- Through a targeted Facebook advertising campaign aimed specifically at young families within the area.
- Facebook ad's were directed people to the club's website pages on ClubSpark enabling them to purchase the offer immediately online.
- Delivered 2 x open day events to attract the local community & used this as a follow-on offer.
- The coach delivered taster sessions in local schools handing out flyers to the kids promoting the offer.



OUTCOMES

- Over the summer the club attracted **66 new participants** with this offer & **converted 26** to full club membership.
- This grew their membership by 17% & generated **£1,380 in additional revenue**.

EXAMPLE 2: TASTER & DISCOUNTED MEMBERSHIP

WHAT WAS DELIVERED

- A 9 court club that promotes themselves widely in the local community to grow it's awareness.
- They provide free coaching and taster sessions to children & families in local schools & parks.
- They then promote to these audiences 50% discount on their annual club membership.
- They also run a 'Bring a Friend' campaign to encourage their members to invite friends & family along to the club, providing similar incentives & offers for new members.

OUTCOMES

- Over 18 months they attracted **134 new members** through the promotional offer to children & families.
- The Bring a Friend campaign led to **40 new members** joining the club.
- Along with other initiatives this has led to the club growing their membership from 576 members to 806 members across a two year period (a 30% growth).



EXAMPLE 3: PAY & PLAY MEMBERSHIP

WHAT WAS DELIVERED?

- A small declining 3 court club needing to grow it's membership quickly.
- With support from the LTA the club invested in two gate access systems in order to deliver pay-&-play.
- The local community could now book & pay for court hire online through the club's ClubSpark web-pages.
- The club promoted the pay-&-play opportunities as well as the club's coaching programme widely across the local community utilising local networks, but also using social media.

OUTCOMES

- Over the first summer of providing pay-&-play the club attracted **65 new players**
- This generated **additional revenues** for the club
- The **coaching programme grew** significantly.
- A number of the pay-&-play participants converted into full club members – **growing the club's membership by 65%**

Book in 3 quick steps...



1. Check availability

View the [online booking sheet](#) to find your preferred time and court.



2. Choose a session

Select your preferred available time and book. You can pay online with most major credit cards. Register online the first time you book.



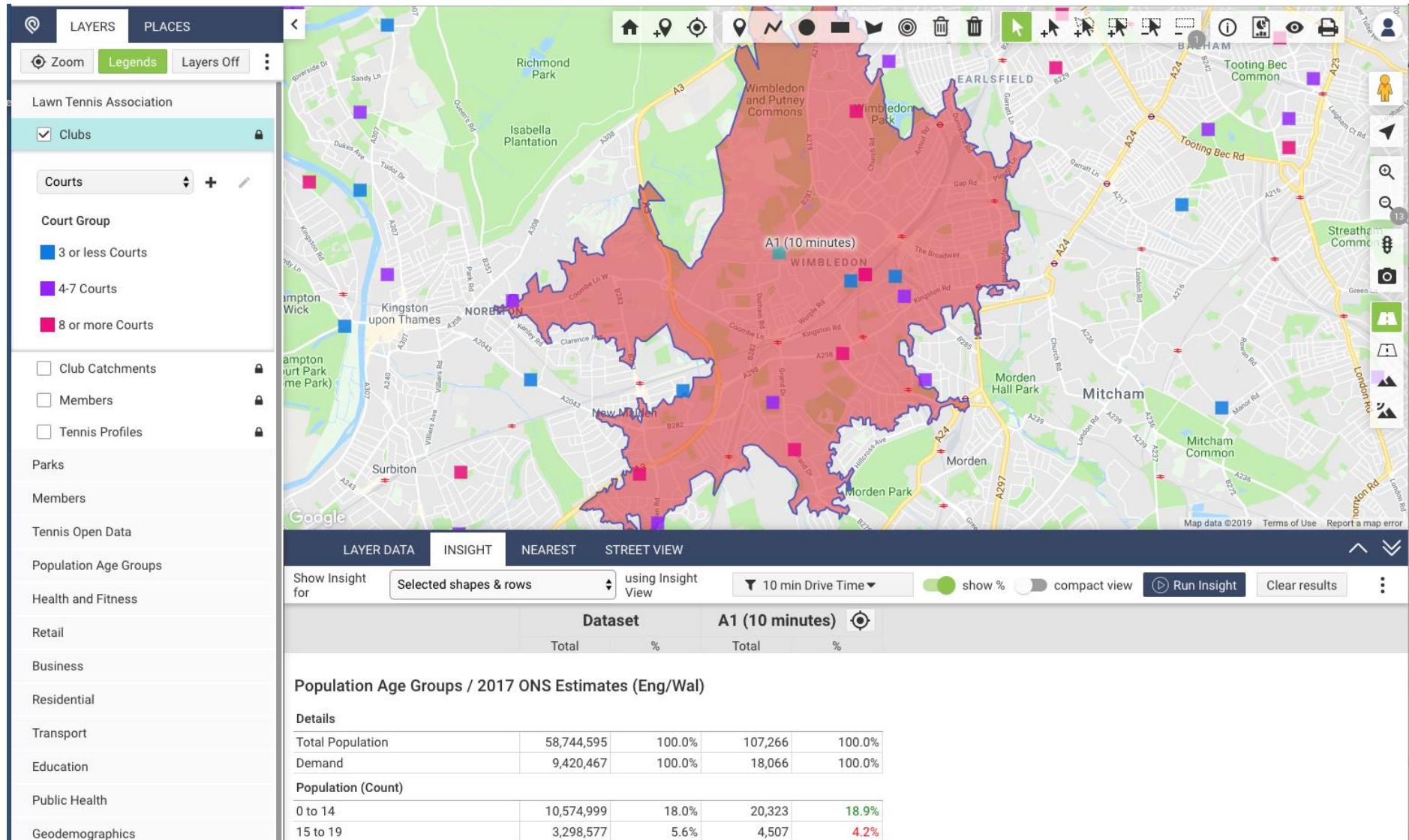
3. Confirmation

We'll send you confirmation of your booking. You'll receive a pin number to access the venue. It's easy!

TODAY'S TOPIC: GROWING MEMBERS & PLAYERS

10 mins 

KNOW YOUR CATCHMENT, KNOW YOUR MEMBERS, KNOW YOUR POTENTIAL



WHAT ARE THE OPPORTUNITIES FOR GROWTH?



BACK TO OUR EXAMPLE CLUBS

- Look at the membership and catchment report

BASED ON WHAT YOU KNOW ABOUT THE CLUB, CONSIDER THE FOLLOWING;

- What are the opportunities?
- Who would you prioritise and why?
- What type of tennis membership/playing opportunity would appeal?
- How would you promote the offer?
- Any other observations?

3. Membership

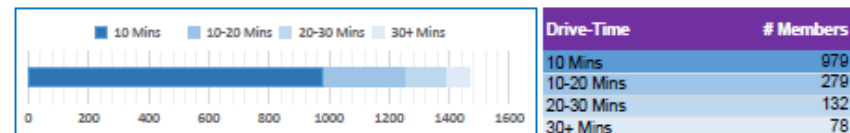
3.1 Members within 10 mins drive time of Chapel Allerton Lawn Tennis and Squash C

Tennis Segment	Total	10 mins	Total %	10 mins %
Tennis Titans	235	142	19%	18%
Tennis Troupers	283	227	23%	29%
Seasonal Spinners	89	75	7%	9%
Wimbledon Warriors	39	30	3%	4%
Social Butterflies	19	14	2%	2%
Senior Stalwarts	543	280	43%	35%
Non Tennis	41	23	3%	3%
Total	1249	791	100%	100%

3.2 Members within 20 mins drive time of Chapel Allerton Lawn Tennis and Squash C

Tennis Segment	Total	20 mins	Total %	20 mins %
Tennis Titans	235	215	19%	20%
Tennis Troupers	283	257	23%	24%
Seasonal Spinners	89	83	7%	8%
Wimbledon Warriors	39	33	3%	3%
Social Butterflies	19	16	2%	2%
Senior Stalwarts	543	419	43%	40%
Non Tennis	41	35	3%	3%
Total	1249	1058	100%	100%

3.3 All members drive time of Chapel Allerton Lawn Tennis and Squash Club



THE BENEFITS OF UNDERSTANDING YOUR MARKET



TAKING A STEP BACK TO LOOK AT THE BIGGER PICTURE IN TERMS OF;

- ✓ Existing membership profile
- ✓ Member and player catchment
- ✓ Breakdown of local competition

...CAN ASSIST WITH A NUMBER OF KEY AREAS;

- Identifying what's special about your club
- Presenting your club in the best light both online and offline
- Reviewing the playing programme to ensure it meets the needs of all members
- Developing new membership packages to meet the needs of different players
- Understanding where and how to promote your offers

NEXT STEPS: SUPPORT FOR YOUR OWN CLUB



PRACTICAL TOOLS AVAILABLE;

- A self-service guide to 'Growing Your Membership'
- A tailored mapping report for each club which includes;
 - details of your local competition within 10 and 20 mins
 - profile of your existing members as tennis segments
 - drive time analysis of your existing members
 - postcode sectors of your potential 'lookalikes'
- Guidance and ongoing support from your local delivery team



OTHER BITS IN THE PIPELINE;

- Marketing collateral to support targeted campaigns
- Sponsored Open Days will continue in 2020, and will form part of the collateral available
- Success stories that provide practical examples and top tips
- Member survey guidance and a potential solution to make this easier

ANY QUESTIONS?

COUNTY UPDATE

HERTS TENNIS UPDATE

HERTS TENNIS CAN HELP



HERTS *TENNIS*



WE ARE HERE TO HELP!



hertstennis@gmail.com



Carole Draper 01707 393372

www.hertstennis.co.uk

FUNDING SCHEMES

- GREAT BRITISH TENNIS WEEKEND + OPEN DAYS
 - GIRLS IN TENNIS/WOMEN INTO COACHING
 - DISABILITY PROGRAMMES
 - SCHOOL-CLUB LINK PROGRAMMES
 - INTEREST FREE LOANS UP TO £5,000
 - SMALL FACILITY IMPROVEMENT GRANTS
- ADVICE AND SUPPORT FOR VENUES, COACHES + PLAYERS
- HERTS COACHES WORKING GROUP
 - CLUB/VENUE DEVELOPMENT
 - PLANNING + LOCAL AUTHORITY GUIDANCE
- SEE OUR WEBSITE FOR MORE DETAILS OR CALL/EMAIL US FOR DETAILED INFORMATION



WORKING TOGETHER

THIS YEAR HERTS TENNIS HELPED...

- 17 clubs were 'match funded' for Nature Valley British Tennis Weekends or Open days
- 4 clubs were awarded small facilities grants to improve their clubhouses/grounds

Girls into Tennis / Women in Coaching:

- Supported a summer holiday girls 'funday' hosted by Cassiobury
- Delivered a free "Reactivation" training course for She Rallies activators in the county
- Supported 3 clubs to launch new girls only 'fundays' and follow on squads

Schools activity:

- Supported 3 club coaches in building new links between clubs and local primary schools via our Club School link programme
- Delivered a free She Rallies course for secondary school teachers aimed at introducing to, and retaining, teenage girls in our sport by improving the delivery of girls tennis

Coaching workforce - via the Herts tennis Coaches Working Group:

- A subsidised first aid course to help coaches meet accreditation requirements
- A Kris Soutar workshop focusing on improving doubles at club level
- Helped to organise coach forum

GROWING CLUB & PERFORMANCE TENNIS

- This year saw the introduction of the new Harris 2 Pair Cup competitions – winners were Hoddesdon for the Ladies and Moor Park for the Men
- The Herts summer doubles leagues were hotly contested but entries continued to decline. A new shorter format will be proposed at the AGM – PLEASE DO ATTEND IF YOU FEEL STRONGLY ABOUT THIS COMPETITION AS ANY PROPOSAL NEEDS A TWO-THIRDS MAJORITY OF THOSE PRESENT to be passed.
- The new Herts Autumn/Winter Junior & Open leagues were generally well supported and the Mini Winter League and Team Tennis league continue to be hugely successful.
- A very successful county championships was held at Rickmansworth tennis club in late August, with increased entries in the older age groups although lower numbers for the minis. Entries in the open categories are still disappointing – please do encourage your club players to enter!
- There are county training opportunities for our juniors from age U8 upwards with most age groups receiving a minimum of 10 sessions annually
 - Over 200 players from 22 different Herts clubs
 - Training and team captaincy is delivered by 26 coaches coming from 12 different clubs
- The Herts Tennis Clubs & Performance Network is a positive collaboration between Hertfordshire Clubs and Herts Tennis and sees us working together with the collective aim to increase tennis participation, advance programme delivery and improve player levels from mini-red through to international levels
 - Has grown to 15 tennis clubs involved this year
 - Currently working to identify and recruit clubs who are dedicated to increasing tennis participation and have ambition/track record

BRINGS RESULTS

A clear measure of the success of Hertfordshire clubs and coaches is in the achievements of our County teams and the last 12 months have been great....

HIGHLIGHTS OF 2018 – 2019 RESULTS

- Lionel Cox Trophy – Winners
- 12 Counties Championships - Winners Division 2a
- Under 8 Boys & Girls Red Inter County – Winners
- Under 9 Boys & Girls Winter Orange Festival – Winners
- Under 9 Mixed Team County Cup – Runners Up
- Under 10 Boys County Cup Nationals Finals – 3rd Place
- Under 10 Girls County Cup National Finals – Runners Up
- Under 12 Girls County Cup National Finals – **National Champions**
- Under 14 Girls County Cup National Finals – Runners Up

The Herts Ladies Summer County Cup - **Champions**

Herts currently joint **second** in County Cup Race!

Seniors: ladies over 35s who came a really close to second in group 1 at Eastbourne and the mens 50s team who won group 3 and gained promotion

Herts Tennis Booklet and Herts Tennis Website

You can find everything you need to know about County Training and the Herts Tennis Clubs & Performance Network in our booklet or on the Herts Tennis website www.hertstennis.co.uk

COMING UP...

- British Tennis Awards – the deadline for nominations is 30th November
- The Herts newsletter is currently being put together so please send in any club news/success to Carole asap!
- AGM – Thursday 5th December – Herts Sports Village, AL10 9EU
- Winter county cup – come and watch some great tennis **this weekend** and support our teams:
 - **Mens – in group 2b at Bromley**
 - **Ladies – in group 2a in Sheffield**

NATIONAL UPDATES

UPDATE LTA VENUE REGISTRATION 2019-20



- Make sure that you complete Venue Registration by **30 November** in order to retain all of your benefits
- Venues will need to comply with the **LTA Safeguarding Standards** in order to register:
 1. A clearly communicated Safeguarding Policy
 2. A clearly communicated Diversity & Inclusion Policy
 3. A trained Welfare Officer
 4. Criminal Record Checks for all relevant people within the club's workforce
 5. A risk assessment completed annually
 6. All Level 3-5 coaches to be LTA Coach Accredited
- Venues will need to comply with these Standards throughout the period of the Registration
- The LTA Safeguarding Team will conduct random Safeguarding Support Visits to venues throughout the year to help venues improve safeguarding processes
- Find out more online: <https://www.lta.org.uk/about-us/safeguarding-protection/venue-safeguarding-standards/>

UPDATE EASY ACCESS LOAN SCHEME



- LTA will support projects that enhance facilities and support all year round play
- Funding available up to £250,000 interest free
- Priority will be given to increasing number of floodlit and indoor courts
- Other projects will be supported providing there is justification to invest
- No fixed partnership funding rates, potential flexibility with repayment lengths
- Planning not needed to make an application to us. Will be a condition of funding if approved
- **Please visit the LTA website and complete an expression of interest**

NEW GATE ACCESS SYSTEM GRANT SCHEME



- The LTA is committed to supporting Gate Access installations as a way of improving accessibility to courts and will provide grant funding to venues to support the installation of gate access technology.
- In order to be eligible to receive support venues must;
 - Have sufficient demand within a realistic catchment of the venue
 - Be committed to offering a community accessible offer at all times
 - Remain an LTA registered venue
 - Commit to using the Clubspark booking platform
 - Commit to becoming part of the LTA Rally Programme
 - Commit to maintaining a sinking fund for the future replacement of the gate access technology
 - Commit to covering the cost of the ongoing maintenance and data fees connected with gates
- **Please speak to a member of the regional LTA participation team**

NEW LTA JUNIOR PROGRAMME



At present, the junior tennis journey is convoluted and ambiguous; it is difficult for parents and children to know what comes next. There has been a 47% decline in 11-15 year-olds playing tennis in the last five years.



- The Junior Programme will deliver a joined up journey for kids to follow for their own enjoyment and development within the sport.
- It will create a clear, compelling and more engaging offer that parents and children can see, relate to, & understand
- Take and emphasise the 'good stuff' and learn from feedback: keep the best, improve the rest

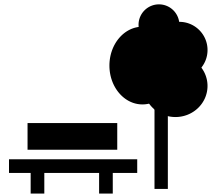
TENNIS NEEDS A JUNIOR PROGRAMME THAT:

WORKS IN

Clubs & Camps



Parks / Community venues



Schools



PROVIDES

Enjoyment



Sense of progress



Competition



SUMMARY: KEY PRINCIPLES OF THE PROGRAMME

The Junior Programme will:

- Be fun, safe & inclusive
- Develop children as both players and people
- Connect all tennis activity for juniors
- Provide world-class fit for purpose content, designed by experts
- Offer a fresh, modern approach to delivery

Encourage your coaches to book onto a coach forum to find out more

NEW WORLD TENNIS NUMBER



- The LTA is partnering with the ITF in launching the **World Tennis Number** together with the United States Tennis Association (USTA) and Federation of French Tennis (FFT).
- The World Tennis Number will replace the current British Tennis Ratings system in **April 2020** to:
 - Provide a more accurate player rating measure which updates more frequently
 - Rewards players for both singles and doubles in separate measures.
- The World Tennis Number will create a global, level based tennis rating designed to enable more appropriate matches between players of similar levels from beginners to professionals.
- The aim is to encourage more players of all ages, genders and abilities to play more tennis, with a clear focus on recreational players.

How can the World Tennis Number support tennis at your venue?

Help players find a partner of the same standard

Support how you run club box leagues & tournaments

Can be used in your County & District Leagues

YOUR REGIONAL TEAM

Participation

Mobile; Accessible ; Customer Led; Open up venues; partnerships; Solutions



Jill Osleger



Leo Tutt



Mike Piggford



Graham Keen



Tony Devenish

Specialist

Experts; Working across delivery environments; Ideas and examples to enhance



Mark Padfield
Competition



Josh Dashwood
Workforce



Sadie Lawson
Disability



Harry Ash
Disability



Alan Hodges
Safeguarding

REQUEST YOUR MAPPING REPORT

Emails to.....

Leo.tutt@lta.org.uk

LTA SERVICES TEAM
THE HUB



0208 487 7000



info@lta.org.uk

First point of contact for LTA customers

08:00 to 18:00 Monday to Friday

9:00 to 13:00 on Saturdays (during peak periods)

PARTICIPATION SUPPORT TEAM
CENTRAL & EAST



0208 487 7290



centralandeast@lta.org.uk

Engaging and supporting key customer groups – Clubs & Coaches

LTA Counties and support for all Participation initiatives.