



CLUB SUCCESS STORY

‘MODERNISING A TENNIS OFFER TO GENERATE OVER 100 NEW MEMBERS!’

Caerphilly Tennis Club

EMBRACING ONLINE TECHNOLOGY TO DRIVE MEMBERSHIP AND REVENUE

Caerphilly Tennis Club in South Wales has endured a fantastic return to tennis activity following the recent Covid-19 lockdown period.

The six court venue has maximised the downtime during March-May 2020 to put in place a number of key interventions to help grow club membership, improve the customer journey using the latest technology as well as ‘opening up tennis’ to the wider community offering pay & play options.

The result has seen record membership numbers, increased revenue, and excellent customer satisfaction feedback.

WHERE THE CLUB STARTED FROM

Like most tennis clubs across the UK, the timing of the Covid-19 pandemic caused real concern for the club going into their traditional membership renewal period. The club decided to stall 2020/21 memberships until tennis was able to resume.

During the downtime, the club decided that it was a great opportunity to review current practices and develop a plan to attract new members once tennis was safe to return, and develop a stronger online presence to make it simple for members of the public to book a court.





Caerphilly Tennis Club decided to make a number of changes to their operations in preparation for the return of tennis during the summer. The club were aware they would need to attract both new members and retain existing members to the club as well as putting in court booking systems to meet the return to play social distancing guidelines.

The first step the club took was to embrace the ClubSpark online platform to provide online membership packages, a dedicated court booking system as well as promoting coaching programmes to make it easier for people to book, pay and play tennis.

To attract members, the club developed a new low cost 'family household' offer for just £40 until the end of September, giving users full access to their facilities. This was promoted across the clubs social media platforms and club newsletters and the result has seen a surge of interest with club membership increasing by 51% from the previous year.

In addition, the club decided to utilise the online court booking system to offer public access to their courts on a 'pay and play' basis alongside traditional membership. This has been a real success for the club, opening their doors to the local community with new users playing on a casual basis and generating over £300 in revenue within the opening 5 weeks. In addition, the club are seeing a large number of casual players converting the full membership, further showcasing the benefits of venues opening their courts to non-members to generate additional revenue.

The club has also been communicating regularly with its customers, sending out a range of surveys to monitor customer satisfaction from a number of areas including, safety measures, online booking tool and general cleanliness to help the club improve its service.

THE FUTURE

It is an exciting time for Caerphilly Tennis Club who are now looking to push ahead with further plans to modernise their facility by installing the LTA Gate Access Technology which is due for completion by the end of 2020.

This Gate Access system, which works alongside ClubSpark, will automatically generate pin codes for players to simply book a court online, turn up and play without the need for club volunteers to change a combination keypad on a regular basis. In addition, the system is also able to automate floodlights linking to the ClubSpark online booking system.

The club also plan to improve its branding with new and improved signage to attract new people to their facility.

"The court booking system has been a revelation! Beforehand we had no real system, so members had to chance turning up to get a court while visitors could only play when a coach/committee member was on-site. Now anyone (member or visitor) can book a court, any day and any time which has not only drastically increased the usable court hours we can offer but also give players more flexibility:

The feedback survey has also greatly helped with the management and monitoring of our user's experience during this uncertain time. Many players really appreciate the efforts we have gone through not only to reopen but then monitor and adapt to the changing landscape, and it is rewarding for our volunteers to see all the high ratings and positive comments that players are submitting."

Jonathan Morgan (Caerphilly Tennis Club)



- **Membership grew by 51% from 141 to 213**
- **114 new members have joined the club as part of the 'Family Offer' with 99 renewals**
- **Pay & Play court bookings from visitors has generated over £300 in 5 weeks**
- **Increased club visibility in the local community**
- **Members and casual players are extremely positive about the ability to book courts online, making tennis easier**
- **Coaching courses occupancy has significantly increased with online bookings available**
- **Excellent customer feedback received through a number of surveys**

TOP TIPS

- Make it easy to play tennis with everything available to book and pay online including court bookings, membership packages and coaching programmes.
- Ensure you have a strong online presence making it easy for people to find your website which should have great images and information on what you have on offer.
- Offer tennis in a flexible way. Membership packages can be flexible, with direct debit, summer only options, trial membership schemes and pay & play so there's something for everyone.
- Introducing 'Pay & Play' court bookings at your venue is a great way to open up tennis to your local community, generate increased revenue and grow club membership.
- Regular communication with customers is key. Send regular updates to new, existing and former members as well as those on coaching programmes and people in your local community.

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