



YOUTH



LTA YOUTH MATCHPLAY CASE STUDY – HEATH PARK, CARDIFF

VENUE INFORMATION

- Five court park venue in central Cardiff
- Lead Coach – Dominic Smith (Level 3)
- 150+ junior players on the weekly coaching programme

EVENT INFORMATION

- 9U Orange ball event – 22 players
- 8U Red ball event – 12 players
- 2 hours long
- £10 entry fee per player
- Events part of a wider circuit of Cardiff based events

LTA YOUTH MATCHPLAY CASE STUDY – HEATH PARK, CARDIFF



LTA YOUTH MATCHPLAY CASE STUDY – HEATH PARK, CARDIFF

WHY WERE THE LTA YOUTH MATCHPLAY COMPETITIONS SUCCESSFUL?

- Convenient and flexible concept to deliver in a busy week
- Appropriate and valuable level of competition to the players in the programme
- New income opportunity
- Provided the ability to offer a more complete tennis offer
- Part of a wider circuit of events locally meant players were externally directed to event at Heath Park

LTA YOUTH MATCHPLAY CASE STUDY – HEATH PARK, CARDIFF

WHAT NEXT FOR HEATH PARK?

- Continuing deliver LTA Youth Matchplay competitions as part of their competitive programme
- Now delivering one day County and LTA Youth Compete Local Tour competitions at the venue to further enhance their competition offer