



READY TO RALLY - CLUBS

Search, book and pay online



RATIONALE

Your tennis courts are a valuable asset for members and players, but a lot of clubs struggle to utilise all of their courts all of the time. With the right court access and booking system your club could start to promote empty court time to generate income from pay and play bookings.

Opening up your courts to the wider community brings other benefits such as;

- Increased visibility of your club
- Instant list of warm leads who may be interested in other playing opportunities
- An easy pathway into membership
- Increased utilisation of the facility, which in turn generates new revenue streams
- Positioning of your club as a friendly, accessible community hub

This guide provides examples of clubs who have already started to open up their courts and reap the rewards. It's not for every club, but certainly worth exploring based on local supply and demand.

OUR BIGGEST BARRIERS TO PARTICIPATION IN TENNIS ARE:



Not knowing where the closest courts are



Not knowing how to book or play on the courts



Not knowing the condition of the court surface

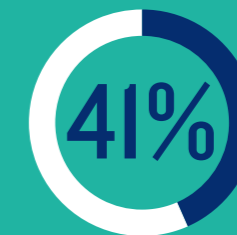
WE ALSO KNOW FROM SURVEYS OF EXISTING PARK TENNIS PLAYERS THAT:



of infrequent players are very satisfied with the ability and opportunity to book courts



of players are 'very' or 'quite satisfied' with the customer service received at their park facility



of infrequent players wish to use club facilities but don't due to the cost barrier of traditional membership

WHEN QUESTIONED ABOUT AN ONLINE BOOKING AND GATE ACCESS SYSTEM



78% of players in clubs and parks said it was a 'Good' or 'Great' idea



Nearly half of all park players said it would help them play more often



80% of players in parks and clubs said it would make getting on court easier



87%

Are satisfied with the online booking system

IN THE PAST 3 YEARS SITES WITH GATE ACCESS INSTALLATIONS HAVE:

Attracted



64,841

64,841 unique players to make bookings

Led to



609,671

609,671 courts being booked

Generated over



£1.1 MILLION

pounds of income

By enabling bookings made via a computer, mobile phone or tablet at your venue, you are enhancing the customer experience, making it easier to get more people playing tennis, keeping more people healthy, active and productive.

If you decide to charge for court use by either pay and play bookings, or season tickets, you will be making your courts work harder for you, helping to make tennis a sustainable operation.

CLUBSPARK

ClubSpark is a flexible, scalable and beautifully simple venue management platform with multiple products and applications to help venues, local authorities and coaches manage their sport. ClubSpark is a tool that is offered for free as part of LTA venue registration and allows administrators to manage all functions of their venue(s) including;



CREATE & MANAGE MULTIPLE WEBSITES

With ClubSpark's website module you can create your own fully responsive, mobile friendly website tailored to your requirements. Build websites for your venue, or for a local authority area to promote your events and activities. Add custom pages, news articles, images etc and edit your own content through the easy-to-use Content Management System.



MANAGE YOUR COACHING

ClubSpark lets you manage coaching lessons and courses online. Courses can be promoted via your website or national campaign websites.

- Manage contacts in one place
- Promote courses online
- Mobile app to check-in and monitor attendees
- Inclusive marketing website
- Create and promote holiday camps
- Allow bookings and payments online



COMPLETE MEMBERSHIP MANAGEMENT

ClubSpark's membership management module is designed to improve membership engagement by making it easier for the venue and for members to pay, renew and keep in touch. Take online payments, manage direct debits and monitor your revenue streams with ease. Membership modules can also be used to take 'Season Ticket' payments for venues operating a non-traditional annual facility fee. 'Season Tickets' can be configured to allow court bookings to be made for free or at a reduced rate by players who hold one, whilst still allowing non-holders to book.



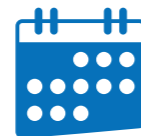
ORGANISE PAYMENT

Set the way you want payments to be taken, whether it's immediate pay and play, or bookable as part of a membership package



COURT BOOKING

Take the headache out of managing bookings. Give staff, coaches, members and the general public access to book and pay for courts, classes or other resources online.



FLEXIBLE SCHEDULING

Set unique booking and price rules to suit your venue. Enable lights to switch on/off automatically when linked to our Premium Gate Access system.



BOOK AND PAY ON THE GO

Your customers can make bookings and payments for a venue anytime, anywhere with our real-time booking app.



REPORTING

ClubSpark allows administrators to view reports highlighting income, court usage, revenue and number of members and season ticket holders. This allows for identification of trends and patterns.

ClubSpark works seamlessly with our other two products detailed in this document and is available to be used on any venue, whether a Gate Access System is installed or not. ClubSpark offers ultimate efficiency by allowing multiple venues to be managed remotely.

CASE STUDIES

COWBRIDGE TENNIS CLUB

A Hybrid Model

Cowbridge Tennis Club is the tennis section of Cowbridge & District Athletic Club and has been providing tennis on this site since the early 1900's.

Cowbridge Tennis Club's vision revolves around increasing membership from 175 to 300, by making tennis inclusive and more fun, whilst driving a culture of improvement amongst players and providing social opportunities for all.

In order to achieve these goals, Cowbridge Tennis Club has focused on raising its profile and programme in the local community. The club installed a code access gate so that courts can be booked online by non-members at off-peak times for a low cost pay and play option as well as improving signage to let members of the public know about the opportunities.

Membership numbers have greatly increased, with the junior membership doubling in 18 months. The target of 300 members is in sight. The access gate and online booking system was rated the most appreciated recent improvement by the club community. Over the last four months, bookings have generated income for the club when courts would otherwise be idle.

SURBITON RACKET & FITNESS CLUB

Operating Park Tennis in Kingston

Surbiton Racket & Fitness Club operates 10 courts at 3 park venues. Over the past 2 years the three sites have been fully refurbished with funding support from the LTA, Surrey LTA and The London Marathon Charitable Trust.

All three park sites operate using ClubSpark linked to SmartAccess gates. This allows the club to remotely control access to the facilities, letting players book and pay in advance, without the need for and cost of staff. There is the option to purchase a Season Ticket for £50 per household per year, or to book courts on a pay and play basis for £6 per hour.

In the 18 months since launch, over 500 household annual passes have been sold, (with over 1000 users attached to them) and over £7000 has been generated through pay and play bookings.

There have also been benefits for the club, with tennis participation increasing in the area, and the courts providing overspill options for club matches and local tournaments. The Surbiton Racquet & Fitness Club acts as an exit route for all players who wish to play further tennis.

THAME TENNIS CLUB

A Hybrid Model

Thame Tennis Club is proud of being a hybrid club - one that offers traditional membership as well as pay and play options.

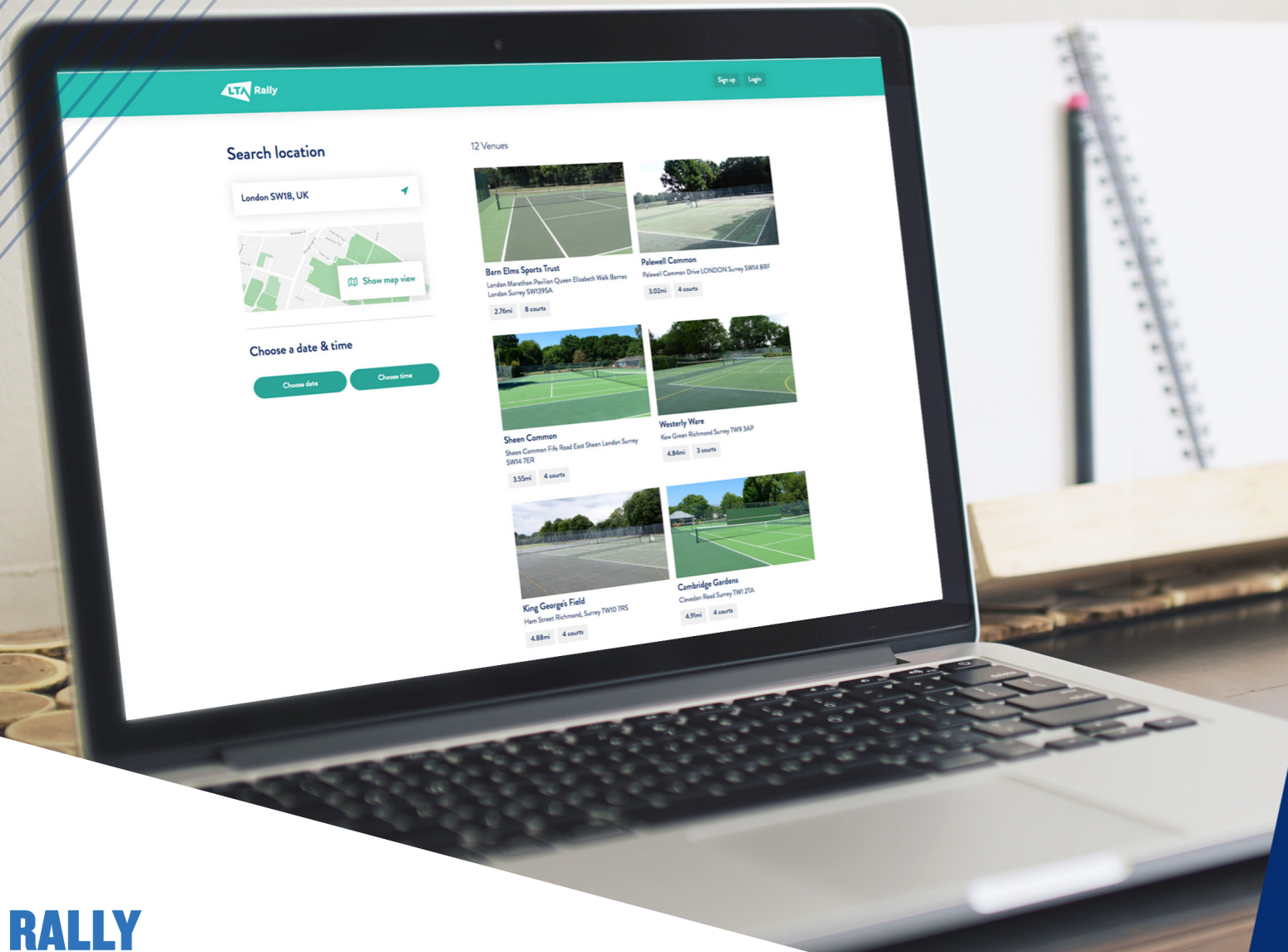
Thame Tennis Club has a block of 2 courts that are accessed via a SmartAccess Premium Gate making them available for both non-members and members to book. The Club uses ClubSpark to run all areas of activity, including court bookings, membership, coaching and its website, all with great success.

Since January 2018, the club had over 400 bookings made by non-members in an 18 month period creating £2,500 in income.

The club attracted 249 different users to tennis, and converted 10% of these pay and play bookers into full club members, creating additional income and growing their community of players.

The club has seen a steady increase in pay and play bookings, seeing a 42% rise between years 1 and 2, and a 50% growth between years 2 and 3.





RALLY

Rally is an aggregator that collects all booking and coaching information via partner venues ClubSpark pages and displays it for participants in one easy to view page. Aggregators are a part of everyday life – other examples include Compare The Market, and Just Eat. Rally allows players to search for venues close to them, and provides booking options, removing the barriers of not knowing where courts are or how to book. Rally provides a helpful customer journey, with a personal profile to review and manage bookings, and helpful reminders. The design is modern, fresh and built with users' convenience in mind. Check out existing Rally locations/sites at www.lta-rally.org.uk



VISIT LTA-RALLY.ORG.UK



SEARCH FOR A COURT NEAR YOU



SELECT THE COURT, DATE AND TIME



RECEIVE YOUR GATE ACCESS CODE

(if your court uses a gate access system)



ACCESS THE COURTS



ENJOY YOUR TENNIS



GATE ACCESS SYSTEMS

We have developed two Gate Access systems that work in harmony with ClubSpark, to secure your courts and to allow access to booked customers only. Members of the public can book a court online (making payment if required) and will receive a four digit access code via email, to enter using the courtside keypad. The gate access system will allow entry for the time booked if a correct code is entered.

ClubSpark can integrate with two different gate access systems, the differences between the two are outlined in the table below.

Feature	SmartAccess Premium	SmartAccess Lite
Unique Access PINs	✓	✓
ClubSpark Integration	✓	✓
Bespoke Universal Fitment	✓	✓
Vandal Resistance	✓	✓
Manual Key Override	✓	✓
IP Rated	✓	✓
Automatic Closing	✓	✓
Impact Rated	✓	✗
Free PIN Codes	✓	✗*
Out of Hours Override Codes	✓	✗
Floodlight Integration	✓	✗
Bespoke Maintenance	✓	✗
24 Hour Connectivity	✓	✗
Mains Powered	✓	✗†

* Approx. 9 pence cost per booking to the operator

† Battery Operated – No Power source required

SMARTACCESS

Lite

Following the bespoke installation of the SmartAccess Lite system to an existing gate, the code entry unit works seamlessly with the ClubSpark booking platform to grant players secure access to your tennis venue. Once a booking is made, players will be emailed a four digit PIN by ClubSpark that will grant them access at the booked time. When players are at the courts they simply enter the PIN code into the keypad on the gate and gain entry for their session.

SmartAccess Lite requires no power to the site making gate access a possibility in remote venues, and saves upfront the cost of bringing power courtside. SmartAccess Lite charges a fee of approx. 9 pence for every access code generated (dependant on the number of codes purchased in one transaction). You will need to commit to buying access codes upon installation and when required in the future.

The SmartAccess Lite system utilises an algorithm linked to dates and times, which ClubSpark also uses, issuing a code to allow entry to the courts at the time booked. The system will also link with the K3 Connect app via a mobile phone, allowing administrators to alter many functions of the system, and to add codes for maintenance/operating teams. The SmartAccess Lite system cannot integrate with the operation of floodlights therefore we don't recommend it at lit venues.

The system is controlled via a mobile phone app, and allows for management, coach and maintenance codes to be issues, as well as a 'Code-Free' option which allows the courts to not require a code at pre-set times of the day/week – great for offering a mix of paid for and free to use court time if desired.



SMARTACCESS

Premium

The SmartAccess Premium system allows for full floodlight automation, meaning that if a player books a court during dark hours, the lights will automatically turn on and off at the correct times. Generating an access code for each booking is free, helping to keep ongoing costs down. When a player books a court they are emailed a four digit pin-code that allows access to the courts at the correct time.

VENUE CONTROLLER

Each venue has a controller. Controllers connect to the internet via 3G, 4G or Wifi. ClubSpark is constantly updating the controller with booking and entry information to enable instant entry to the courts. The controller also monitors the health of the system devices and feeds this information back to ClubSpark. The controller can be connected to all kinds of devices to manage automation and entry on site.

GATE ACCESS

This system allows you to manage multiple gates and entry points. Each gate is fitted with a PIN and proximity reader and connects to the central controller and lock for the gate. These readers allow entry when a PIN number is entered. A manual lock is used to exit so there's no risk of being locked in. Any successful or unsuccessful attempts to enter are fed back to the system.

FLOODLIGHTING

The system can also manage floodlighting, which can be configured to only turn on when the courts are in use. Floodlights can also be configured to allow for different warm-up and cool-down periods. LED floodlights can be set to turn on automatically if there's a booking and when a player enters the gate. Halogen floodlights can be configured to turn on prior to a booking and stay on if there's a concurrent booking.



GATE ACCESS OPPORTUNITY

As part of its vision and mission, the LTA is committed to opening tennis up across the UK to allow more people to participate. The implementation of gate access technology has been proven to not only open tennis venues up by making them more accessible and welcoming, but also has resulted in a growth in participation where installed. As a result of this, the LTA are committed to increasing the number of community and Club venues that use gate access technology to improve the customer journey and get more people on court.

If your club is interested in adopting gate access technology the steps that you need to follow are outlined below.

- Initially make contact with your local Participation Development Partner (PDP) who will run a demand analysis report on the catchment that surrounds your venue.
- This will inform you of the potential pay and play demand and the existing supply for pay and play locally.
- If the data suggests that your club may benefit from the installation of a gate access system, then your PDP will work with you on a bespoke basis to:
 - Receive quotations from Gate Access Installation companies.
 - Clarify the upfront and ongoing costs to the club.
 - Assist the club in building a plan to attract new players to the courts.

QUICK ACCESS LOAN

Should you wish to install a gate access system and also enhance your existing facility stock, the LTA can assist in the form of an interest free loan of up to £250,000. Once you have submitted a completed application, we will look to give you a decision within 6 weeks, and applications can be submitted all year round.

THE OBJECTIVE OF THE FUND ARE:

- To provide indoor or all year round playing facilities to encourage community accessible play all year
- Enhance facilities to create better playing environments to encourage play all year
- Retain and increase the number of participants at the venue
- Increase non-member pay and play coaching and usage opportunities
- Grow the numbers of adults and juniors on the coaching programme
- Provide online booking through ClubSpark.

FUNDING WILL BE PRIORITISED AS FOLLOWS:

- Low Cost Indoor Court Buildings
- Installation of new floodlights
- Installation of Padel Tennis Courts

CONSIDERATION FOR FUNDING WILL BE GIVEN TO PROJECTS THAT INCLUDE:

- Court surface upgrades to a year round playing surface
- New tennis courts
- Padel courts
- Accessible facilities that cater for disabled players
- Innovation to drive membership, usage and tennis participation.
- Clubhouses.

WHAT VENUES WILL NEED TO COMMIT TO:

- Contributing towards the sinking fund for all facilities at the venue
- Repayment of the loan over an agreed term-loans are typically awarded with a maximum term of ten years

Further information on the Easy Access Loan scheme along with application forms can be found here: www.lta.org.uk/quickaccessloan



WHAT HELP WILL YOU RECEIVE TO GET STARTED?

Your LTA regional team will work alongside you towards Rally activation and gate installation.

HELP YOU CAN EXPECT INCLUDES:

We have tools that will help you ascertain the feasibility of your project, and indicate the long term financial impact it may have on your venue.

- The support and guidance of your local LTA Participation Development Partner, and the use of our venue comparison tools, to ascertain the feasibility and likely outcomes of your project
- The LTA are negotiating framework agreements with gate suppliers with agreed rates and specifications that relevant park tennis operators can benefit from
- The LTA will provide support and advice around to help develop the operational model to drive participation and a sustainable business operation
- The LTA will provide support on products and programmes that can be used in a park setting that have been proven to support participation growth

Please get in touch with us regarding any aspect of Ready to Rally:

email: GateAccess@LTA.org.uk
call: +44(0) 208 487 7000

