# PARKS ONBOARDING GUIDE

Congratulations on taking the decision to enhance the booking journey for players at the park(s) in your Local Authority.

As you will already know, ClubSpark is a benefit of LTA Venue Registration, so in order to use this fantastic booking platform, you will need to register all parks offering tennis within your local authority with the LTA.

This document guides you through the LTA Venue Registration Process, provides links to guides to help with the setting up of ClubSpark itself, plus shows you tips to help your venue be found on Google Search. By completing all areas of this guide, you will be helping to enhance the customer journey to court, drive more players to your venues, increase bookings, and help more people to be more active more often.

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Guidance on Setting up and optimising a Google My Business listing, which will help to increase the number of people who find your booking availability on LTA Play is detailed in a separate document.

## **GLOSSARY OF TERMS**

Abbreviation	Full Name	Description
PIDP	Parks Investment Delivery Partner	A member of the LTA workforce, who will help
		you through the Parks Onboarding Process
LA	Local Authority	The Local Authority / Parish council that operate
		and are registering the tennis courts
MPSO	Multi Park Site Operator	An organisation operating multiple parks sites
		can register itself as a "Organisation" then link
		park sites to it
LADO	Local Authority Designated Officer	A Local Authority Designated Officer in charge of
		Safeguarding can be listed as the welfare officer
		for multiple Park sites.
MASH	Multi Agency Safeguarding Hub	A single point of contact for Safeguarding in a
		Local Authority.



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Stage	Prerequisites	Estimated Time
		Needed to complete
LTA Venue	•Admin being an LTA member	Between 40 mins – 1.5
Registration	<ul> <li>Park details – number of courts, address etc</li> <li>Safeguarding details – MASH or LADO, or individual officer</li> </ul>	hours depending on number of Parks within the Local Authority / Organisation.



ClubSpark and LTA Rally Set Up	<ul> <li>To be completed by the LA if they are the Operator of the Parks Pay and Play court bookings, or by the Operator if the park operation is fully leased to another provider.</li> <li>Create a ClubSpark account using your LTA Login details (see page 3 for details)</li> <li>You will need your LTA Venue Registration Number</li> <li>Fill in venue details</li> </ul>	From 1 hour depending on number of ClubSpark modules used

Google Business	•To be completed by a LA officer with	c.1 hour
Listing / Optimisation	knowledge/experience in online venue promotion	



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## **VENUE REGISTRATION PROCESS**

## **1. CREATE YOUR PERSONAL LTA ACCOUNT**

If you are new to registration or returning after a period without registration you will need a personal LTA Advantage account for you and anyone else who wishes to have administration access, prior to applying for LTA Venue Registration. If you have not already got an account, you can create one <u>here</u>.

There are a number of membership categories, LTA Advantage FAN membership is all that is required and is FREE, you can view information on all options available <u>here</u>.



## 2. STARTING A NEW LOCAL AUTHORITY OR MULTI-PARK SITE OPERATOR REGISTRATION

Return to <u>Venue Registration pages</u> of the LTA website and click 'register now.' You will be taken to first page of the LTA Venue Registration Portal.



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TENNIS FOR BRITAIN		Help 🖒 🛛 Logout
	Your organisation	
	The dropdown list below will show the organisations you are a Web Admin for on the LTA System. If you can not see the organisation you wish to register/view please click "Add new Organisation". Choose your organisation	
	Can't find your organisation?	
	+ Add new organisation	

#### Here you have two options:

Top Tip: As a Local Authority (LA) or multi-park site operator (MPSO), this first step is to create your parent LA/MPSO first. This is the overarching parent organisation to any park sites you are looking to register, and will save time when adding individual parks later on. Please don't add the name of the individual parks in this section.

**If you have previously registered a venue** and have web admin rights to edit an origination, those organisations will appear in the drop-down list. Click the drop-down arrow and select the organisation you require to register.

If your Organisation has already an account but you don't have Admin Access this will need to be granted by your LTA PIDP before you can proceed.

**If you are registering for the first time** then you will not have been assigned any web admin rights to any organisations in the LTA database, and therefore will need to choose the option to 'Add a new organisation'

To add your organisation, simply click add new organisation and follow the steps to create your parent local authority or multi-park site operator e.g. Richmond Borough Council



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Add new organisation
Test Local Authority
Somewhere street Somewhereville
Somewhereshire SK193TG
Confirm

Once you have created your organisation click confirm and you will be taken to a series of qualifying questions to match you with a venue registration package. On completion you will be provided a package based on your answers, giving you more detail of the benefits in that package. If you choose to continue, you will move onto the next stage or you can repeat the qualifying question up to three times, before that package is locked in. The qualifying questions that are asked at the beginning of the venue registration are detailed below to help in determining your required package type.



#### IS THERE A COACHING OR COMPETITION PROGRAMME RUN WHICH GENERATES REVENUE AT YOUR VENUE?

YES

Local Authority MSPO

ARE YOU A LOCAL AUTHORITY OR PARK OPERATOR?

YES

Local Authority MSPO

## 3. ADDING PARKS TO YOUR ORGANISATION

Read the summary of what you will need and click 'Let's get Started' to start linking up your park sites, select 'add parks' on next page.



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Associated parks/venues
Use this page to add or remove parks for your Multi Park Site Operator. When you have added all parks select "Start Registration" to complete your organisation information
There are <b>no Parks</b> associated with:
Test Local Authority
Need to add a new park?
Add park
Start registration

Simply, start typing the name of your park into the search box and results will be displayed from the LTA database. Once selected, click 'Add Park'



If you cannot find your park site, no results will be returned, and you can select 'Can't find your park? and manually create your park site.

Add	new Park
Search 1 registrat registeri create o	he LTA Database to add your park. All park sites in each ion must be part of the same Tennis County. If you are ng multiple park sites across Countiss then you will need to ne Multi Park. Site Operator for each county.
Search	results will be returned after three characters are
Park na	me
Star	me t typing here Q
Park na Star Parl	me t typing hereQ
Park na Star Parl Can	me t typing here Q inot found. t find your park?

**IMPORTANT:** All park sites must be in the same local authority boundary. If you manage park sites in different local authorities, you will need to create a Local Authority/Multi- Park site operator for each local authority area.



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Once all parks' sites are added, you will see these split between paid venues (those that have a charge in place to book courts) and free to play venues (parks without a charge to book courts). Click 'Start Registration' to continue.

Although there may be a charge showing at this stage, some Parks will qualify for free LTA Venue Registration:

- Parks that have received grant funding investment for court renovations or gate access systems will be able to access LTA Registration for free for the duration of their T's and C's.
- Parks that are activating LTA Rally will be able to access LTA Registration for free for the first year

Associated parks/venue	<b>PS</b>	
Use this page to add or remove parks for your Multi Park Site Operator. When you have added all parks select "Start Registration" to complete your organisation information		
1 Parks associated with:		
Test Local Authority		
Need to add a new park?		
Add park		
Paid venue (0)	Free to play venue (1)	
New Park		
NOT STARTED	EDIT DELETE	
Newsville, SK193TG		
Need to add a new park?		
Add park		

You will first be asked to confirm details at the parent local authority / operator level. Work through each section to complete and turn the indicator marker (left hand side) to green. Any section incomplete will remain red and flag sections to action.



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## **Overview**

Use the Edit Links in any order to complete registration. When all the required information has been submitted a Submit button will appear at this bottom of this page to complete the process.

## **Test Local Authority**

### **B**asic details

Contact details	Edit
Delivery address	9 Edit
Policies	Edit
Venue	
LTA Advantage members	Edit
Team	
Venue team	Edit
Welfare team	Edit
Coaching team	Edit
Criminal records check	Edit
Coaching workforce declaration	Edit
Insurance	
Insurance and Risk Assessment	Edit



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The rest of this guide will focus on certain sections to ensure a smooth registration

### **Basic Details - 'Contact Details – adding main contact**

This is likely to be whoever is registering the venue (you) as you already have an LTA account, simply click add new contact and search for the contact by name, LTA number or coach code. You may also invite someone else to create an account should they require administration access.



dd contact	×
How do you want to find this person?	
Name search	
LTA membership number	
Coach code	
I'd like to invite them	
Please note that the contact will need to have an LTA Advantage account (More about LTA personal accounts) and be affiliated to your venue, which they can do in their LTA Advantage Account Details	
Search results will be returned after three characters are entered	
Full name	
Q	



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## Your Venue Team, Welfare Team, Coaching Team

This is anyone you want to link with your venue and assign individuals a role. The main consideration here is to ensure you have a Welfare Team member assigned to your venue.

Under Welfare team, you will be required to meet LTA Safeguarding Standards by providing the contact details of your <u>Welfare Officer</u>.

Please note that:

- The Welfare Officer should **NOT** be a coach at the venue
- The Welfare Officer must have a satisfactory criminal record check
- The Welfare Officer must have attended a minimum of an LTA Safeguarding & Protection in Tennis course (or equivalent) in the last three years

For a Local Authority you may declare your local LADO/MASH or Children's Services team.

To **add a new contact** which will look up against the LTA Database simply add new contact, search using the option available or in the scenario mentioned above (LADO/MASH/Child Services) click add person manually to create your welfare contact.

Welfare team	Close Add new contact	×
Welfare team		
Below you can manage your venue's welfare team contact(s).	How do you want to find this person?	
You can:	Newscore	
Add contacts	Name search	
Remove contacts     Change details	LTA membership number	
Note	Coach code	
The Welfare Officer should <b>not be a coach</b> at the venue		
<ul> <li>The Welfare Officer must have a satisfactory criminal record check</li> <li>The Welfare Officer must have attended a minimum of an LTA Safeguarding &amp;</li> </ul>	Id like to invite them	
Protection in Tennis course (or equivalent) in the last three years	Place note that the contract will need to have an LTA Advantage	
You may declare a contact that does not have their criminal records check or	Please note that the contact will need to have an LIA Advantage	
safeguarding training registered on the LTA database.	account (more about LTA personal accounts) and be amilated to	
	your venue, which they can do in their LTA Advantage Account	
Welfare team contact(s)	Details	
	Search results will be returned after three characters are entered	
+ Add new contact	Full name	
	A	
Save and continue	+ Add person manually	



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Add new contact	×
First name	
Richmond Borough Council	
Last name	
Children's Services	
Date of birth	
22/07/2022	
Email address	

NB: This part of the process is designed primarily for venues with actual individuals completing this role. For Local Authorities adding a LADO or MASH manually, please use the date of birth 01/01/1980.



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## Insurance

The final step is to complete your insurance declaration and risk assessment (if required). Depending on the package selected you may have an insurance option provided already. The LTA insurance does not cover local authorities.

<b>Fest Local Authority</b>	
4. Insurance	
Insurance and Risk Assessment	Close
To complete registration you'll need to have an up to date <b>Insurance Policy</b> . Please confirm you have an <b>appropriate Insurance Policy</b> to cover your activities and have completed <b>valid Risk Assessment</b> in past 12 months.	1

On completion of the insurance section, you will be presented with the option to continue. Select a park site from the drop-down box and complete the three sections based on your parks playing facilities, payment options and general facilities.

LTA TEST PARK SITE	~	
Venue		
Playing facilities		Edit
Payment options		Edit
General facilities		Edit



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LTA TEST PARK SITE		
DONE	•	

## Venue

**Playing facilities** 

Payment options

**General facilities** 

By submitting this application you are confirming that:

- You are authorised to complete this application on behalf of your organisation;
- The organisation agrees that the venue meets and will maintain the LTA Safeguarding Standards applicable to your organisation, available here; and
- The organisation accepts the LTA Registered Venues -Conditions of Registration 2021/2022.
- If the organisation is found to have falsely declared that the venue meets the safeguarding standards, (i) the LTA registered venue benefits will be withdrawn, and (ii) it will no longer be an LTA registered venue.
- Your personal data will be processed in accordance with the LTA Privacy Policy.



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T 0208487 7000 www.lta.org.uk info@lta.org.uk

Edit

Edit

Edit

You will then go through to confirmation and payment options. **Payment** 





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As detailed above, some parks will be able to access LTA Venue Registration for free. If this applies to the parks that you are registering, please select the "invoice" payment option, and our team will reduce the fees for qualifying venues to zero.

You can pay by Card, invoice, and a one-off Direct Debit. If you choose invoice, you will be asked if you have a PO number. You can add this at this stage but can add again later if you must request this. Once complete, you will be taken to a confirmation page. This page confirms your payment, gives you a section to make updates throughout the year to your registration data and a downloads section for LTA Registration certificate, logo and most importantly your invoice, which you can download and process for payment through your own finance team. If you choose not to add your PO at the earlier stage a box is provided to add this at this stage.

Confirmation	My Venue
<ul> <li>Payment pending         Please make payment of £60.00         After payment is made allow up to 2 weeks for LTA to process your payment.     </li> <li>Your registration details are shown below</li> <li>Great news - all your benefits are now available</li> </ul>	You'll be able to: • Download registration documents • Update registration details • View renewal date • and more Go to My Venue home page
LTA TEST LA	
MEMBER NUMBER RENEWAL DATE SUR011 01/10/2022	Downloads
PO Number	LTA TEST LA downloads View
Add Purchase Order number Use field below to add Purchase Order number to your invoice.	Associated parks/venues downloads View
Add Purchase Order Number to Invoice	

Simply add your number and download your invoice again for processing.

#### Adding new park sites post registration

Should you wish to add more park sites to your registration after you have already registered, you will need to contact your Parks Investment Development Partner with information related to new parks. They will need:

- Park Name
- Park Address & Postcode

• Total Number of Courts & court surface & whether they are floodlit or not.

The PIDP will then submit this data to the LTA and the park will be added to your registration.

Top Tip. Make a note of your LTA Venue Registration Number to help with completing the ClubSpark Venue Interest Form eg. SUR101



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# **Introduction to ClubSpark**

Once you have registered your park facilities with the LTA you will need to get started on setting up ClubSpark, which is a benefit of being an LTA Registered Venue. We've outlined the steps below to support you getting set up. Setting up ClubSpark will allow users to find your venues, book a court and sign up for any membership options (if applicable).

Step 1) Complete our ClubSpark Venue Interest Form

Step 2) Within 24-48 hours of completing the form, you will receive two emails;

- a. The first will be an Admin Invite to give you access to your new ClubSpark account.
- b. Set up a ClubSpark Personal account using your LTA login details;

Already have an account? Sign in					
Register with an email address and password	Register with LTA				
Please complete all the information below:	3	LTA			
First name					
Last name Email address					
We use this to confirm a booking and provide club specific information. Confirm email address					

C. The second will be a welcome email from our Customer Success Manager, which will include the offer to schedule a 1:1meeting to run through the Venue Settings if you'd like additional support.

**Step 3)** Our Customer Success Manager is on-hand to support you with the initial setup, as well as during the stage of installing your SmartAccess Gate (if applicable).



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**Step 4)** Once you're all set up, you will have 24/7 access to our <u>support guides and videos</u>. We also have a dedicated customer service team available to support you with any queries (9am-5pm, Mon-Fri): <u>support@clubspark.com</u>.

#### Setting up your venue profile

Once your venue is set-up, you will need to make sure your venue profile is accurate and includes the relevant information to help anyone looking for a court.

🕢 Club <b>Spark</b>	E National Tennis Centre ~	<b>M</b>
🖨 Home	Profile	Venue details
Dashboard	Your venue details can be changed by accessing the Venue Registration section of the LTA account, if you are a web admin at your venue. If you are not an LTA Registered venue but want to update your venue details please contact the LTA Customer Support Team via their web contact form who will be able to assist you.	
<ul> <li>Modules</li> <li>Features</li> </ul>	Name & address	
ES Contacts	CAN CS023308	
🖪 Membership	Name National Tennis Centre	
Events	Classification	
Coaching	Address National Tensis Centre 100 Orient and	
Profile	Address line 2	
Administrators	Roehampton	

We've included best practice guidance below on filling in your profile section:

#### 1. Name, address and contact details

Make sure this information is as accurate as possible. The address will be used to show your venue to anyone searching near your location on LTA's online court booking tool. It will also be the address that gives users directions to your court. The contact details will be shown to users who are looking to book a court so it is essential these are correct in case there are any questions or concerns.

You can change any of these details by accessing the Venue Registration section of your LTA account.

#### 2. Venue description

This is your chance to showcase your venue. A helpful description could be the difference between someone choosing to book a court or not. We have included guidance on what your description should include within your profile page and it only needs to be around 2-3 short paragraphs.



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T 0208487 7000 www.lta.org.uk info@lta.org.uk You Page | 18 should look to include words and phrases relating to 'tennis courts', 'tennis club' and the location of where your courts are. These will help your venue pages to show up in search engines like Google when people are searching for a court.

court, book group coaching, play a	eople search for tennis activities in their area, developed by the LTA to make it easier for people to book i match or find free tennis events.
/enue description	
<ul> <li>Introductory content frame the perfect place to hire a to</li> <li>Initial overview of the venu most vibrant city parks, wit</li> <li>The benefits of playing at th working on your hardcourt</li> <li>A short description of the v the tennis courts are just a si</li> <li>Useful words and phrases to</li> </ul>	ed around the reader looking for somewhere to play tennis e.g. 'Our Alexandra Park venue offers ennis court in Moss Side, Manchester.' e e.g. 'The Alexandra Park venue enjoys all the benefits of its location beside one of Manchester's h leafy views offering a welcome break from the hustle and bustle of the city.'. iis location e.g. 'All four courts in Alexandra Park are equipped with tarmac surfaces - perfect for game.'. enue and any particular USPs or history worth noting. e.g. 'Ideally situated within Alexandra Park, short walk from the park's other facilities, including a cafe, football pitches and fishing lake.' o include in your copy are 'tennis court in <venue area="">' or tennis court hire, tennis club, tennis</venue>
venue.	

#### 3. Membership description

The text you put in here will be shown alongside the membership options you enter for your venue. You can use this to explain anything useful about your memberships that a user might want to know before signing up.

#### 4. Facilities

Tick all facilities that you have at your venue accurately. This will ensure that users have the experience they expect and are not left disappointed. If you have additional facilities that aren't listed, please email <u>sarah.neilson@lta.org.uk</u> to request if these could be added.

#### 5. Photo

Our research found that users were more likely to book a court that had a real-life photo of the court. If you don't submit a photo, a generic stock image will be used. Therefore, we highly recommend using a high quality real image of your courts. Most modern mobile phones can provide a high enough quality image.

#### Here is an example of where this information is shown to those users looking to book a court:



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#### Further Support & Guidance

Our ClubSpark Support Centre is a great way to find all the information you need, such as:

- Getting Started with Cl ubSpark
- Registering with <u>Stripe</u> and <u>GoCardless</u>
- Setting up your court booking schedules
- <u>Creating a Membership Package</u>
- Setting Up your booking Schedules Ready for Rally
- <u>Creating a Venue Profile</u>
- And much, much more!

As well as support guides and videos to help you setting up ClubSpark, we also have a number of guides you can share with your members and players.

- How to Book a Court
- How to Access the Booker App
- How to Purchase a Membership
- Subscribing and Unsubscribing from Emails



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# <u>Linking Your Web-Pages to LTA</u> Online Booking

To help players find out where your courts are, and to allow online booking, you will need to ask your LTA PIDP to activate you on to the LTA Online Booking Platform once your ClubSpark Pages are set up.

However some players may automatically search on your Local Authority Website for parks tennis information and how to book. We recommend that each parks page on your website has a link to the corresponding parks page on the LTA Online Booking Platform – guidance on how to achieve this is below:

1. Once your sites have been activated on the LTA Online Booking Platform, they will have their own Venue Page. To find the bespoke page for your venue follow this link; <u>Book a tennis court</u> (<u>lta.org.uk</u>) and then search for your venue by name or postcode, and click on "Find a court" in the blue box.

	COURT		
Tennis courts Tennis lessons Childre	n's lessons Local Tennis Leagu	25	
Location	Date (Optional)	Time (Optional)	
Q Cannon Hill Park	Date (Optional)	Time (Optional) - Choose -	Find a court
Q       Cannon Hill Park       X         Image: Cannon Hill Park Russell Road, Moseley, Bir       X	Date (Optional)	Time (Optional) - Choose -	Find a court
Q. Cannon Hill Park       X         Image: Cannon Hill Park Russell Road, Moseley, Bir         Image: Cannon Hill Park Birmingham, UK	Date (Optional)	Time (Optional) - Choose -	Find a court
Location          Q. Cannon Hill Park       X         Y. Cannon Hill Park Russell Road, Moseley, Bir       X         Y. Cannon Hill Park Birmingham, UK       X         Y. Cannon Hill Park Russell Road, Moseley, Bir       X	Date (Optional)	Time (Optional) - Choose -	Find a court
Location Q Cannon Hill Park Cannon Hill Park Russell Road, Moseley, Bir Cannon Hill Park Birmingham, UK Cannon Hill Park - Russell Rd East Car Cannon Hill Park & Holders Wood Holders	Date (Optional) DD-MM-YYYY	Time (Optional)  - Choose -	Find a court

2. Click on your parks name from the list of venues bought up on screen to open your parks page.



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Show available	
courts only	
Distance	•
Time range	•
Facilities	•
Court type	•
Court surface	

#### Sort by: Distance (nearest first)

#### We found 37 Courts near your searched location

	Cannon Hill F B13 8RD (0.21 m	Park iles away)			
	Available to the p	oublic:			+ 4 more
	12:00 - 13:00	13:00 - 14:00	14:00 - 15:00	15:00 - 16:00	16:00 - 17:00
					View details
	Edgbaston A	rchery & Law	n Tennis Soci	iety	
	Available to the p	oublic:			+ 5 more
AH	12:00 - 13:00	13:00 - 14:00	14:00 - 15:00	15:00 - 16:00	16:00 - 17:00
•					View details
	Bournville Pa	ark Tennis			
11111	B30 1LR (3.04 m	iles away)			
	Available to the p	oublic:			+ 4 more
	12:00 - 13:00	13:00 - 14:00	14:00 - 15:00	15:00 - 16:00	16:00 - 17:00
					View details
	Kings Nortor	n Tennis Club			
and the second second	B38 8RE (4.19 m	iles away)			

3. Copy the web address from your browsers search bar, and on your own Local Authority Website, create a hyper-link to this web address, using the text template below to explain to players how they can book:

**INSERT VENUE NAME]** has received funding from the Park Tennis Project - £30m of joint investment from the LTA and UK Government to bring park tennis courts across Great Britain back to life and to open up opportunities to play tennis to many more people.

Courts are available to book online via the LTA website – [INSERT LINK TO VENUE BOOKING PAGE].



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# **Safeguarding Requirements**

As an LTA registered Venue, it is a requirement to make players at your park aware of the safeguarding policies you have in place, so that they may take action if required.

Displaying a Parks Safeguarding Poster at the venue is preferable, a downloadable and editable PDF template is <u>available here</u>. We understand it might not always be possible to display this poster due to lack of indoor/dry areas within parks and close to the courts, therefore all venues <u>must</u> display their Welfare Officer's details and Safeguarding Policies online on their ClubSpark Website. Sending every court booker links to safeguarding information when a booking is made is another alternative.

### **1. DOWNLOAD YOUR SAFEGUARDING POSTER**

Download and edit the Parks safeguarding poster (<u>available here</u>), adding details of your nominated safeguarding contact. This should be displayed at your courts on a durable material that will survive outside

## 2. CREATE YOUR SAFEGUARDING POLICIES

Download and complete details within the "Venue Safeguarding Policy (children and adults)" and "Venue Safeguarding Policy Summary Statement" documents - templates available to download at <u>LTA's</u> <u>Safeguarding Policy & Procedures</u>.

## 3. ADD THESE POLICIES TO YOUR CLUBSPARK WEBSITE

Add a safeguarding page on your ClubSpark Website, guidance on how to do this is here <u>Website Module</u> <u>Video Tutorials – ClubSpark UK (zendesk.com)</u>. This page must display the same nominated Safeguarding Officer contact details, and any other relevant national safeguarding contact details used to raise a concern.

Add your Safeguarding Policies to this page, guidance on how to do this is in the link above.

## 4. DISPLAY LINKS TO YOUR POLICIES IN YOUR BOOKING CONFIRMATION EMAILS.

Within your Court Booking module, in "Booking Emails" adjust both the 'Confirmation Information' and 'Rally Confirmation' text to reference and include links to your Safeguarding Policies webpage. This way, all players who make a booking at your venue will have been given the opportunity to view the Safeguarding Policies you put in place.



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