

# How to raise the profile of your tennis club

---

**Svend Elkjaer**

**Sports Marketing Network**

**Tennis Scotland Club Development Conference**

**18<sup>th</sup> November 2018**



# Svend Elkjaer

---



A Dane



Now lives in  
North Yorkshire



Lousy manager



Organised  
conferences and  
tradeshows



Rather creative



# Skål...the welcoming Retriever (enjoy the *Athmosphere!*)

---



# Sports Marketing Network

---

provides *thoughts, tools and to-dos* on how  
to make community sport

***vibrant***

through the activities and events sport creates  
together with its communities

***visible***

by engaging and communicating with members,  
supporters, sponsors and the communities

***viable***

– based on the above sport can generate  
sustainable income

# All we do is about innovation and enterprise in community sport

---



A CATALYST  
FOR INNOVATION  
IN HEALTH



Torfaen  
Leisure Trust  
Ymddiriedolaeth  
Hamdden Torfae

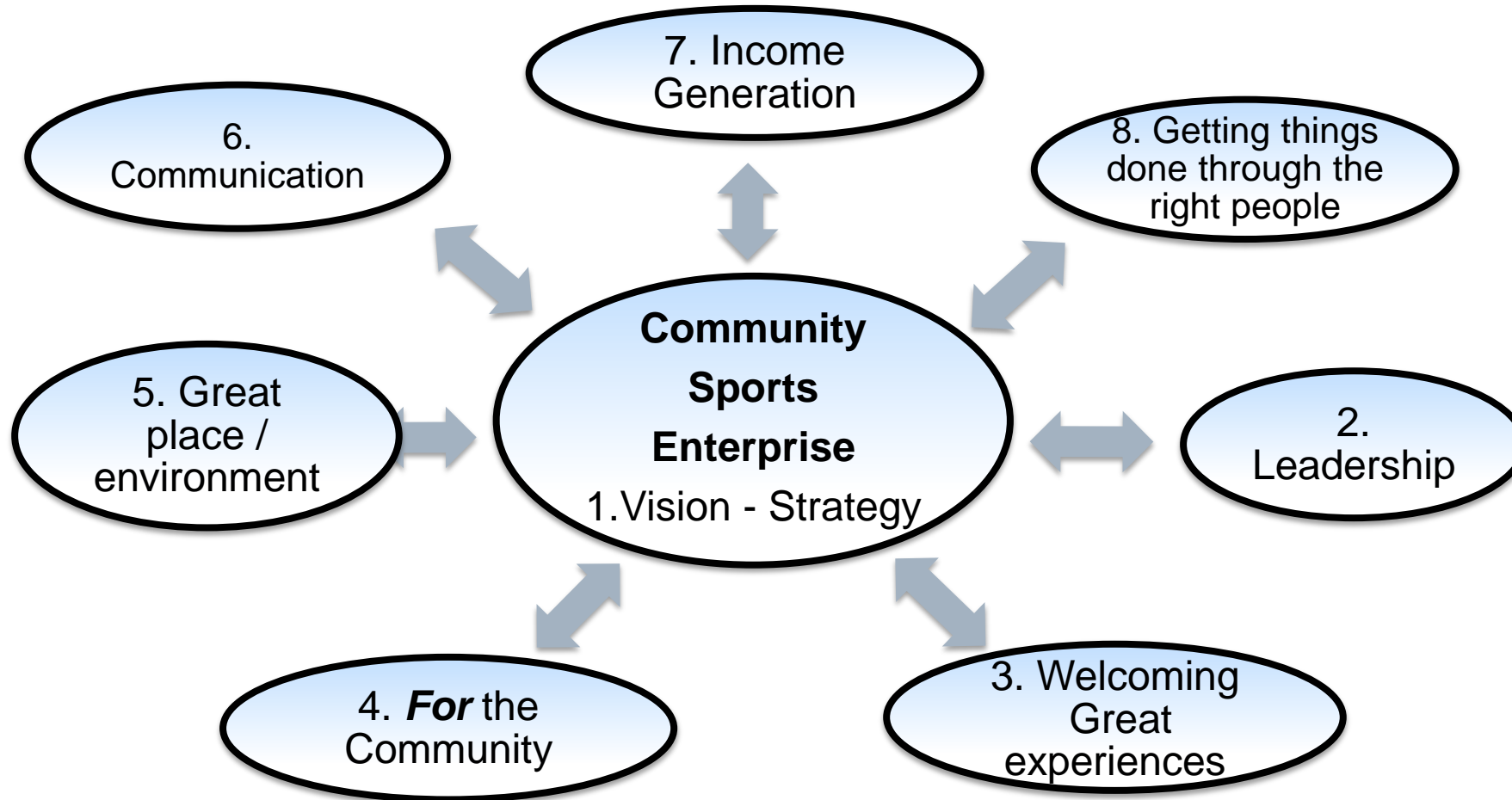


# The sporting landscape is changing...

---

- ✓ From 'sport for sport's sake' to 'sport for change/social good'
- ✓ Getting inactive people more active
- ✓ Technology and lifestyles encourage and enable informal activities and sport
- ✓ Innovation often happens away from 'the establishment'

# Community Sports Enterprise... the eight key strands



# SMN's 5Com model

---

## Community Marketing—Packaging the passion

- ✓ **COM**munity
- ✓ **COM**munication
- ✓ Wel**COM**ing
- ✓ **COM**fortable
- ✓ **COM**puter



# If you are **#JustAPlaceForTennis** you will...

---

- ✓ Only attract 'tennis-lovers' as players
- ✓ Only attract 'tennis-lovers' as volunteers
- ✓ Find it very difficult to retain people
- ✓ **Play a smaller role in your communities**
- ✓ Feel a bit isolated!



# If you are *#MoreThanATennisClub* you will...

---

- ✓ Attract more players
- ✓ Attract more volunteers
- ✓ Retain more people for longer
- ✓ **Play a bigger role in your communities**
- ✓ **Feel better!!!!**



# We are all different...how to cater for

Shift workers (25%)



Size 16+ people (43%)



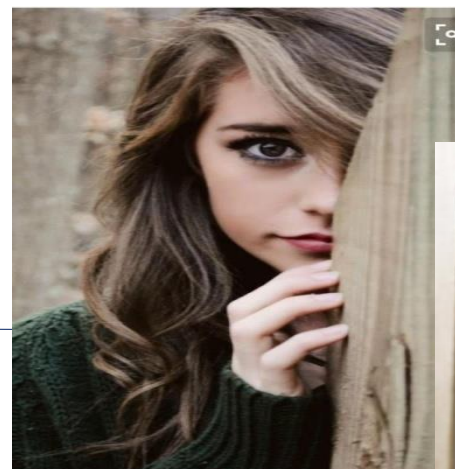
40+ year olds (53%)



Disabled people (19%)



Shy girls



Carers (6%)



### 3. Provide **great and welcoming** experiences

---

Why are they leaving?

#### **Boring and repetitive coaching**

- ✓ *Waiting around*
- ✓ *The same sort of activities in each session*
- ✓ Didn't like the coach
- ✓ No longer enjoyed it
- ✓ No one listened to me
- ✓ Not enough focus on the social aspects
- ✓ **£ = No 7**



81% of young people who left gymnastics said the clubs didn't care

# What does your doormat say?

---



# So, how *welcoming* do you think your club is?

---

1. We are **completely focused on being welcoming**, be it towards players, members, supporters and sponsors and we are aware of their different needs and we work hard to satisfy those needs
2. We are getting increasingly **welcoming although not everybody may be as welcoming as we would like**. We know how we want to improve and we are working hard to get there
3. We need to **focus less on internal and political issues** and more on being welcoming
4. **We rarely talk about being welcoming** - do we really know what that is?
5. We are a sports **club** - **why should we be talking about being welcoming?**

# Westquarter & Redding CC

---

**From cricket club to  
community hub**



# A welcoming culture

---

“Scotland’s friendliest  
cricket club”



Westquarter & Redding  
Cricket Club



Westies Welcome Pack  
2018

*“Scotland’s Most Welcoming Cricket Club”*  
Cricket Scotland Awards 2016



# The club and Bailliefields have come a long way

---

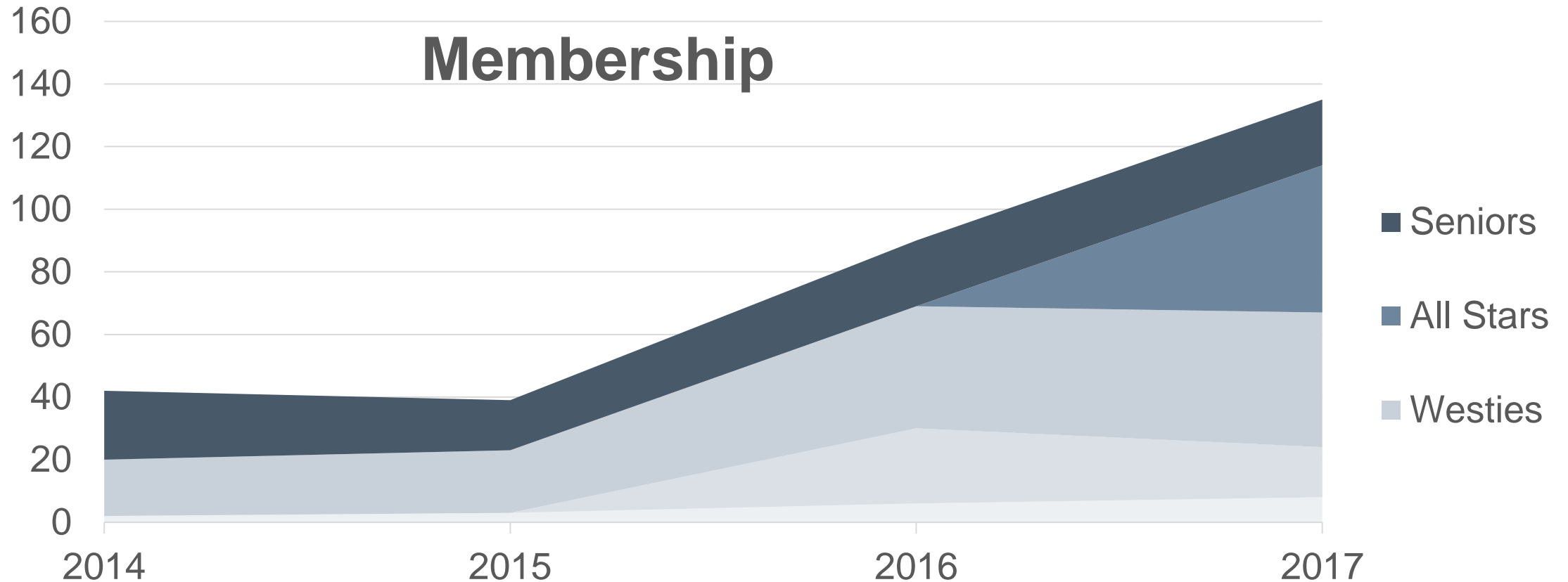
**Rental income from successful nursery ensures the club is financially secure**



**Converted into a CIC  
Strong membership growth**



# From 35 to 165 members in three years



# 230 people and 50 dogs! at their Family Day



# Vision, strategy and planning in action at Westquarter CC

---



# Where do you fit in with people's lives?

---



# Where do you fit in with people's lives?



# Welcoming coaches?

---



**Most people will forget what you tell them...**

---



**but they will never  
forget how you  
make them feel!**





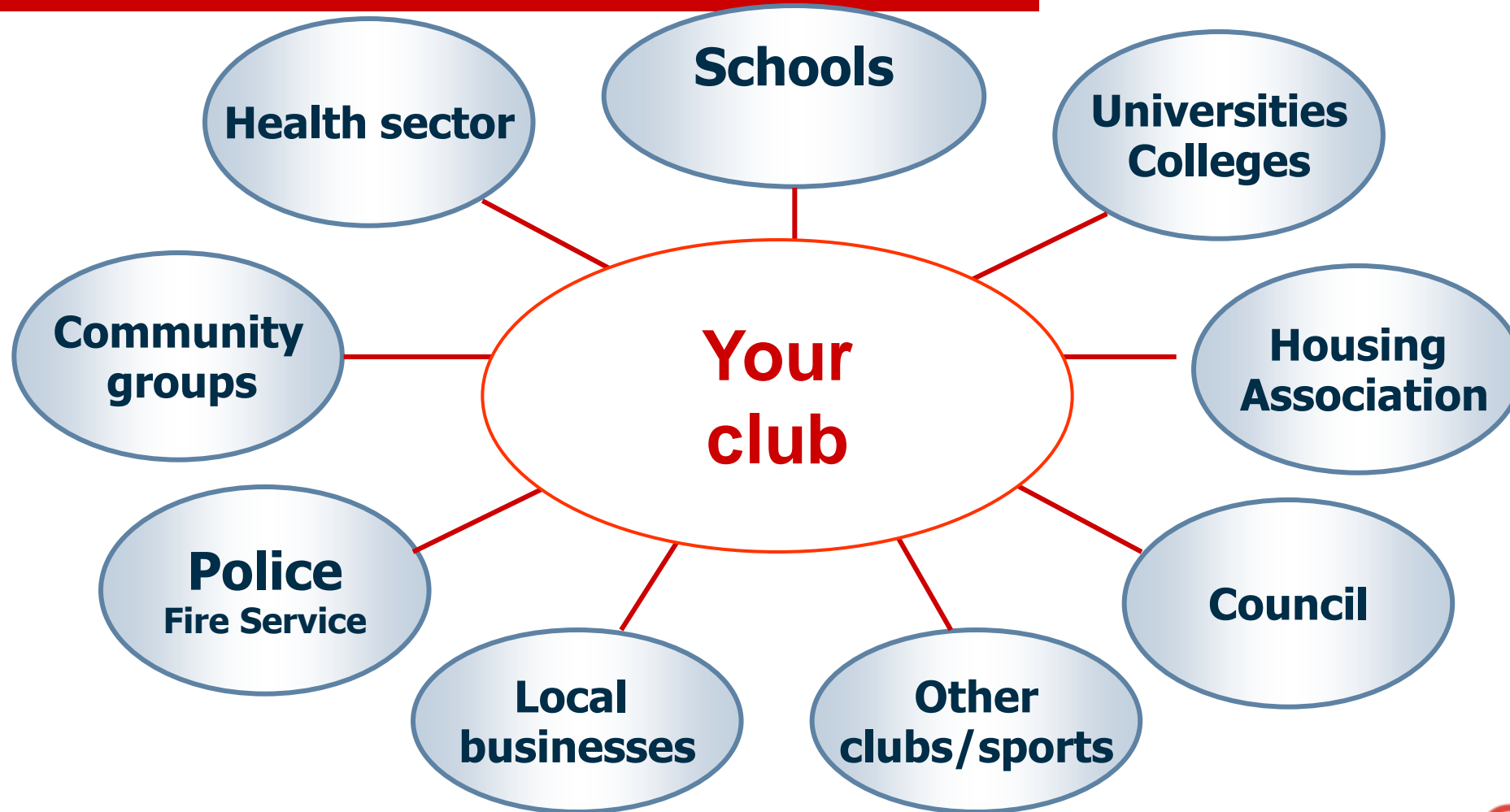
Welcome to **your** club?

---



# *For* and *with* your community

---



# Are you connected?

---



# How Mountain Ash Golf Club transformed itself by engaging with local primary schools

- ✓ From 1 to 61 junior members in 18 months



## Key points of advice from Mountain Ash:

When you engage with schools and teachers involve someone from the club with a background in education

Make sure the children are having fun

If they become golfers, fine. If they prefer other sports, also fine

# Find some local Connectors

---

Identify *Connectors* both within and outside your club

People with a special gift for bringing the world together



# Create shared value with your community

---

- ✓ WHAT CAN WE DO FOR YOU?
- ✓ WHAT CAN YOU DO FOR US?
- ✓ WHAT CAN WE DO TOGETHER?

# What are they saying about your club? ...if anything at all

---



**A new unique FREE tool to find out what people want and what they feel about you**

---



**CONVERSATIONS**



What's YOUR  
Story?

# Albert Road, Haringey, London...

## from derelict eyesore



# to vibrant, visible and viable tennis facility

---



# ...and community centre

---



# Robby Sukhdeo...

## community tennis entrepreneur

---



*"Our mission is to offer low cost, high quality recreational opportunities for all, which will offer an alternative to the traditional tennis club"*

# Broughton Park FC...how to create 3 girls teams and grow membership by 50%

---





GOURMET BURGERS  
BURGERS - SAUSAGES - CHIPS

EVZ

15

6

10

11

18

19

24

5

5

5

# They are your **guests**

---

- ✓ Members?
- ✓ Users?
- ✓ Customers?
- ✓ Guests?

What's the difference?  
Does it matter?





# Food, Drink, Fun...and tennis it works in golf and table tennis

---





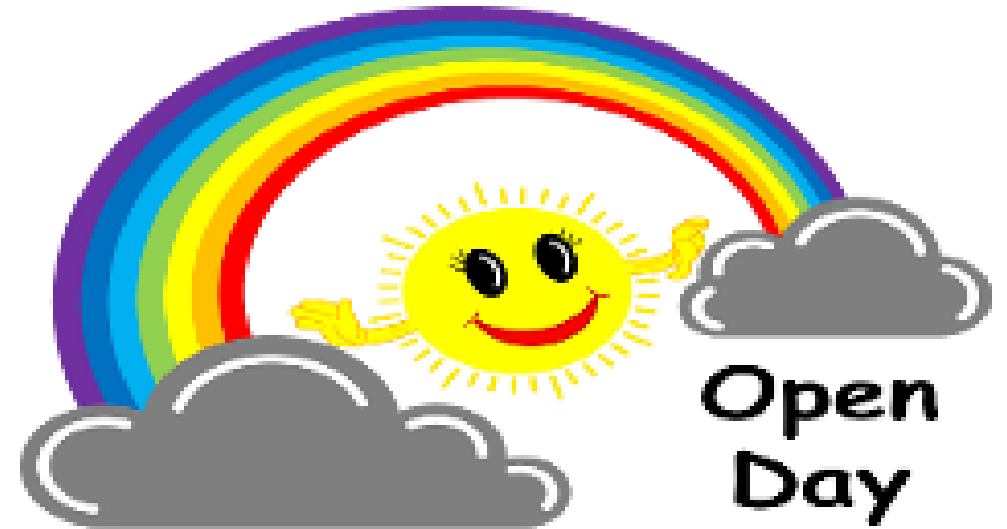
**Take tennis out  
into your community**  
shopping centres community  
events housing estates parks



# A *really open* Open Day

---

1. Think it through – why are you doing it?
2. People, people, people
3. Who is it for?
4. Make sure a great time is had by **all**
5. Share value with the community
6. Members ‘spread the word’ – offline/online
7. Welcome everybody
8. More than ‘just tennis’
9. Joint promotions with local media
10. A *friendly* point of contact
11. Social media share the experience
12. Follow up, follow up



# Create a Welcome Pack

---

1. Welcome letter
2. Programme (events/dates etc.)
3. Training dates and locations
4. Info on special offers (Shops etc.)
5. Discount vouchers
6. Contact details

# We are all at



# ...apart from

---

## Tennis Club



## Cricket Club



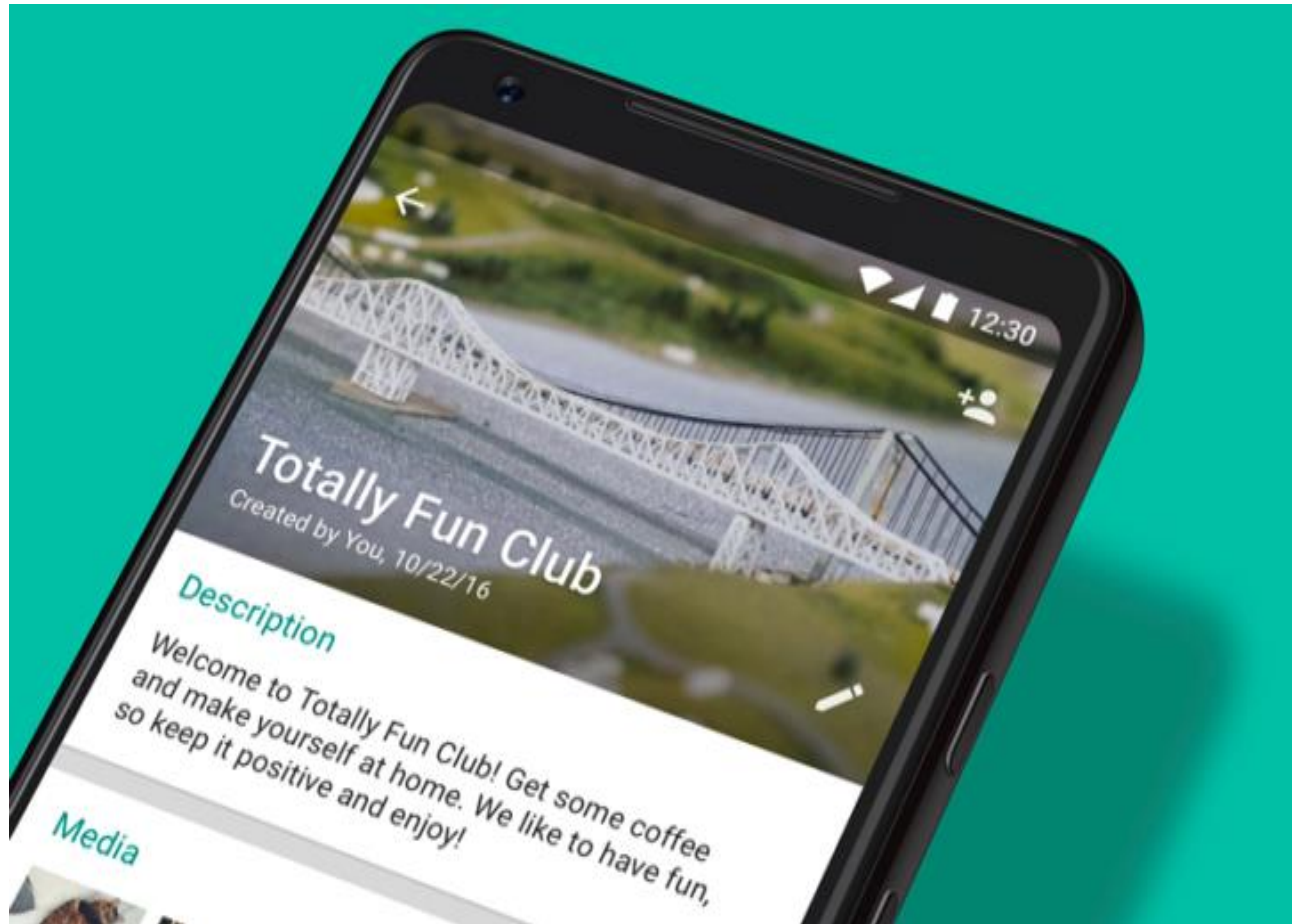
# 16-24 year olds are online 30 hours per week

**That's 37% of their waking hours!**



# Create “WhatsAppAbility”

---





# #ChooseCricket – 30 sec videos promoting their club/cricket



# Orienteering for beginners

OrienteeringBoy



Subscribe

11 videos ▾

Control  
descriptions



0:19 / 5:14



Like



Add to

Share



174,968



# Now at York Uni...guess what?



UNIVERSITY OF YORK ORIENTEERING CLUB

HOME

ABOUT US

UPCOMING EVENTS

KIT STORE

MORE...

## YORK UNIVERSITY

# ORIENTEERING CLUB

THE UKS PREMIER SPORTS AND LEISURE CLUB

SUBSCRIBE TO MAILING LIST



---

# *Galloway Cricket Club*

***“From acorn to oak tree”***





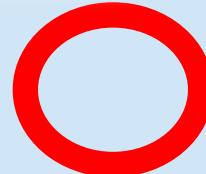
ATLANTIC  
OCEAN

North Sea

SCOTLAND

UNITED KINGDOM

West Scotland



M8

# The beginnings of the journey with Cricket Scotland

---





# 24 Hour Cricket Match, Beach Cricket, Cricket on Cairnsmore





---

# From



# To



# SMN's 5Com model

---

## Community Marketing—Packaging the passion

- ✓ **COM**munity
- ✓ **COM**munication
- ✓ Wel**COM**ing
- ✓ **COM**fortable
- ✓ **COM**puter

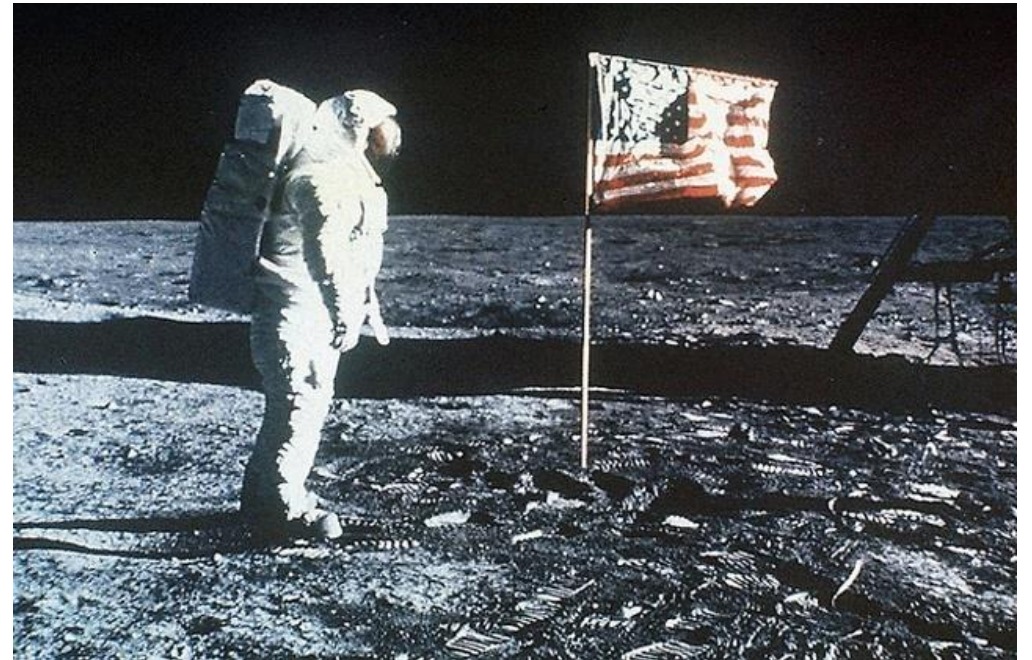
# Your next steps

---

## Baby steps



## Giant step for mankind

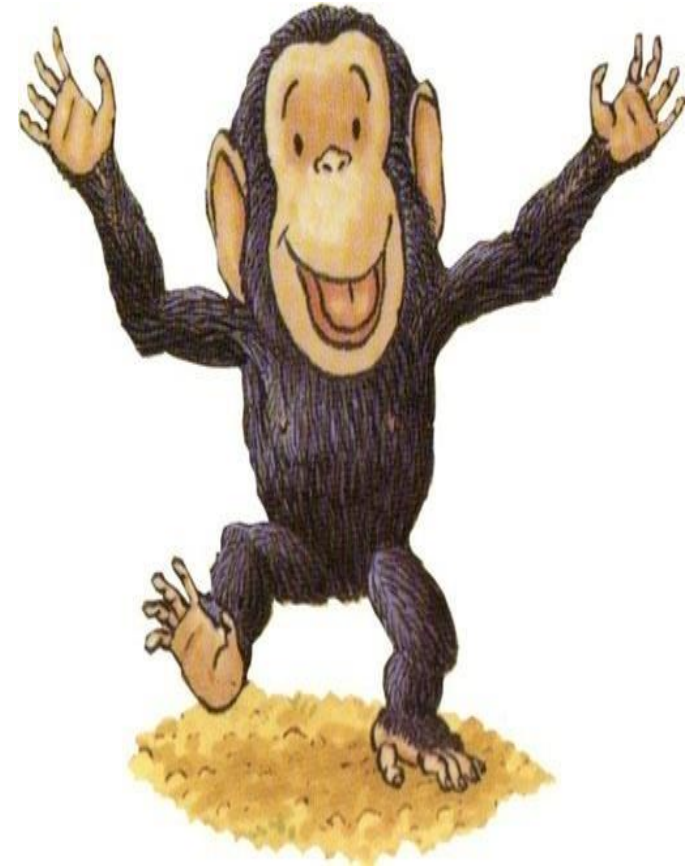


# “Do a Svend!”

---

**“Man or woman who doesn’t  
smile and engage,  
should not run  
tennis club  
in Scotland”**

*Chinese proverb (from  
Boroughbridge, North Yorkshire)*



***Thanks for listening...***



**Svend Elkjaer  
Sports Marketing Network  
5 Station Terrace  
Boroughbridge  
YO51 9BU  
Tel: 01423 326 660  
Email: [svend@smnuk.com](mailto:svend@smnuk.com)**