



SURVEY RESULTS

VENUE HEALTH SURVEY

MARCH 2024



BACKGROUND AND SURVEY CONTENT

- After running a quarterly volunteer engagement & venue health survey in 2023, the survey has been adapted in 2024 to focus only on venue health, and will be issued twice yearly.
- The March 2024 survey covers
 - Club health metrics (among committee members who say they have sufficient knowledge to answer these)
 - Access to / impact of LTA support
 - A “deep dive” on Pay & Play Provision
- The survey was issued to c.17,000 volunteers, with c.2,500 completing the questionnaire in part or in full, a response rate of 15%.



PROFILE OF PEOPLE SURVEYED VS PROFILE OF PEOPLE RESPONDING

	March 2024	
	Invitations (17087)	Responses (Full & Partial) (c.2600)
Female	47%	50%
Male	53%	50%
Under 45	17%	10%
45-54	20%	15%
55-64	32%	34%
65+	32%	41%
Central & East	19%	20%
North	18%	15%
South West	15%	16%
Midlands	17%	15%
London	10%	10%
Other South East	10%	10%
Scotland	8%	7%
Wales	3%	3%

ROLE OF PEOPLE SURVEYED VS ROLE OF PEOPLE RESPONDING

	March 2024	
	Invitations (17087)	Responses (c.2600)
Committee Member	38%	30%
Club Main Contact	21%	31%
Welfare Officer	11%	11%
Volunteer	9%	8%
Chairman	5%	6%
Administrator	5%	5%
Treasurer	4%	3%
Other	8%	8%
(Self-defined) contact with LTA for club		
Do this most often for club	n/a	18%
One of a number who generally do this	n/a	23%
Do this occasionally, others do it more	n/a	21%
Little or no contact with LTA for club	n/a	36%

HEADLINE MEASURES

CLUBS & VOLUNTEERS

As clubs make up a such huge part of the tennis landscape, it's important for us to understand what's happening in them, both in terms of their current health, as well as how they feel about their future.

We have been surveying clubs and volunteers over the last 4 years, which has helped us develop the venue support toolkit, housing practical tools and resources linked to all aspects of running a successful club.

The following slides provide an overview of what volunteers said about their club health.

WE ASK CLUBS TO SCORE THEMSELVES FROM 1 – 5 ACROSS FIVE CORE AREAS THAT MAKE UP A SUCCESSFUL CLUB

Core aspects of a healthy club

▼  Display this question

If The next few questions are about the general health of your tennis club. By that we mean aspects... Yes Is Selected

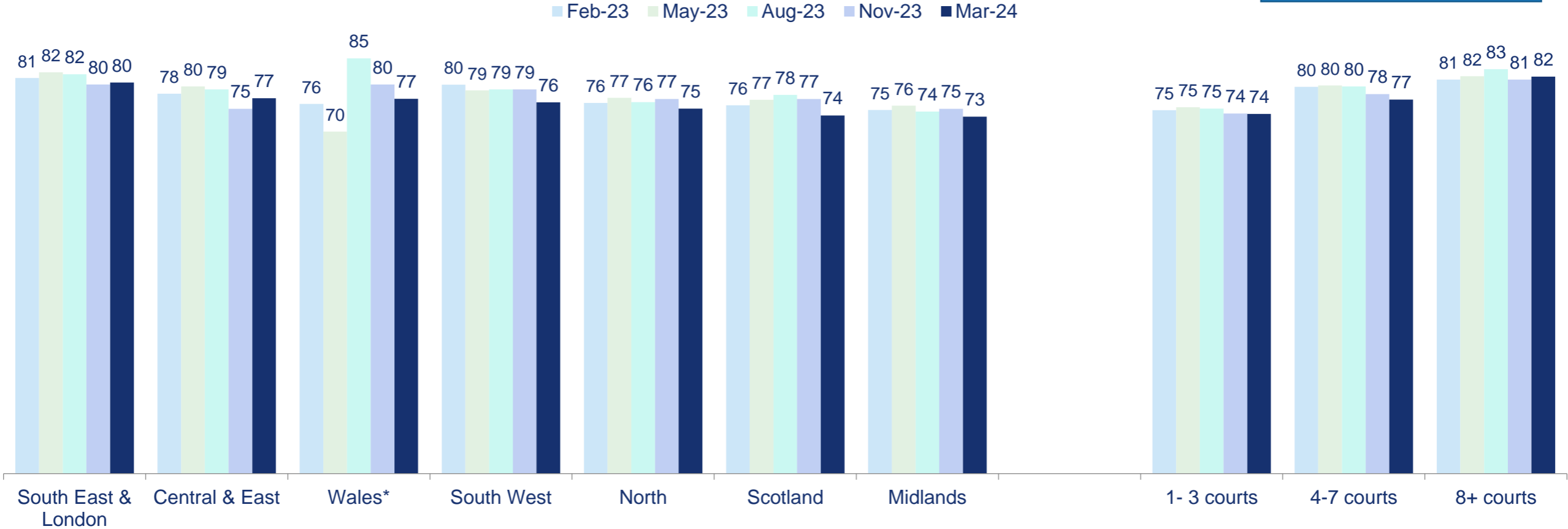
How would you rate the **current** health/state of your tennis club in regards to the following measures? 1= not healthy at all and 5 = very healthy

	1 = not healthy at all	2	3	4	5 = very healthy
Financial Stability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Governance and Management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Membership Growth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Membership Retention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Court Programming and Utilisation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

CLUB HEALTH HAS DROPPED BACK IN ALL REGIONS / NATIONS EXCEPT THE SOUTH EAST AND EAST, AND HAS FALLEN AMONG MID-SIZE CLUBS WHILE REMAINING STABLE AMONG SMALL AND LARGE VENUES

Club Health by Region and Number of Courts

National Average
76.5

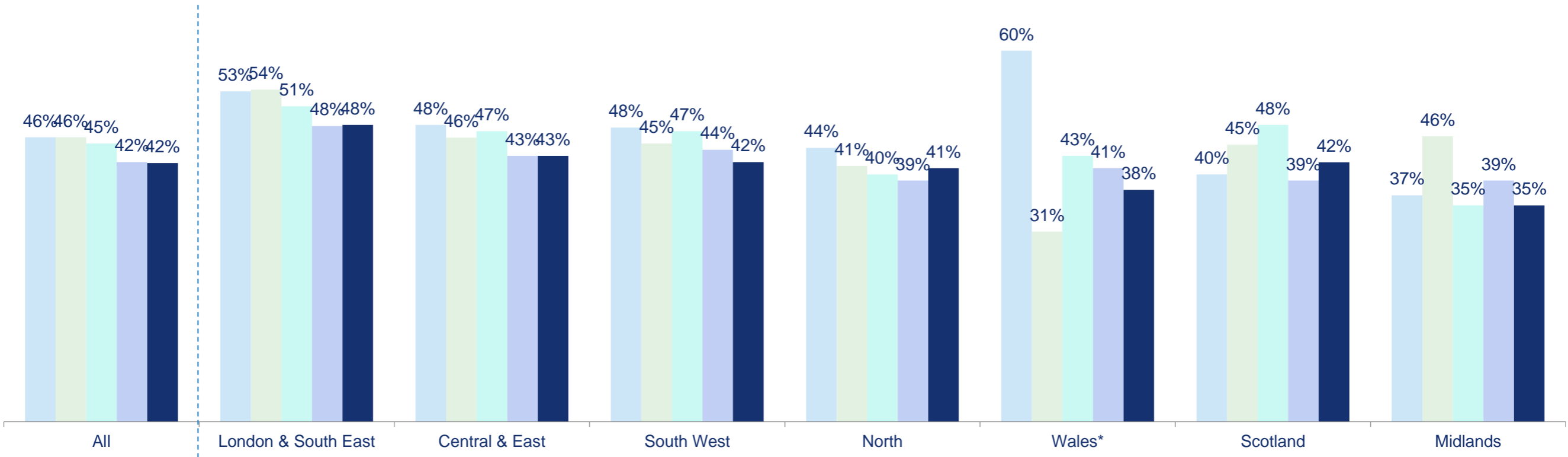


How would you rate the current health/state of your tennis club in regards to the following measures?
 Nov 23: East (418), Midlands (301), North (382), Scotland (144), SE (412), SW (313), Wales (66)*low base, 1-3 courts (774), 4-7 courts (983), 8+ courts (303)

VENUES IN ALL AREAS ARE LESS POSITIVE ABOUT THE FUTURE THAN IN EARLY 2023, AND ONLY THE NORTH OF ENGLAND AND SCOTLAND HAVE IMPROVED ON THIS MEASURE SINCE THE END OF LAST YEAR.

Positivity about future of Club: % Very Positive

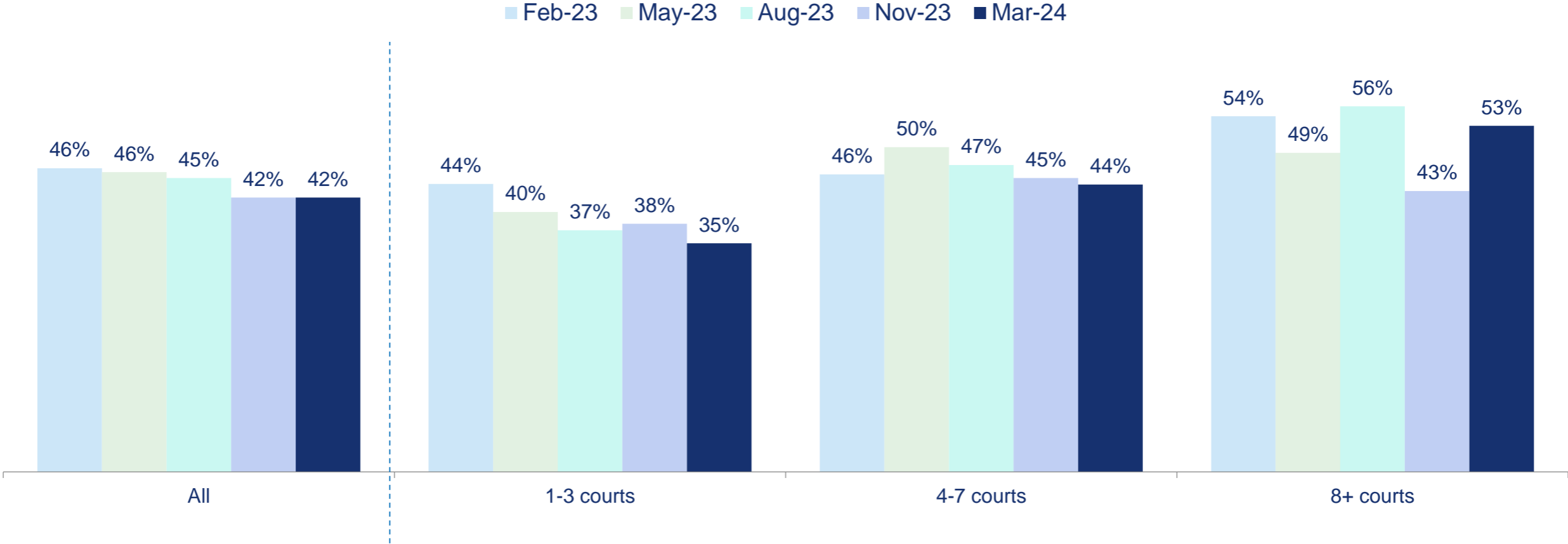
■ Feb-23 ■ May-23 ■ Aug-23 ■ Nov-23 ■ Mar-24



And how positive or negative do you feel about the future for your tennis club?
 Nov 23: East (417), Midlands (301), North (381), Scotland (143), SE (410), SW (310), Wales (64) * low base,

SMALLER CLUBS CONTINUE TO BE LEAST POSITIVE ABOUT THE FUTURE – AND HAVE BECOME LESS OPTIMISTIC OVER THE COURSE OF THE LAST YEAR

Positivity about future of Club: % Very Positive



And how positive or negative do you feel about the future for your tennis club?
Total (2051) 1-3 courts (771), 4-7 courts (976), 8+ courts (303)

FINDING SUPPORT

WHERE DO YOU GO?

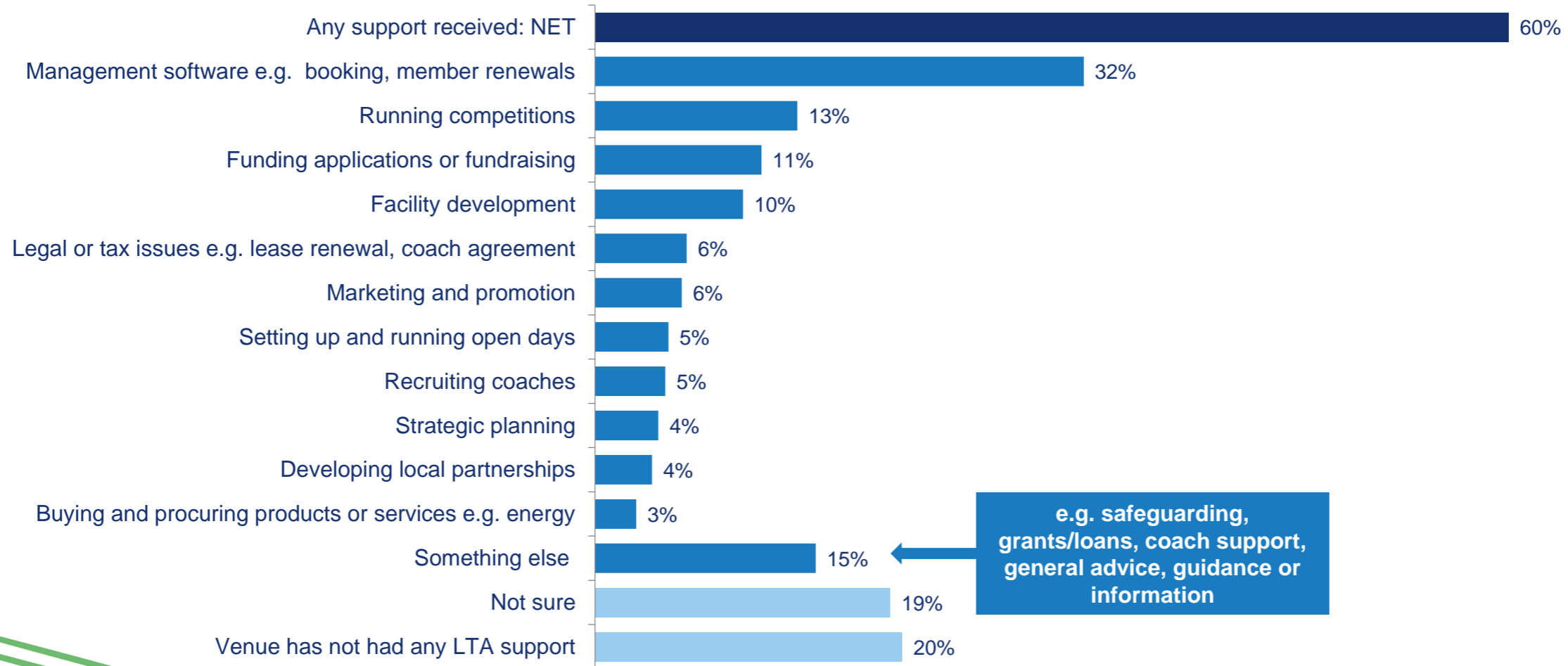
We offer support to clubs and volunteers in various ways:

- via self-serve channels such as the website, regular newsletters and the Tennis Volunteer Community (a Facebook group led by volunteers, supported by the LTA)
- via direct support from people within the National, County and Island Associations, LTA Regional Delivery Team or LTA Customer Support Team

It's helpful for us to understand where you go and how effective each aspect is.

60% OF RESPONDENTS TOLD US THAT THEIR CLUB HAD RECEIVED LTA SUPPORT – THOUGH 1 IN 5 WERE UNSURE. MANAGEMENT / BOOKING SOFTWARE WAS THE MOST FREQUENTLY MENTIONED SUPPORT AREA

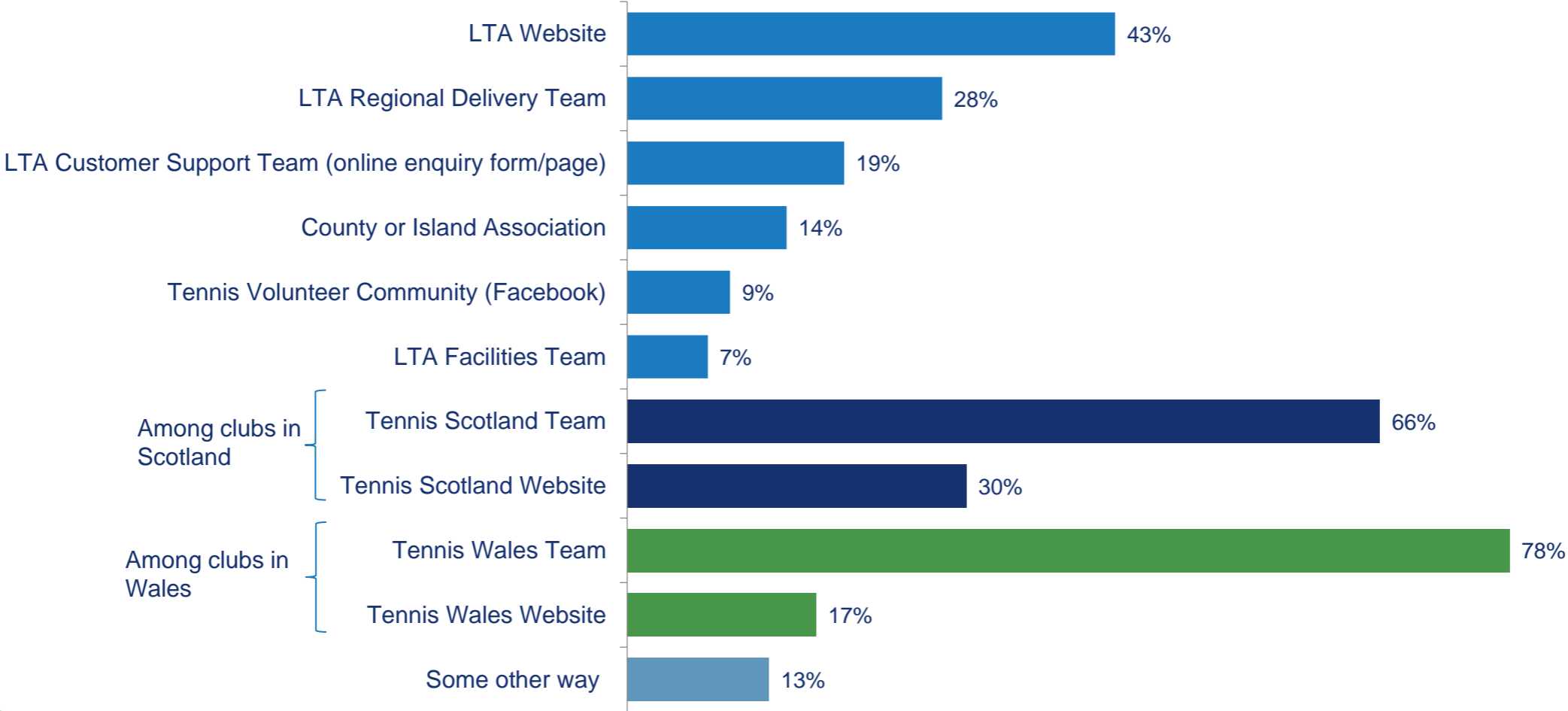
LTA Support Received



There are a number of ways in which the LTA supports tennis venues. In the past year how, if at all, has the LTA supported your venue? Please select all that apply
Base: all respondents (2398)

AMONG THOSE RECEIVING SUPPORT, THE LTA WEBSITE WAS THE MOST FREQUENTLY MENTIONED CHANNEL, WHILE JUST OVER 1 IN 4 HAVE HAD CONTACT WITH LTA REGIONAL TEAMS. VENUES IN SCOTLAND AND WALES TEND TO HAVE DIRECT CONTACT WITH NATIONAL TEAMS

How LTA support was accessed



How did you access LTA support? Please select all the teams or online options that your venue used.
 Base: all who received support (1423), All in Scotland (107) / Wales (37*) receiving support

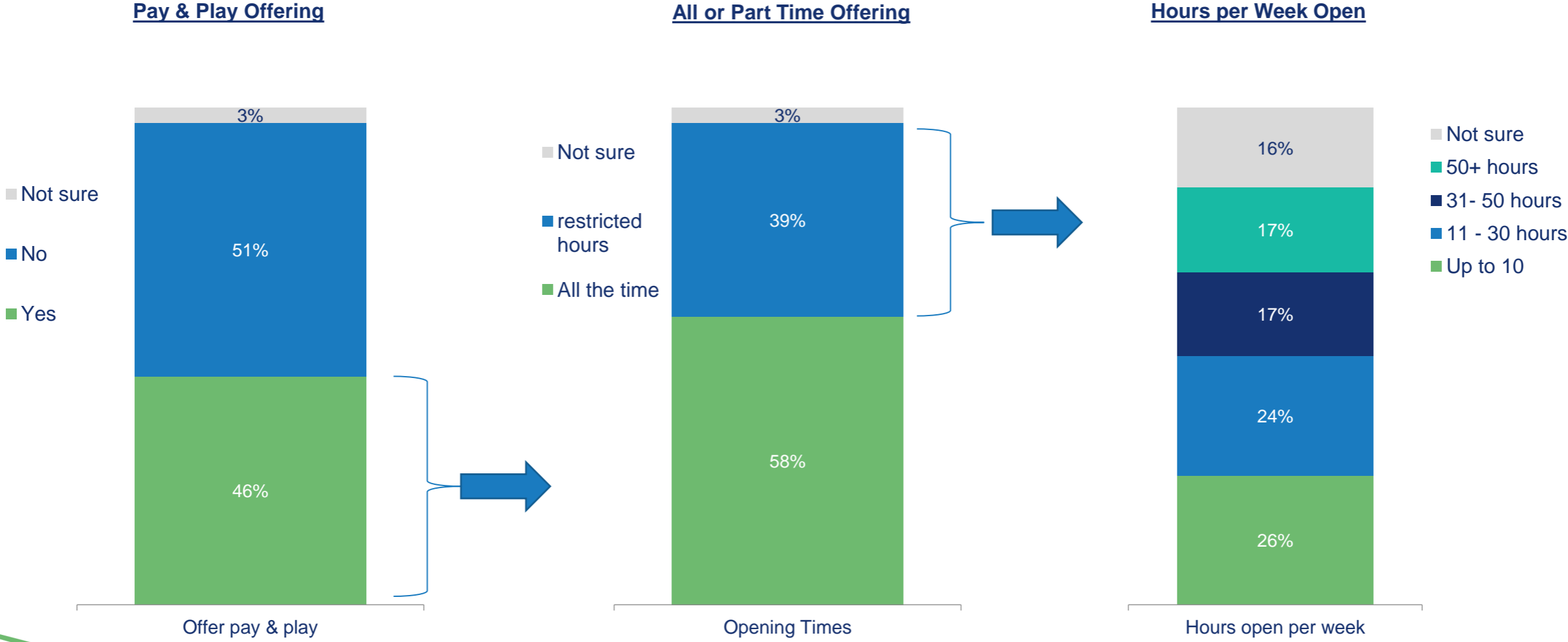
HOT TOPIC FINDINGS

PAY & PLAY

For this surveys deep-dive we focussed on your views and delivery of pay and play at your venue.

We wanted to understand what works well and the challenges around opening your courts up to your community.

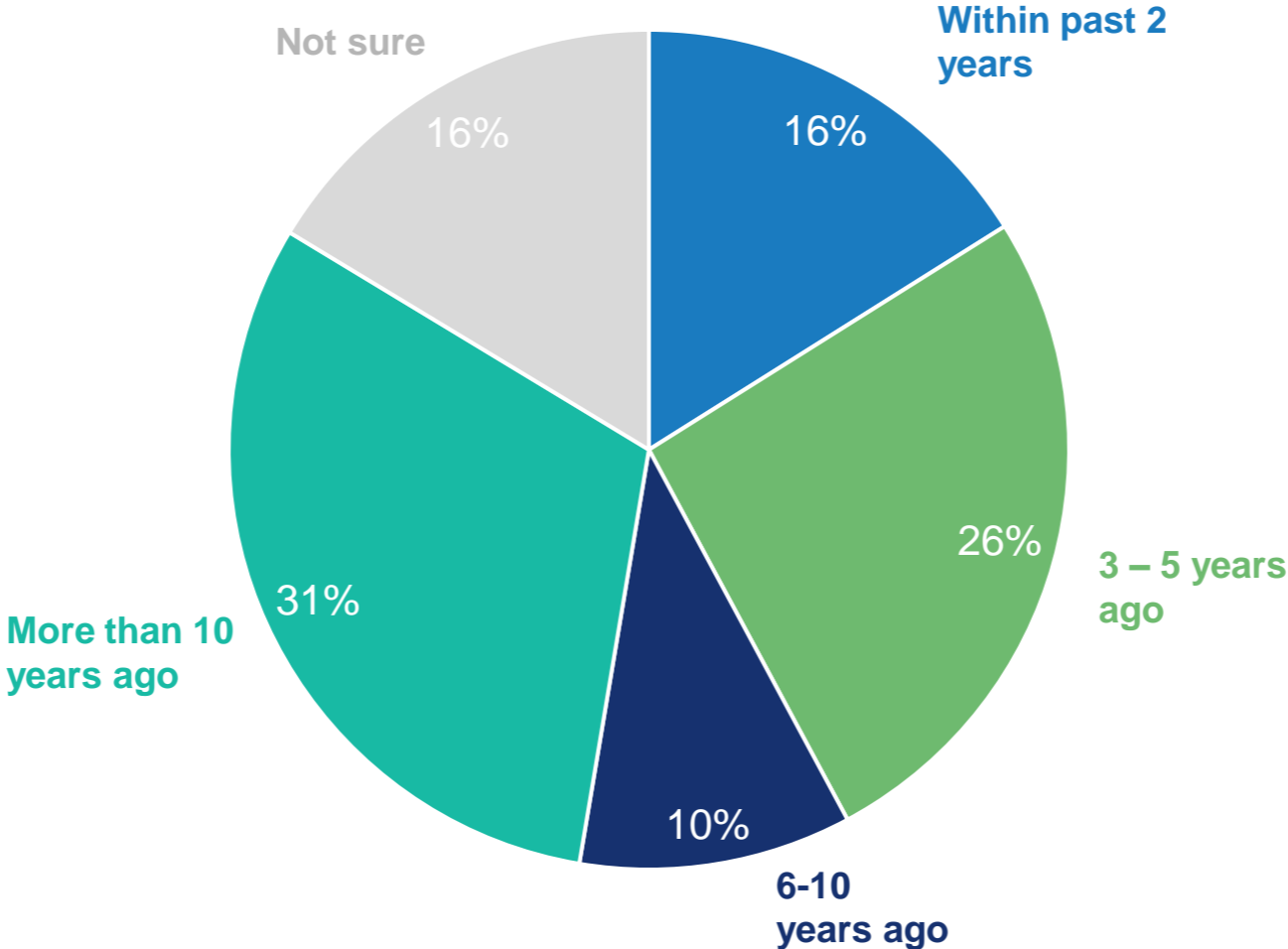
AROUND HALF SAID THEIR VENUE OFFERED PAY & PLAY. 4 IN 10 OF THOSE OFFERING P&P DO THIS ONLY AT RESTRICTED TIMES, WITH A VARIED APPROACH TO THE NUMBER OF HOURS AVAILABLE.



Does your venue offer pay & play court access to non-members? (All respondents, 2357)
 And at your venue, is pay & play access available.... (All offering P&P, 1094)
 How many hours a week is pay & play access available? (All with restricted opening, 421)

WHILE PROVISION AT MOST VENUES HAS BEEN AVAILABLE FOR SOME TIME, 16% REPORTED THAT THEIR CLUB HAD ONLY BEGUN TO OFFER PAY & PLAY RECENTLY, WITHIN THE PAST 2 YEARS

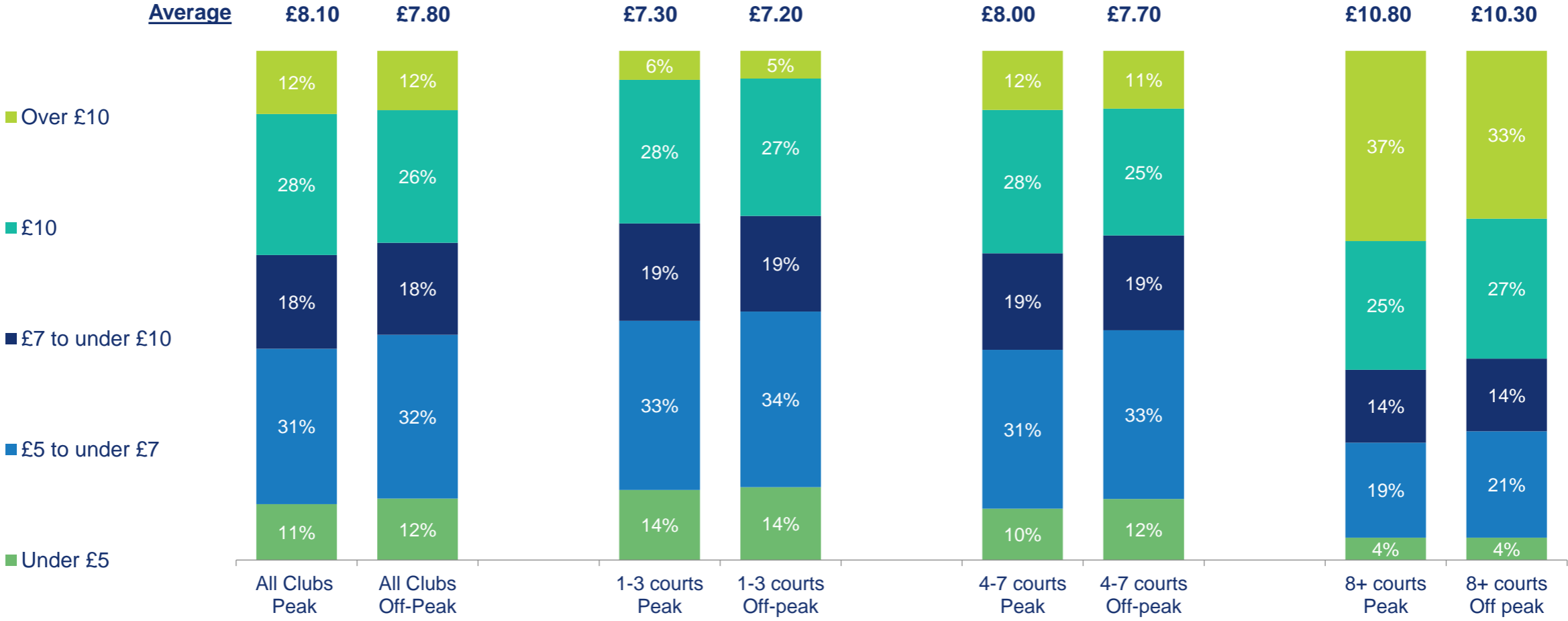
How Long Venue Has Offered Pay & Play



When did your venue start offering pay & play court bookings?? (1082)

ON AVERAGE, CLUBS CHARGE C.£8 FOR A 1-HOUR BOOKING, WITH RATES HIGHER FOR LARGER VENUES. THERE IS LITTLE DIFFERENCE BETWEEN PEAK AND OFF-PEAK PRICING.

Charge for 1-hour Court Booking

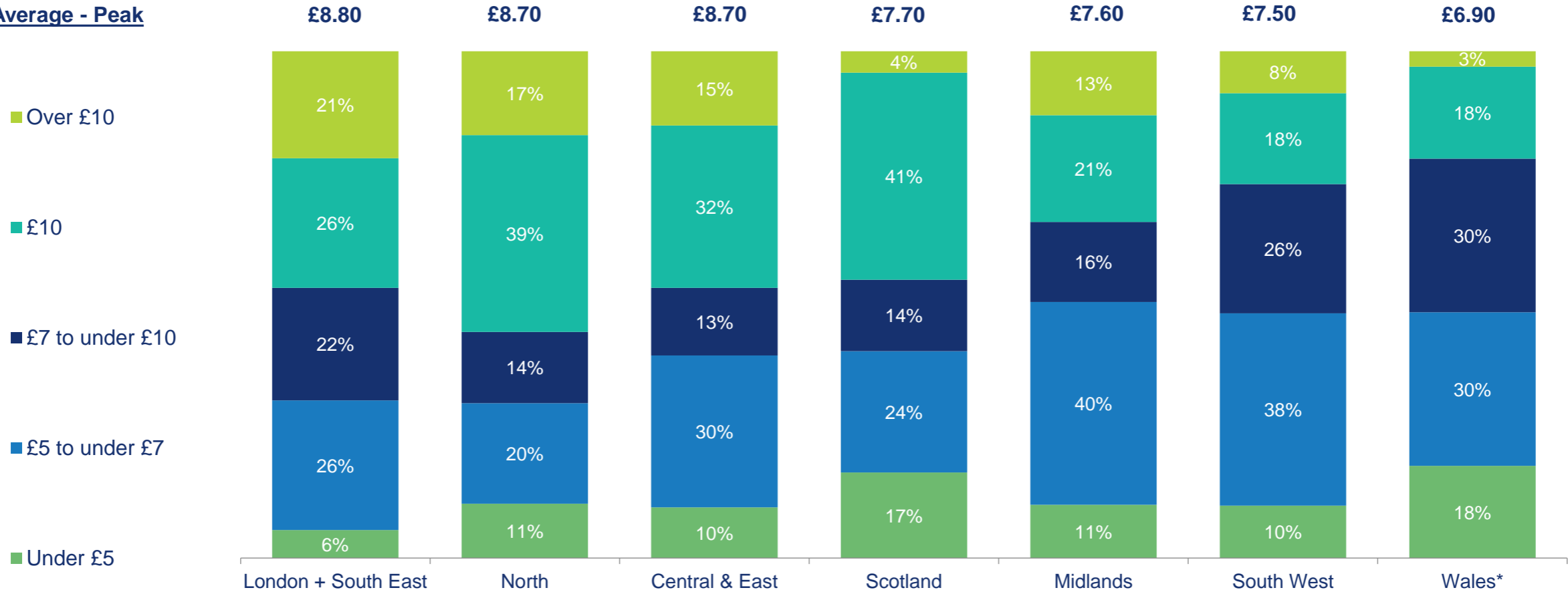


What fee does your venue charge for a 1-hour pay & play court booking? If there is no difference between peak and off-peak pricing, enter the same number in both boxes
 All c.700, 1-3 courts c.290, 4-7 courts c.310, 8+ courts c.90.

AVERAGE COURT BOOKING FEES ARE HIGHER IN THE SOUTH-EAST, NORTH AND CENTRAL & EAST REGIONS

Charge for 1-hour Court Booking - Peak

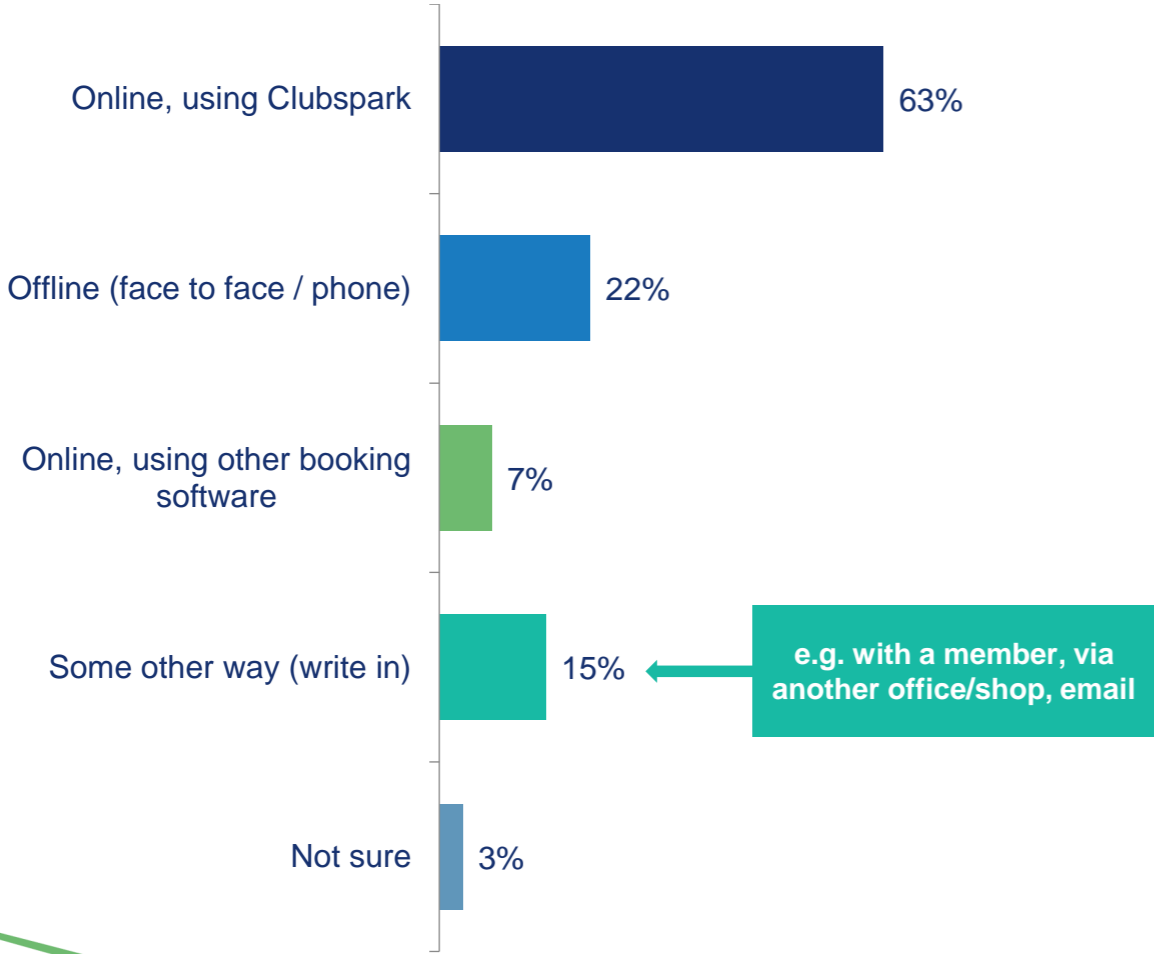
Average - Peak



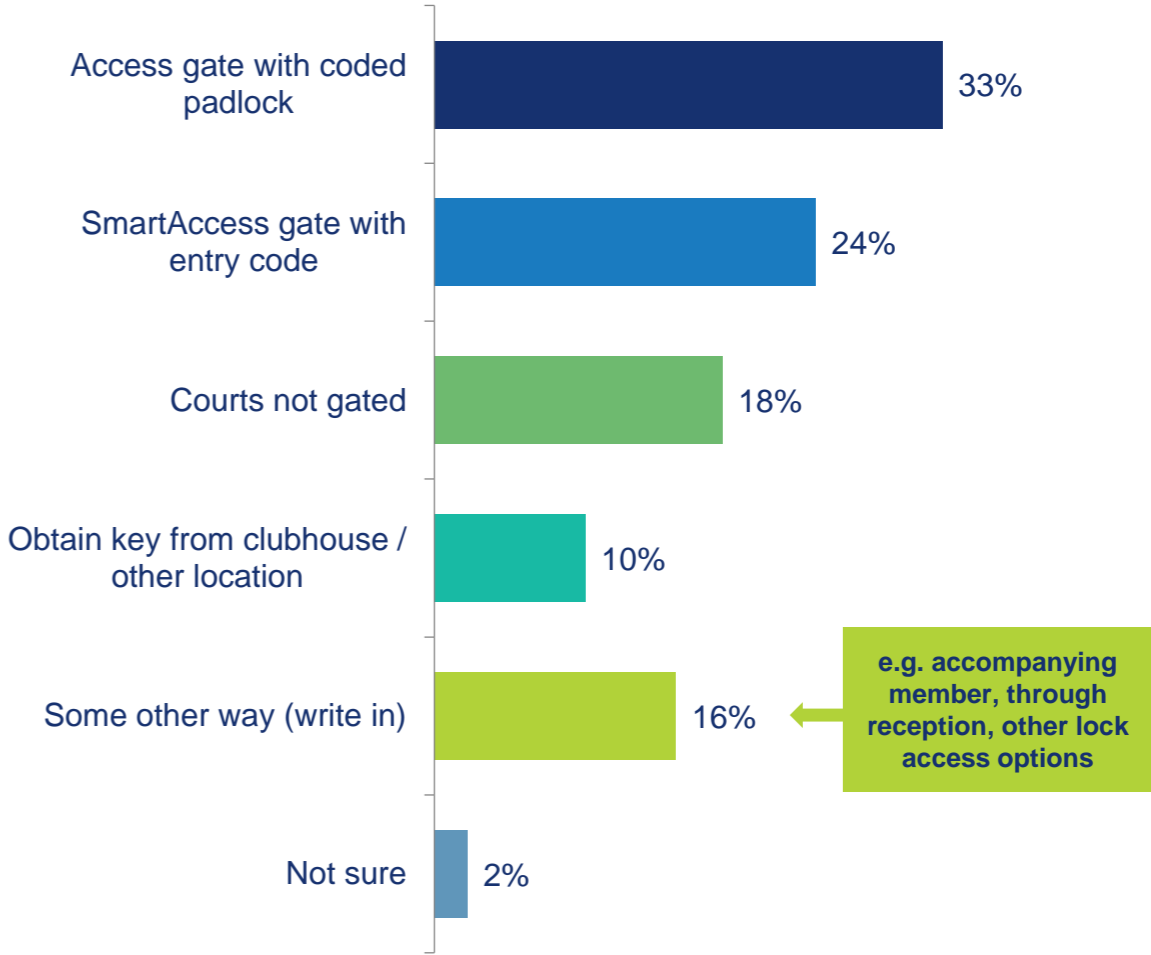
What fee does your venue charge for a 1-hour pay & play court booking? If there is no difference between peak and off-peak pricing, enter the same number in both boxes
 Sample size: East 142, Midlands 92, North 116, London & SE 88, South West 136, Scotland 70, Wales 28 – *caution low base

TWO THIRDS SAY THAT THEIR VENUE USES CLUBSPARK TO MANAGE BOOKINGS. THERE IS A MIX OF COURT ACCESS ROUTES, BUT A CODED PADLOCK IS THE MOST USED OPTION.

How Pay & Play is Booked



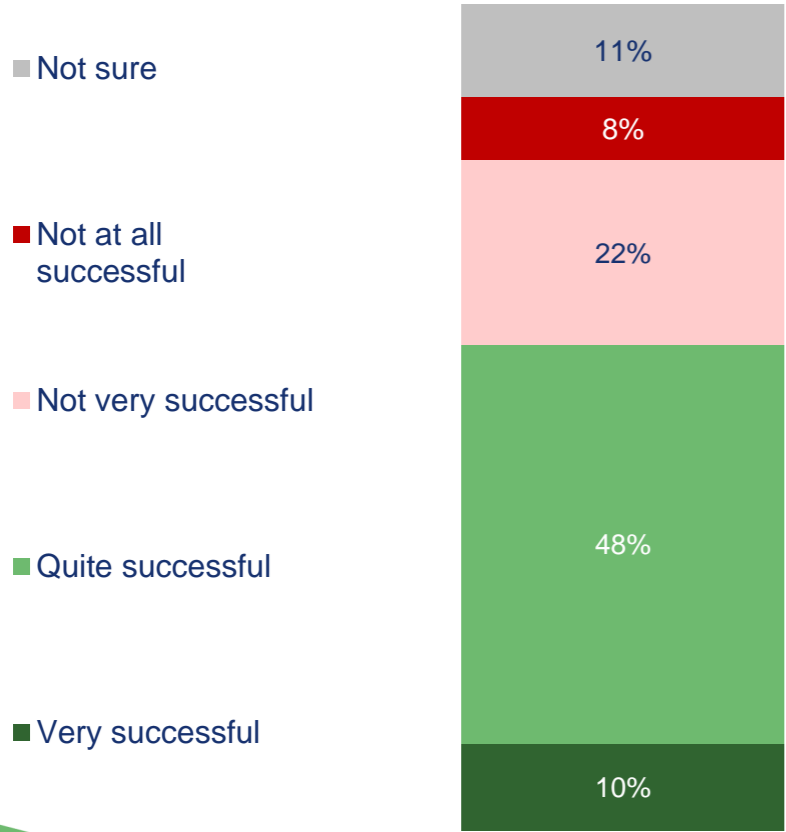
How Courts are Accessed



How can pay & play players book courts at your venue? (1086)
How do pay & play players access courts at your venue? (1083)

ON BALANCE, MOST CLUBS OFFERING PAY & PLAY CONSIDER IT TO BE SUCCESSFUL, CITING IMPACTS ON CASHFLOW, MEMBERSHIP CONVERSION AND COMMUNITY ENGAGEMENT. 1 IN 3 ARE LESS POSITIVE ABOUT IMPACTS, WITH LOW UPTAKE, COST, AND DIFFICULTY MANAGING AMONG REASONS GIVEN FOR THIS.

How Successful Has Pay & Play Been for the Venue



Gate access is a huge benefit and makes courts available even when a coach/ committee member isn't present. Even with the [£] annual cost, we have in recent years taken [£], so doubled our money. This has..led to many visitors converting to membership or joining...programmes, through targeted communications (Very successful)

We charge £5 per visitor per day. It works well in that we have quite a lot of people staying in the area for holidays who want to come for a game, and we...make a bit of extra money. On the downside, it's an honesty box system as our courts are not gated, so difficult to police. (Quite successful)

We would prefer to have members but offering pay and play gives us more community involvement and opportunities for local residents. (Quite successful)

Without automated access we rely on members availability to allow access. This restricts our ability to respond to requests. The cost of automated access is prohibitive to a small club as the benefits cannot be quantified to make the investment. (Not very successful)

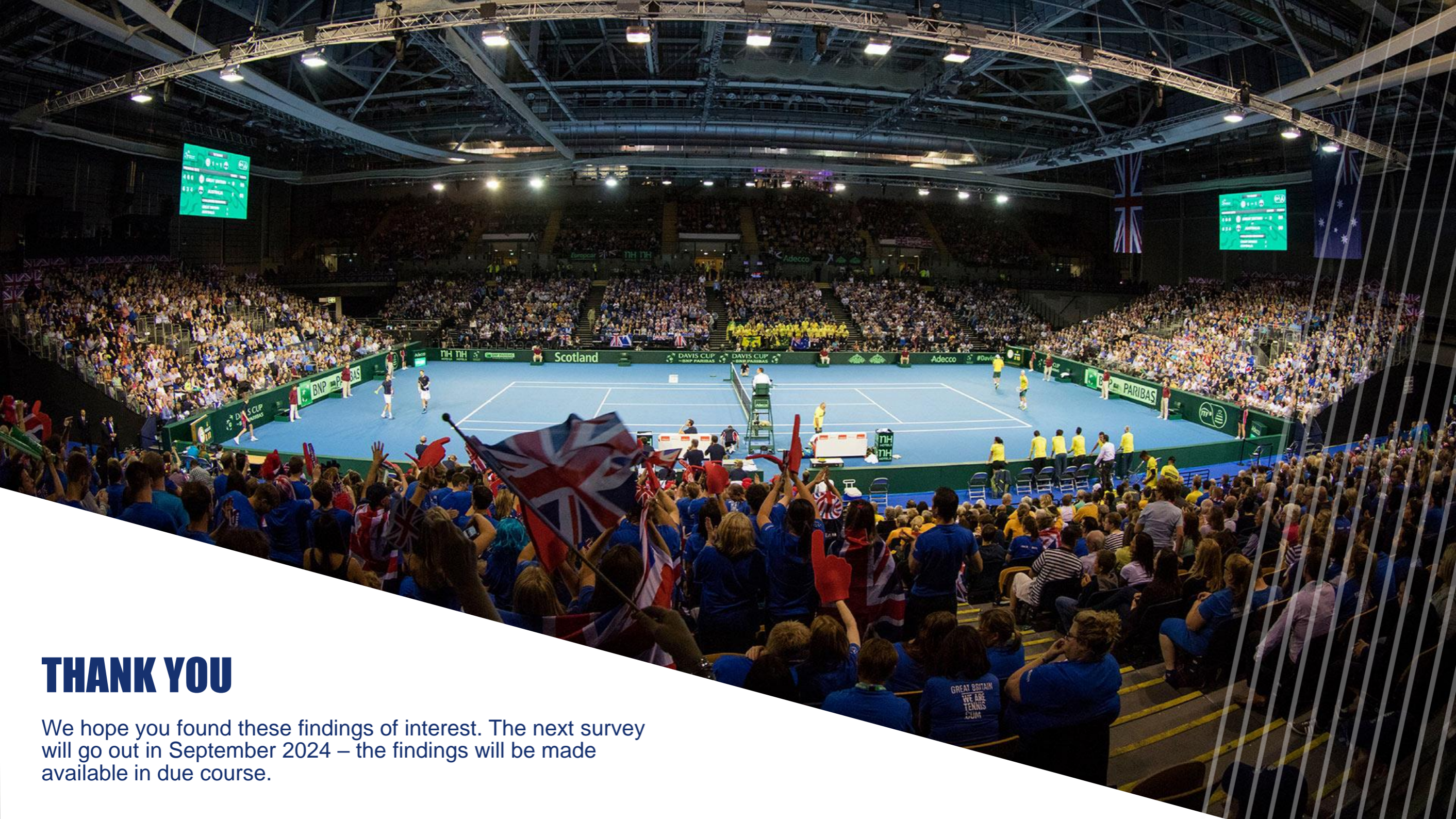
The uptake of pay and play hasn't been that successful, the numbers who have used the provision has been very limited. Also the system has been open to abuse, through either not all participants paying to play or stay at the venue longer than the allocated time. (Not at all successful)

WHAT HAPPENS NEXT?

YOU SAID, WE DID...

We are often asked what we do with the information we get back from surveys. Everything we do to support you is informed by feedback we receive from clubs direct, either through these types of survey, via individuals working on behalf of the national, regional and county teams, or through our customer support centre.

From now on, we want to ensure that everyone completing the survey has access to the results. As well as helping us to improve our support, it may be helpful for you to see what is happening nationally.



THANK YOU

We hope you found these findings of interest. The next survey will go out in September 2024 – the findings will be made available in due course.