

Barclays Free Park Tennis, Marketing Planning

This document provides an overview of some of the national and international sporting occasions, and cultural events that Local Authorities, Coaches and Operators of park sites can leverage to deliver an engaging, all year round, social media campaign to attract both players and Activators to Barclays Free Park Tennis.

You could edit and use the suggested copy below at the relevant times in the year to help link your Barclays Free Park Tennis player and activator recruitment to events that others already engage with.

You can also add in local events, and use the suite of free social media and hard marketing assets found on [My Tennis Toolkit](#) to create a year-round plan that will help to kick start, or to sustain your Barclays Free Park Tennis sessions throughout this year.

6 th April	International Day of Sport for Development and Peace	
Player Recruitment, Example Copy		Activator Recruitment, Example Copy
<p>🌐 Sport has the power to bring people together! Celebrate the International Day of Sport for Development & Peace by getting active at [INSERT PARK NAME] with Barclays Free Park Tennis — free, friendly & for everyone!</p> <p>🔗 Join us 🖱️ https://www.lta.org.uk/play/free-park-tennis/</p>		<p>🌐 This International Day of Sport for Development & Peace, make a difference in your local community. Volunteer as an Activator for Barclays Free Park Tennis at [INSERT PARK NAME] — no coaching experience needed, just passion!</p> <p>👤 Get involved 🖱️ https://www.lta.org.uk/roles-and-venues/volunteers/free-park-tennis/</p>
7 th – 13 th April	Billie Jean King Cup	
Player Recruitment, Example Copy		Activator Recruitment, Example Copy
<p>🏴󠁧󠁢󠁥󠁮󠁧󠁿 Feeling inspired by Team GB? Channel your tennis energy at [INSERT PARK NAME] with Barclays Free Park Tennis — free sessions for all abilities, every weekend!</p> <p>🔗 Book now 🖱️ https://www.lta.org.uk/play/free-park-tennis/</p>		<p>👤 Support your local tennis community like Team GB support each other! Become a Volunteer Activator at [INSERT PARK NAME] and help deliver free, fun tennis sessions.</p> <p>🌟 Join the team 🖱️ https://www.lta.org.uk/roles-and-venues/volunteers/free-park-tennis/</p>

18 th April		Start of Traditional “Tennis Season”	
Player Recruitment, Example Copy		Activator Recruitment, Example Copy	
<p>🎾 The tennis season is here! Spring is the perfect time to get outside, get active & try something new — for FREE!</p> <p>Join Barclays Free Park Tennis sessions every weekend at [INSERT PARK NAME]. No experience needed, no kit required, just turn up & play.</p> <p>📅 Sign up & serve up some fun 🖱️ https://www.lta.org.uk/play/free-park-tennis/</p>		<p>🌱 Spring is here and so is tennis season! We're looking for friendly, passionate people to volunteer and help deliver Barclays Free Park Tennis sessions at [INSERT PARK NAME].</p> <p>No coaching experience needed — just energy, enthusiasm & a love of community sport.</p> <p>👤 Become a Volunteer Activator 🖱️ https://www.lta.org.uk/roles-and-venues/volunteers/free-park-tennis/</p>	
25 th May – 8 th June		The French Open	
Player Recruitment, Example Copy		Activator Recruitment, Example Copy	
<p>🇫🇷 The French Open may be in Paris, but you can hit the court for FREE at [INSERT PARK NAME]. Join Barclays Free Park Tennis sessions — no kit, no cost, just good fun!</p> <p>🎾 Sign up 🖱️ https://www.lta.org.uk/play/free-park-tennis/</p>		<p>💖 Love the energy of Roland Garros? Bring that passion to your local park as a Volunteer Activator for Barclays Free Park Tennis at [INSERT PARK NAME]!</p> <p>👤 Volunteer 🖱️ https://www.lta.org.uk/roles-and-venues/volunteers/free-park-tennis/</p>	
31 st May – 28 th June		LTA Grass Court Major Events	
Player Recruitment, Example Copy		Activator Recruitment, Example Copy	
<p>🌱 Tennis season is here! Try tennis for free at [INSERT PARK NAME] with Barclays Free Park Tennis — fresh air, free fun & no experience required.</p> <p>🎾 Book your place 🖱️ https://www.lta.org.uk/play/free-park-tennis/</p>		<p>👤 Help serve up fun this grass court season! Become a Volunteer Activator at [INSERT PARK NAME] for Barclays Free Park Tennis — no experience needed.</p> <p>🌞 Get involved 🖱️ https://www.lta.org.uk/roles-and-venues/volunteers/free-park-tennis/</p>	

2 nd – 8 th June		National Volunteer Week UK	
Player Recruitment, Example Copy		Activator Recruitment, Example Copy	
<p>👉 This National Volunteer Week, come and experience the brilliant work of our volunteers at [INSERT PARK NAME]! Join Barclays Free Park Tennis sessions every weekend — completely free.</p> <p>🔍 Find a session 👉 https://www.lta.org.uk/play/free-park-tennis/</p>		<p>💙 It's National Volunteer Week! Want to make a difference? Join our amazing team of Volunteer Activators at [INSERT PARK NAME] and help people discover tennis for free.</p> <p>👉 Sign up 👉 https://www.lta.org.uk/roles-and-venues/volunteers/free-park-tennis/</p> <p>#VolunteerWeek</p>	

25 th – 29 th June		Glastonbury	
Player Recruitment, Example Copy		Activator Recruitment, Example Copy	
<p>🎵 Festival vibes don't stop at the stage — bring the energy to the tennis court! This Glastonbury season, join Barclays Free Park Tennis sessions at [INSERT PARK NAME]. No ticket needed, just free tennis, fresh air & good times.</p> <p>🔍 Book your place 👉 https://www.lta.org.uk/play/free-park-tennis/</p>		<p>🌻 Love the energy of Glastonbury? Help create that feel-good community spirit locally! Volunteer as an Activator at [INSERT PARK NAME] and deliver free tennis sessions for everyone.</p> <p>👉 Join the team 👉 https://www.lta.org.uk/roles-and-venues/volunteers/free-park-tennis/</p>	

30 th June – 13 th July The Championships Wimbledon	
Player Recruitment, Example Copy	Activator Recruitment, Example Copy
<p>🍷 Wimbledon is here! And your Centre Court is just around the corner — join Barclays Free Park Tennis sessions at [INSERT PARK NAME] and experience tennis for free.</p> <p>🎾 Get on court 🖱️ https://www.lta.org.uk/play/free-park-tennis/</p> <p>Loving Wimbledon? Then try tennis for free at [INSERT PARK NAME] with Barclays Free Park Tennis — fresh air, free fun & no experience required.</p> <p>🎾 Book your place 🖱️ https://www.lta.org.uk/play/free-park-tennis/</p>	<p>☀️ Feel inspired by Wimbledon? Volunteer as an Activator at [INSERT PARK NAME] & help bring tennis to your community with Barclays Free Park Tennis.</p> <p>👤 Join us 🖱️ https://www.lta.org.uk/roles-and-venues/volunteers/free-park-tennis/</p>

25 th July – 1 st August Love Parks Week UK	
Player Recruitment, Example Copy	Activator Recruitment, Example Copy
<p>🌳 Celebrate your local green space during Love Parks Week by joining a free game of tennis at [INSERT PARK NAME] with Barclays Free Park Tennis!</p> <p>🎾 Book 🖱️ https://www.lta.org.uk/play/free-park-tennis/</p>	<p>❤️ Love your park? Help your community get active! Become a Volunteer Activator at [INSERT PARK NAME] & deliver free tennis sessions.</p> <p>👤 Get involved 🖱️ https://www.lta.org.uk/roles-and-venues/volunteers/free-park-tennis/</p> <p>#LoveParksWeek</p>

30 th July International Friendship Day	
Player Recruitment, Example Copy	Activator Recruitment, Example Copy
<p>👥 Celebrate International Friendship Day with free, fun tennis sessions at [INSERT PARK NAME]! Bring a friend & enjoy the game together.</p> <p>🎾 Sign up 🖱️ https://www.lta.org.uk/play/free-park-tennis/</p>	<p>👥 Make new friends while making a difference! Volunteer as an Activator at [INSERT PARK NAME] for Barclays Free Park Tennis this Friendship Day.</p> <p>👤 Join 🖱️ https://www.lta.org.uk/roles-and-venues/volunteers/free-park-tennis/</p> <p>#FriendshipDay</p>

12 th August International Youth Day	
Player Recruitment, Example Copy	Activator Recruitment, Example Copy
<p>🏸 It's International Youth Day — time to try something new! Join free, fun & friendly tennis sessions at [INSERT PARK NAME] with Barclays Free Park Tennis.</p> <p>👉 Book 👉 https://www.lta.org.uk/play/free-park-tennis/</p>	<p>👥 Make a difference to young people in your community! Volunteer as an Activator at [INSERT PARK NAME] and inspire the next generation to play tennis.</p> <p>☀️ Sign up 👉 https://www.lta.org.uk/roles-and-venues/volunteers/free-park-tennis/</p> <p>#YouthDay</p>
25 th Aug – 7 th Sept US Open	
Player Recruitment, Example Copy	Activator Recruitment, Example Copy
<p>us The US Open isn't the only place to serve up an ace! Join Barclays Free Park Tennis at [INSERT PARK NAME] and play for free every weekend.</p> <p>👉 Book 👉 https://www.lta.org.uk/play/free-park-tennis/</p>	<p>☀️ Feel inspired by the US Open? Volunteer as an Activator at [INSERT PARK NAME] & help people in your community get into tennis.</p> <p>👥 Get involved 👉 https://www.lta.org.uk/roles-and-venues/volunteers/free-park-tennis/</p> <p>#USOpen</p>
17 th September National Fitness Day UK	
Player Recruitment, Example Copy	Activator Recruitment, Example Copy
<p>👉 Celebrate National Fitness Day by getting active for FREE at [INSERT PARK NAME] with Barclays Free Park Tennis!</p> <p>🏸 Book 👉 https://www.lta.org.uk/play/free-park-tennis/</p>	<p>👥 Help others get moving this National Fitness Day by volunteering at [INSERT PARK NAME] for Barclays Free Park Tennis!</p> <p>☀️ Join 👉 https://www.lta.org.uk/roles-and-venues/volunteers/free-park-tennis/</p> <p>#NationalFitnessDay</p>

Dates TBC	Davis Cup	
Player Recruitment, Example Copy		Activator Recruitment, Example Copy
<p>👤 Love team tennis? Channel the Davis Cup spirit & play for free at [INSERT PARK NAME] with Barclays Free Park Tennis!</p> <p>🔗 Book 🖱️ https://www.lta.org.uk/play/free-park-tennis/</p>		<p>👤 Inspired by the Davis Cup? Be part of a winning team at [INSERT PARK NAME] by volunteering for Barclays Free Park Tennis!</p> <p>🔗 Join 🖱️ https://www.lta.org.uk/roles-and-venues/volunteers/free-park-tennis/</p>

September	Back to School	
Player Recruitment, Example Copy		Activator Recruitment, Example Copy
<p>🎒 School's back — but the fun doesn't stop! Get on court this weekend with Barclays Free Park Tennis at [INSERT PARK NAME].</p> <p>🔗 Join 🖱️ https://www.lta.org.uk/play/free-park-tennis/</p>		<p>👤 Help families stay active this school term! Volunteer as an Activator at [INSERT PARK NAME] for Barclays Free Park Tennis.</p> <p>🔗 Sign up 🖱️ https://www.lta.org.uk/roles-and-venues/volunteers/free-park-tennis/</p>

5 th November	National Stress Awareness Day	
Player Recruitment, Example Copy		Activator Recruitment, Example Copy
<p>👤 Tennis = Stress relief! Join free, fun tennis sessions at [INSERT PARK NAME] this National Stress Awareness Day.</p> <p>🔗 Book 🖱️ https://www.lta.org.uk/play/free-park-tennis/</p>		<p>💚 Help others de-stress! Volunteer as an Activator at [INSERT PARK NAME] & bring people together for free tennis sessions.</p> <p>🔗 Join 🖱️ https://www.lta.org.uk/roles-and-venues/volunteers/free-park-tennis/</p>

5 th December	International Volunteer Day	
Player Recruitment, Example Copy		Activator Recruitment, Example Copy
<p>👤 Celebrate the people who make it happen! Join a Barclays Free Park Tennis session at [INSERT PARK NAME] and meet our amazing volunteers.</p> <p>🔗 Sign up 🖱️ https://www.lta.org.uk/play/free-park-tennis/</p>		<p>👤 It's International Volunteer Day! Why not join our fantastic team of Activators at [INSERT PARK NAME] and help bring free tennis to your community?</p> <p>🔗 Get involved 🖱️ https://www.lta.org.uk/roles-and-venues/volunteers/free-park-tennis/</p>

Dec - Jan	New Year, New You!	
Player Recruitment, Example Copy		Activator Recruitment, Example Copy
<p>✦ New Year, New You! Start 2026 strong by trying something new & active — for FREE. Join Barclays Free Park Tennis sessions at [INSERT PARK NAME] every weekend. No cost, no pressure, just fresh air & fun.</p> <p>📍 Book now ➡ https://www.lta.org.uk/play/free-park-tennis/</p>		<p>✦ Make a difference this year! If your New Year's resolution is to give back, volunteer as an Activator at [INSERT PARK NAME] for Barclays Free Park Tennis. No experience needed — just enthusiasm.</p> <p>👤 Sign up ➡ https://www.lta.org.uk/roles-and-venues/volunteers/free-park-tennis/</p>