



## CLUB SUCCESS STORY - BOUNCING BACK FROM COVID-19!

# 'TENNIS CLUB INCREASE MEMBERSHIP BY 45%'

### *Bangor Tennis Club*

**Bangor Tennis Club, situated in North Wales has endured a fantastic return to tennis following the re-opening of tennis facilities which has seen its membership rocket through a series of key interventions during the lockdown period.**

The three court venue has capitalised on the time available in recent months to streamline their administration processes, develop a new club website and provide flexible online membership packages for the first time all through the ClubSpark platform.

## WHERE THE CLUB STARTED FROM

**Like most tennis clubs across the UK, the timing of the Covid-19 pandemic and subsequent lockdown period could not have come at a worse time for Bangor.**

The club had just opened its membership renewal period ahead of the new season and at the time the club had to shut its doors the membership total stood at just 12. The club were deeply concerned that they would struggle to reach its membership total of 83 from the previous year and the financial impact this would have.



## WHAT THEY DID

Going into lockdown the club made the decision to utilise the downtime to improve the customer experience by embracing the latest technology. The club signed up to use the ClubSpark platform, developing a new and improved website, providing online membership packages for the first time with flexible payment options as well as using ClubSpark as a communication tool.

With some initial ClubSpark training support from Tennis Wales, the club became more familiar with using the platform, utilising the online court booking system for members to enable the club to return safely once restrictions were lifted.

The club developed an attractive membership offer with reduced membership rates, bearing in mind the shortened summer season. Using the ClubSpark platform, the club communicated with all previous and existing members the week before re-opening advertising their offers.

With the help of a club volunteer who has a background in marketing and website development, the club continued to populate the website with lots of relevant content, incorporating a number of photographs to bring it to life and achieving a website the club are proud of. The club were also proactively utilising social media advertising through Facebook, What's On & community groups to share promotional offers.

## THE FUTURE

With the club experiencing a fantastic increase in membership, Bangor Tennis Club are now exploring the possibility of becoming the latest Hybrid Club in Wales as they look to offer 'Pay & Play' tennis to the general public alongside their traditional membership.

The club is applying for funding through the LTA & Tennis Wales to install gate access technology which will further improve the customer journey for new members and casual players whilst also generating revenue for the club. Members of the public and those on holiday nearby, will be able to book a court for an hour, enter a code on the gate, and jump on court.

Club Membership Secretary, Sue Beesley commented,

*"We would see this as a tremendous step forward in expanding the use of our facility; not least because it would increase the clubs availability as a pay and play facility whilst at the same time enhancing the tennis 'experience' for members and increasing the profile of the Club in the area."*

*"Our focus now is to build on the enthusiasm and passion for tennis which has been clearly shown over the past few months. We don't intend to rest on our laurels and our membership boom in spite of the Covid situation has given a new energy and drive to our Club. We are looking forward to a bright future."*

## THE OUTCOMES

- Membership grew by 45% from 83 to 120 members
- 48 new members have joined the club including both adults and juniors
- Increased club visibility in the local community
- Members are really positive about the ability to book courts online, making tennis easier

## TOP TIPS

- Get everything online. Make it easy for people to find your website, with great images and information about what you have on offer.
- Make it easy to play tennis, with online booking, payments and communication.
- Offer tennis in a flexible way. Membership packages can be flexible, with direct debit, summer only options, trial membership schemes and pay & play so there's something for everyone on offer.
- Communication is key. Liaise with members, former members, people on the coaching programme and with the local people in your community.

