



CLUB SUCCESS STORY

BOX LEAGUES GO FROM STRENGTH TO STRENGTH!

Players competing in club's singles leagues increase by 150%

David Lloyd Club Renfrew

The Renfrew club has seen a rapid growth in the number of members competing in their singles box leagues.

This has resulted in the club gaining new, and retaining, members as they enjoy both the tennis experience and the social aspect of it. There have been 2 key elements that has brought about this transformation:

1. the Management team engaging with myself, the volunteer that runs the box leagues
2. the release of the LTA Software Box League Manager (BLM)



WHERE THE BOX LEAGUES STARTED FROM

My first box league started in 2011 with 12 players. Since then, I have run a number of box leagues (and various other events) at the club. However due to lack of support and promotion from the club, the numbers typically stayed around the 30 to 40 level at its peak. This meant there were so many players missing out and resulting in many new tennis members joining but not staying as a member for long.

WHAT WAS DONE

This time last year the club's relatively new general manager asked for a meeting as he had heard that I was running box leagues and occasional tournaments for the members as a volunteer. Instead of being negative, he was very supportive and asked me to officially help out at the club, still as a volunteer, with box leagues and internal competition. This gave me the incentive and encouragement needed to expand the tennis experience and network at the club.

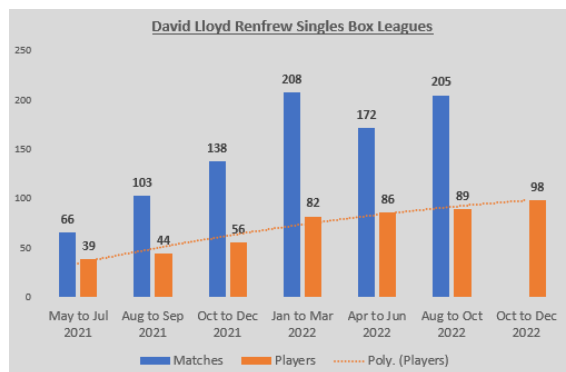
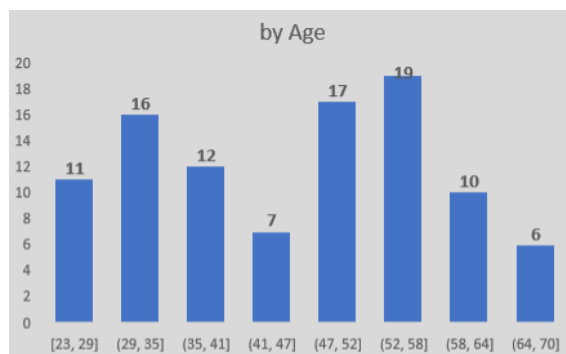
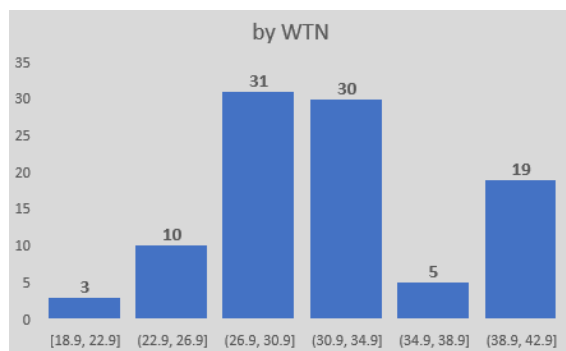
I created a Clubspark website to help improve communication, made more use of the club's notice board and Facebook group, liaised with the coaches for them to promote the leagues and actively spoke to the tennis members who were playing 'bounce' matches. These alone resulted in a 100% increase in both numbers of players involved and number of matches played. However, this success also had a drawback.

I was doing all of the leagues manually in TTP, which although a great software tool for competitions, was taking up so much of my time. I was getting loads of texts and emails from players asking to join, having to look up their LTA Advantage number, adding them in to TTP and recording over 200 results. This would be required for every round. This, along with running other events, was not sustainable in the long term. This was where the 2nd key element would become crucial if the new success of the box leagues were to continue.

Welcome to Box League Manager, the new Software released by the LTA. As with any new system there were teething issues and a number of enhancements fed back to get released in future. However, this new system has resulted in all players entering online and recording their own results, which cut down on the admin considerably. After each round, the Software also makes it so easy to place players in their new groups if they were promoted, relegated, or added. To ensure the use of the app was a success, I added instructions to the Clubspark website on how to join the LTA (for free), affiliate to our club, join the box league and enter results.

The new box league, that has just started this week, has 98 players entered playing across 7 groups. No interested player gets refused. The leagues are there for all standards and all adult ages.

200 MATCHES PER 10 WEEK ROUND



THE FUTURE

It is important that the singles box league does not get stale with round after round, so the plan is to pilot a doubles box league in Dec using BLM. This could potentially take the number of players competing at the club to a new level as there are so many members that just play social doubles. Although we have a good number of ladies involved, introducing a doubles box league would increase this number considerably.

If this is successful then the plan would be to alternate between singles and doubles box leagues throughout the year, with some overlap in each. This would ensure there is competition opportunity 365 days of the year for any interested tennis member. The regular social and charity events would continue in parallel.



THE OUTCOMES

- In the last 15 months, members participating has went from 39 players to 98, a **150% increase**.
- The number of matches played in that time period has almost tripled and we are typically getting **200 matches per 10 week round**.
- **All players are now LTA members and have a World Tennis Number (WTN) rating.** The 19 new players will have a WTN rating after current round finishes.
- **Over 50% of the players** have played their first ever competitive match in 2022.
- New, and existing, **members are staying at the club longer** as they now feel part of the tennis community within the club and enjoy the tennis and social experience that the box leagues provides them.



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WHAT THE MEMBERS HAVE SAID

“The box leagues have been fantastic. I’ve met some really nice people, made new friends, and playing people of differing styles and standards on a regular basis has improved my own game.”

D. Geddes,
Member, David Lloyd Club Renfrew

“Since joining David Renfrew box leagues my match play tennis has improved dramatically, as has my enjoyment of the game. I get the chance to play players of a similar level and sometimes higher, playing matches that are both competitive and fun. I have made many friends as a result and am never stuck for a partner no matter the day or the hour...”

L. Conway,
Member, David Lloyd Club Renfrew

“I started playing in these leagues in April 22 and have to compliment the structure and organising behind the scenes. It’s a completely fair system spread over 6 leagues allowing tennis at all levels with the opportunity to progress to different levels or peg back if you get over challenged. It’s a terrific way to challenge yourself, get fit and meet new players.”

T. Shand,
Member, David Lloyd Club Renfrew