

# STEP-BY-STEP GUIDE ON IMPLEMENTING A SUCCESSFUL P&P MODEL

## Step 1: Assess Feasibility and Set your Objectives.

### Evaluate Capacity and Demand

- Analyse your current usage rates, your peak and quieter times.
- Determine how many courts can be allocated to pay and play without disrupting member services.

### [Top Tip! Try the Court utilisation Tracker](#)

### Define Goals

- Are you looking to increase revenue, attract more diverse players, or test demand for a flexible membership?

## Step 2: Gate access, pricing and booking system set-up.

### Set Pricing

- Competitive Analysis: Look at what other clubs locally offer P&P and what they charge.
- Pricing Strategy: Consider your pricing. You may wish to stick with a static rate e.g. £6 per court per hour (max four people) or some larger venues may consider a flexible rate, flexing based on peak and off-peak hours or different rates for adults, juniors, and seniors.

#### [Charge for 1-hour Court Booking - Peak](#)

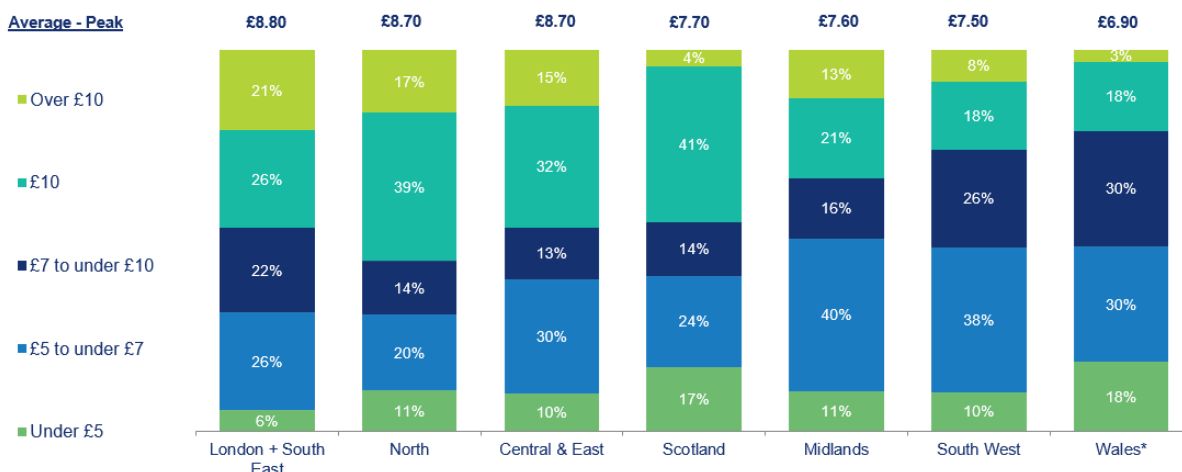


Table 1. Shows the average charges based on region taken from the LTA Club Health Survey 2024.

### Implement an online booking system.

- Online Booking: Implement an online system e.g. ClubSpark where players can see court availability and book a court.

### [Top Tip – Check out the ClubSpark guide to setting up P&P.](#)

### Manage access to your courts

- Choose an option to manage the access to your courts. This could be:
  - Open Access (i.e. unlocked gate)
  - Manual Padlock with codes and confirmation emails, changed periodically
  - Smart Igloo Padlock – More information to follow, trial running currently.
  - Smart Gate Access (Lite and Premium)

### [Top Tip – Read our Gate Access guide to a range of option available](#)

### **Step 3: Marketing and Promotion**

#### **Target Audience**

- Identify target demographics such as casual players, tourists, residents, and families.  
Top Tip – have you used the [LTA's Market Segmentation reports](#) to help understand your local area.

#### **Promotional Strategies**

- Use social media, local newspapers, and community boards to advertise availability.
- Offer introductory discounts or bundle offers (e.g., “pay for five sessions, get one free”).

**Top Tip!** – see our [Step-by-step guide to marketing your P&P offer](#)

### **Step 4: Operational Arrangements**

#### **Volunteers and Staff Needs**

- If bookings are made online, there should be little administration for volunteers and/or staff but if you have people on site at the time of a booking, a friendly welcome to your new visitors would certainly aid creating a positive experience.

#### **Facility Management**

- Ensure courts are maintained and in top condition.
- Consider amenities like refreshments or equipment rentals as additional revenue sources.

### **Step 5: Legal and Administrative Considerations**

#### **Terms and Conditions**

- Clearly outline rules, cancellation policies, and any restrictions within your booking confirmation (e.g., maximum booking length).

**Top Tip:** [Read the ClubSpark guide to booking confirmation e-mails](#)

### **Step 6: Launch and Monitor**

#### **Launch**

- Consider starting with a soft launch period to iron out any operational issues and gather initial feedback. Walk through your own process, from booking to arriving on court.

#### **Monitor and Adapt**

- Keep track of usage patterns, customer feedback, and financial performance.
- Be prepared to adjust pricing, promotion, and operations based on this feedback.