



PARK SUCCESS STORY

PARK TENNIS IN RICHMOND UPON THAMES

Gate access technology, Clubspark and Rally implemented across all park sites to improve customer journey and local authority intelligence

The London borough of Richmond upon Thames own and operate a total of 44 tennis courts located in 11 park sites. A borough wide membership scheme allows households to play tennis for up to an hour each day, 5 times a week, year round for £55 and Juniors to play for free. Pay & Play tennis is also available at a cost of £9 per court per hour. Coaching is outsourced to 5 different providers ensuring that there is coaching provision for residents at all sites.



BEFORE AND AFTER

Moor Mead,
renovated July 2021:



Kneller Gardens,
Nov 2020:



King George's Field,
Nov 2019:



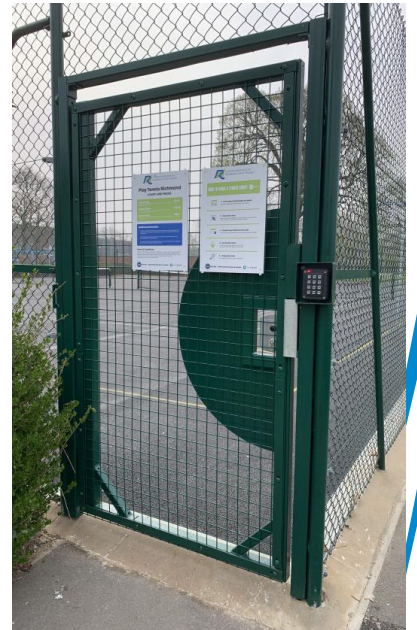
Carlisle Park, Feb 2019:



Westerley Ware, Feb 2019:



Solar powered premium
gate at Old Deer Park:





INITIATIVES

Tennis in Richmond has gone from strength to strength over the last 5 years and in many ways has taken the lead for other local authorities to follow.

Since implementing Clubspark on all 11 park sites and introducing the smart gate access system in June 2017 at 3 sites, the local authority have made progress each year in rolling this out further. 2022 saw the last of the 11 park sites on Clubspark and gated – one of the first local authorities to do this in London. They also have a mixture of gate systems in use – Premium gates (mains powered), Lite gates (battery powered) and a Premium gate which is solar powered.

Richmond was one of only 3 areas in the country to pilot LTA Rally in 2019, seeing all sites listed on the new platform which has since been rolled out nationally.



SUCCESSSES

The results have been impressive.

- A clear and easy to use customer journey for players to book a tennis court and sign up for a membership.
- Memberships have increased dramatically from a monthly high of 81 paid-for memberships in 2017 compared to 410 in 2020.
- In 2020 a total of 1376 paid-for memberships were sold, compared to 392 in 2017 when the scheme was first launched.
- Court bookings have seen sharp increases with nearly all sites at 100% capacity in the month of June 2020.
- Pay & Play income has increased over 600% compared to the same time last year, generating significant money which has been reinvested back into tennis year on year, allowing for sites to be developed and resurfaced where necessary. There is a clear sustainable model in place across the park sites ensuring courts remain a high quality for many years to come.
- The gate access technology has improved the tennis intelligence at each site, providing the local authority with accurate data on customers and booking habits.
- Rally customers have increased 700% since piloting the platform.

1376
PAID-FOR
MEMBERSHIPS
 in 2020 compared to 392 in 2017



FOLLOW US FOR MORE

LTA, The National Tennis Centre
100 Priory Lane, Roehampton
London SW15 5JQ

T: 020 8487 7000
E: info@lta.org.uk
www.lta.org.uk

@the_LTA

LTA

@LTA

LTA – Tennis for Britain