

GROWING
TENNIS
PARTICIPATION
AT YOUR VENUE



GROWING TENNIS PARTICIPATION AT YOUR VENUE

To support venues and coaches in attracting and retaining new players into tennis the LTA delivers a range of national programmes and initiatives to assist the British tennis community. LTA Youth Start and Big Tennis Weekends are highly effective in supporting venues and coaches to provide young children and families with a positive first experience in tennis.

These two programmes have traditionally been delivered in isolation, with coaches often leading on LTA Youth Start and the club's management committee often responsible for delivering the LTA Big Tennis Weekends (BTW). However, the LTA encourages venues and coaches to come together to deliver both initiatives in a joined-up fashion to have maximum impact in growing tennis participation at your venue. This guide will provide you with some ideas and examples of best practice in how these two national programmes can support each other.



WHAT IS LTA YOUTH START?

LTA Youth Start is the perfect introductory course for younger children who are new to tennis. These taster courses are designed for kids to have fun, be active, make decisions and be appropriately challenged. For just £29.99 (+ £5 P&P), kids get six group training sessions and all the kit they need to get started, including a racket and ball set. They'll also receive regular rewards and activities to take home.

The LTA provides tennis coaches with free online training, a tailored high quality coaching programme that is designed specifically for the needs of these young children, and many other resources to help them deliver a fantastic experience to the children. Once trained (assuming they meet the safeguarding requirements) coaches can deliver as many LTA Youth Start courses as they wish on [ClubSpark](#). To find out more about running LTA Youth start courses and what is involved, visit [LTA Youth Start pages on the LTA website](#).

At the conclusion of the LTA Youth Start courses the focus is on encouraging the kids (and their families) to continue playing tennis at the venue, either by joining the venue as a member or joining the coaching programme.

 **YOUTH START**



MAKING THE GREATEST IMPACT: JOINING UP DELIVERY

Tennis venues and coaches who have worked together to coordinate and align the delivery of both BTW and LTA Youth Start have the greatest success with these two programmes.

- BTW is an excellent opportunity to welcome new people into the club, and allow them a non-pressurised and fun experience of playing at the venue, whilst allowing the club a chance to promote membership or coaching programme offers.
- LTA Youth Start provides an enticing, fun tennis experience for children with some high quality coaching. It enables the children to build an enjoyment for the game and to gain a taste of playing at the venue and with the coach.

The diagram on the next page demonstrates how BTW and LTA Youth Start should be delivered to mutually support each other and help grow tennis participation at the venue and on the coaching programme.



WHAT IS THE LTA BIG TENNIS WEEKENDS?

The LTA Big Tennis Weekends supports tennis venues of all sizes to run high quality open days for the local community to come and experience tennis for free. The LTA provides venues with guidance, support and promotional resources to help them in running their BTW event. In 2019 over 85k people attended an open day with 58% of these attendees deciding to either join the venue as a member or join the coaching

programme. BTW encourages anyone to come and play tennis at their local venue, but the primary target audience that engages with this programme are young families.

Venues sign up to deliver a BTW event on **ClubSpark**, and the focus for venues is not only to attract new people to visit their venue but also to convert them in to regular players.

**OVER
85K
PARTICIPANTS**
attended a Big Tennis Weekend in 2019

FIRST EVENT



SIX WEEKS

LTA
YOUTH START

At the end of the course, encourage friends and the whole family to attend your second Big Tennis Weekend

SECOND EVENT



FOLLOW ON OFFERS

LTA YOUTH PROMOTED

as a low-cost entry point for children

PAY & PLAY

provides a low pressure and affordable opportunity to continue playing tennis

OFFERS OF SHORT-TERM TRIAL MEMBERSHIP

to encourage new people to build a positive experience of the club and for families to join together

DISCOUNTS ON THE COACHING PROGRAMME

and / or club membership (e.g. 25% reduction)



The dates in this diagram only provide an indication, and it can be delivered in a similar fashion at any point around the year.

- 1** The LTA Big Tennis Weekends attracts the local community to have an enjoyable experience of the tennis venue.
- 2** At this event the venue promotes LTA Youth Start (amongst other follow-on offers) as an attractive, value for money, low-commitment opportunity for children to continue their tennis journey.
- 3** LTA Youth Start runs promptly after the BTW to maintain the momentum and at the conclusion of the course, the coach (and the club) offer a range of follow-on offers for the child to continue playing. They also invite the whole family to come to the next BTW in order for the venue to build a positive relationship with the wider family unit and to sell the tennis opportunities to the whole family.

- 4** The second BTW is staged promptly at the conclusion of the LTA Youth Start course and the venue welcomes the whole family to join the club in some capacity through a range of targeted and appealing follow-on offers.
- 5** The cycle begins again with the new people that came to the second BTW.



A number of tennis clubs and coaches have had success in linking their LTA Youth Start and BTW delivery together to create a more coordinated journey for new players in joining the club or programme.

Find out more about how the coach at Kings Norton Tennis Club in the Midlands has combined both programmes to great effect here:



**DELIVERING LTA YOUTH START
WITH THE LTA BIG TENNIS WEEKENDS**

KEY ACTIONS FOR COORDINATING LTA YOUTH START AND LTA BIG TENNIS WEEKENDS

6-10 WEEKS BEFORE

- Coach and club committee discuss and agree plan and dates for delivering LTA Youth Start online training and BTW.
- Coach undertakes LTA Youth Start online training (if required).
- Club sign up to deliver BTW on ClubSpark.
- Coach registers the LTA Youth Start course(s) on ClubSpark.

0-2 WEEKS BEFORE

- Coach delivers local school taster sessions promoting BTW and LTA Youth Start.
- Club delivers a Facebook advertising campaign.
- Club and coach utilise all local networks to promote BTW.
- Members of the club are encouraged to promote BTW through their networks and to 'bring a friend.'

ON THE DAY

- At the BTW the club and coach promote LTA Youth Start amongst other follow-on offers to everybody that attends.
- The club records the contact details of all attendees
- The club and coach sign up as many people to LTA Youth Start as possible on the day.

POST LTA YOUTH START COURSE

- At the conclusion of the LTA Youth Start course the children and parents are invited to attend another BTW open day.
- Appropriate follow-on offers (discounts in joining the club / coaching programme) are offered to the whole family at the BTW.
- Coach registers the LTA Youth Start course(s) on ClubSpark.

4-6 WEEKS BEFORE

- Club and coach agree a marketing plan to promote both the BTW and LTA Youth Start within the local community.
- Club and coach agree the on and off-court activities that will take place at the BTW open day.
- Club begins recruiting volunteers to help at the BTW open day.

POST BTW

- The club and coach get in touch with the attendees to remind them of the follow-on offers (including LTA Youth Start).



