

DELIVERING BARCLAYS **BIG** TENNIS WEEKENDS

with LTA Youth



To support venues and coaches in attracting and retaining new players into tennis, the LTA delivers a range of programmes and initiatives to assist the British tennis community. Barclays Big Tennis Weekends and LTA Youth 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 and the club's management committee often responsible for delivering the Barclays Big Tennis Weekends.

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 programmes can support each other.



What is LTA Youth?

LTA Youth is the perfect introductory programme 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. This year we are prompting our new starter offer to encourage kids to get involved and discover their love for the game.

LTA Youth Starter Offer

For just £4.99 they'll get:

- A junior tennis racket
- A set of tennis balls
- Access to free taster tennis sessions
- An LTA Advantage membership – with a wide range of exclusive discounts and benefits

We have 10,000 rackets and ball sets to give away.

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. Once trained (assuming they meet the safeguarding requirements), coaches can deliver as many LTA Youth courses as they wish on **ClubSpark**. To find out more about running LTA Youth courses and what is involved, visit [LTA Youth pages of the LTA website](#).

At the conclusion of the LTA Youth 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.



WHAT ARE THE BARCLAYS BIG TENNIS WEEKENDS?

Barclays Big Tennis Weekends support 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 Barclays Big Tennis Weekends event.

Barclays Big Tennis Weekends encourage 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 Barclays Big Tennis Weekends event on ClubSpark, and the focus for venues is not only to attract new people to visit their venue but also to convert them to regular players.



MAKING THE GREATEST IMPACT: JOINING UP DELIVERY

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

Barclays Big Tennis Weekends are an excellent opportunity to welcome new people to the venue, and allow them a relaxed and fun experience of playing at the venue, whilst allowing the venue a chance to promote membership or coaching programme offers.

LTA Youth provides an enticing and 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 Barclays Big Tennis Weekends and LTA Youth should be delivered to mutually support each other and help grow tennis participation at the venue and on the coaching programme.

First event



Six weeks



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

Second event



FOLLOW ON OFFERS

LTA Youth promoted

A low-cost entry point for children

Pay and play

Provides a relaxed and affordable opportunity to continue playing tennis

Offers of short-term trial membership

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

Discounts on the coaching programme

and/or venue membership, e.g. 25% off



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 Barclays Big Tennis Weekends attract the local community to have an enjoyable experience of the tennis venue.

2 At this event the venue promotes LTA Youth amongst other follow-on offers as an attractive, value for money, low-commitment opportunity for children to continue their tennis journey.

3 LTA Youth runs promptly after the Barclays Big Tennis Weekend to maintain the momentum and at the conclusion of the course, the coach and the venue offer a range of follow-on offers for the child to continue playing. They also invite the whole family to come to the next Barclays Big Tennis Weekend 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 Barclays Big Tennis Weekend is staged promptly at the conclusion of the LTA Youth course and the venue welcomes the whole family to join the venue 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 Barclays Big Tennis Weekend.



A number of tennis venues and coaches have had success in linking their LTA Youth and Barclays Big Tennis Weekends delivery together to create a more coordinated journey for new players in joining the venue 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 with the Barclay Big Tennis Weekends

KEY ACTIONS

for coordinating LTA Youth and Barclays Big Tennis Weekends

6-10 weeks before

- Coach and venue discuss and agree plan and dates for delivering LTA Youth online training and BBTW.
- Coach undertakes LTA Youth online training (if required).
- Venue sign up to deliver BBTW on Clubspark.
- Coach registers the LTA Youth course(s) on ClubSpark.

0-2 weeks before

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

On the day

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

Post LTA Youth Course

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

4-6 weeks before

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

Post BBTW

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



 **BARCLAYS**

BIG

TENNIS

WEEKEND

