

CLUB SUCCESS STORY

GENERATING INCOME, MEMBERSHIP AND JUNIOR ENGAGEMENT THROUGH PAY & PLAY AND LTA YOUTH START

Ashtead Tennis Players Club (ATPC) in Surrey is a four-court club based at a village recreation ground in Mole Valley, Surrey.

Although it is located two miles from the larger town of Leatherhead with a population of 35,522, there is a significant lack of park tennis facilities in the area. ATPC continues to open up tennis to the local community through Pay and Play and dedicated programmes for young players. As part of their long-term lease agreement with Mole Valley District Council ATPC must keep 2 (of their 4) courts open to the local community.



INITIATIVES

Having already implemented ClubSpark and an online booking function several years ago, ATPC designated two of their four courts to become community Pay & Play courts, bookable through LTA Rally.

Using the LTA demographic mapping tool to analyse potential tennis players within a 10-minute drive, they identified the top two personas to target: Senior Stalwarts (54% of the local community) and Tennis Troupers (18%). This insight steered marketing placement, messaging and promotions. They identified a secondary audience of Social Butterflies and Seasonal Spinners, targeted with an accessible Pay & Play offer and improved online customer journey.

The club's head coach and assistant coaches completed LTA Youth training in 2020, enabling them to deliver LTA Youth & Youth Start programmes at ATPC. With an average of 14 attendees per course, this provided a huge opportunity to engage families, spot emerging talent and gain promotion by word of mouth.

Marketing and PR tactics included external signage on site and clubhouse, new windbreaks, improved social media presence and publicity in a local magazine.

To find out more about using the LTA mapping tool to target potential players with relevant marketing, please get in touch with your Participation Development Partner.

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SUCCESSES

Despite launching during the pandemic, Pay & Play in the Ashtead community has been highly successful:

- 886 court bookings in 2020
- 317 court bookings in the first half of 2021
- **Income has more than doubled** from 1,203 Pay & Play bookings in 15 months
- Database of **385 unique Pay & Play users**, 29 of which have already become full adult members
- The club now has a **healthy membership base of 297**, compared to 133 in 2018
- **Delivery of six LTA Youth Start courses** (with more in the pipeline), attracting a total of 90 participants.

To further enhance Pay & Play provision, ATPC are installing Smart Access Gate Technology this year, upgrading the coded padlock system.

They also plan to add LED floodlights to the two community tennis courts, re-investing the income generated from Pay & Play bookings and increased membership sales, whilst applying for funding support.



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