

ORGANISER GUIDE



 BARCLAYS

BIG **TENNIS**
WEEKEND 





This guide provides some tips and advice on how to get the most from your Barclays Big Tennis Weekend, to ensure that not only is it well run but that it also provides significant value to your venue.

Barclays Big Tennis Weekends can help your venue achieve the following:

1 RAISE AWARENESS

It can help your venue raise its awareness within the local community

2 ATTRACT MEMBERS

It can support your venue in attracting new members

3 ATTRACT NEW PARTICIPANTS

It can help attract new participants to come along and try tennis at your venue

4 COACHING PROGRAMMES

It can support your venue in attracting new people to join the coaching programme

PLANNING

Underpinning any successful Barclays Big Tennis Weekend is a good plan. The more time you allow yourself to create a plan and deliver it, the more likely your open day will be a success.

To help you with your planning we have created an [Action Planner](#) available [here](#).

1 Choosing your dates

You can run your Barclays Big Tennis Weekend throughout the year. When selecting your dates, make sure you allow sufficient lead time to prepare and promote your event. We would normally suggest at least 8 to 10 weeks to fully plan and prepare your Barclays Big Tennis Weekend to ensure that you get the most out of it.

2 Recruit your delivery team

Have a think of the different roles and responsibilities that need to be carried out not only on the day, but also in the preparation leading up to the event and identify who from the venue can support. One of the biggest sources of frustration from participants attending a Barclays Big Tennis Weekend event is that there are not enough people on-hand from the venue to organise the day. Ask volunteers from the venue early, and also explain what you would like them to do.

3 Maximise your impact by delivering a LTA Youth course too

Many venues have had significant success in linking their Barclays Big Tennis Weekend events with an LTA Youth coaching course. LTA Youth acts as a perfect follow-on offer for children to keep them playing at your venue following a Barclays Big Tennis Weekend.

Find out more about how you can link these two excellent LTA programmes together in our [‘Delivering Barclays Big Tennis Weekends with LTA Youth’ guide](#).

4 Plan a schedule of activities

Early on in the planning phase, take time to consider the different activities that you will run during the event, particularly the on-court sessions.

When planning your on-court activities, consider who is likely to attend and plan your sessions accordingly:

- Barclays Big Tennis Weekend typically tends to attract young families, beginners and returning players who have not played for some time, so having some balls and spare rackets to lend players is handy.
- If you are running LTA Youth sessions, consider developing a Cardio Tennis or Tennis Xpress session simultaneously to encourage Mum and Dad to play.
- Most importantly, be flexible, as on the day you are likely to have people who turn up without booking and others who want to stay for longer. You want to try and ensure that they all have a great experience.
- Don't forget the off-court activities. A BBQ, the bar, some refreshments can all be an extra source of revenue for your venue.



PROMOTING



Once you have planned your Barclays Big Tennis Weekend open day the next step is to ensure that you promote it as widely as possible within the local community.

We provide free promotional resources on [My Tennis Toolkit](#) that you can use on your website and social media channels. There is the opportunity to purchase and customise additional hard-copy promotional materials too.

Using your promotional resources

When using your hard-copy promotional materials, make sure you strategically place them where your target audience is likely to see them:

- Utilise any partnerships you may have such as local businesses, community organisations, schools and the local authority
- Place a banner alongside a busy road or location that gets lots of footfall
- Tap in to the networks and social circles of your venue's players

Facebook advertising

A number of tennis venues have run highly effective Barclays Big Tennis Weekend promotional campaigns solely through Facebook. Facebook advertising allows venues to promote their Barclays Big Tennis Weekend events through a very targeted and localised approach that can be extremely successful in reaching the venue's target audience. This approach is relatively straightforward, requires minimal effort from the venue and is highly cost-effective.

Venues can determine how much they wish to spend on their Facebook advertising campaign, but as a guide, spending anywhere from £25 to £100 can lead to thousands of local people seeing your promotion.

Take a look at [Facebook's guidance tutorials](#) to help venues understand and get the maximum output from a Facebook advertising campaign.

Marketing support

The LTA has some excellent [guidance](#) to help venues grow their membership, their player base and promote their campaigns.

DELIVERING

Your Barclays Big Tennis Weekend is your opportunity to showcase your venue and demonstrate to new participants why they should join. To help you make sure that your event goes as smoothly and successfully as possible, here are a few tips:

Preparation:

- Brief your volunteers to make sure that they understand their roles
- Allow good time ahead of the first participant arriving to prepare the venue
- Make sure that the welcome desk is in a clear and obvious position

Welcome:

- Provide a warm welcome and take the key contact details of each person to allow you to follow-up afterwards
- Ask them what they would like to get involved with and help them to get the most from their time at the venue
- Speak to the attendees between activities to make sure they are having a good time and to talk about your venue

Sell your venue:

- Don't forget that the purpose of the open day is to encourage people to join the venue, so make sure you speak to the attendees about joining
- Establish an appealing follow-on offer that makes it easier to sell the idea of joining or playing at your venue
- If possible, provide attendees with some information to take away promoting the follow on offers and how to join the venue
- Shortly after your Barclays Big Tennis Weekend, contact the attendees by phone or email, particularly those who have expressed an interest in playing more tennis at the venue

Making your open day inclusive:

Your Barclays Big Tennis Weekend is a great opportunity to open your venue's doors to the 'whole' community, including people with disabilities.

Find out how Grantham Tennis Club made their event more inclusive [here](#).





RETAINING ATTENDEES

One of the biggest challenges in running your Barclays Big Tennis Weekend is converting the attendees to regular participants at the venue. And whilst on average 27% of attendees join the club as a member and 43% sign up to the coaching programme, these figures can be significantly improved if the venue offers an attractive and appealing follow-on offer.

One of the most common reasons for Barclays Big Tennis Weekend attendees not joining the venue is that they can be put off by committing to a long-term membership before they've really decided if playing at the venue is something that they are likely to stick with.

Short term memberships or coaching programmes, such as LTA Youth, that ease into membership or season passes can be a good way to integrate new players into your venue.

We have conducted research into the types of follow-on offers that appeal to Barclays Big Tennis Weekend attendees, and these are listed opposite.

Short-term membership offers

Offering six or eight week memberships to the venue provides an appealing trial where the participant can decide if it is something that they are likely to commit to on a longer term basis, as well as providing additional revenue to the venue.

Discounts on the annual membership

This is often a popular follow-on offer for tennis clubs, but our research into Barclays Big Tennis Weekend attendees suggests that as a minimum the discount needs to be at least 20% off for it to be appealing. It is worth remembering that this still requires a long term commitment from the participant, which is often a off putting This follow-on offer therefore often works best alongside one of the other shorter term offers.

Discounts on the coaching programme

Similar to the annual membership discounts, 20% is the minimum discount that appeals to Barclays Big Tennis Weekend attendees.

Joining the coaching programme can often be a good route for helping new members integrate into the venue and meet new people, as well as feeling more confident about their tennis abilities.

Pay and play opportunities

Barclays Big Tennis Weekend attendees regularly state pay and play as their preferred next step for continuing to play tennis.

This provides a no-pressure and no-commitment route for these new participants to continue to experience the venue whilst also generating additional income for the venue. Pay and play can be managed through ClubSpark and doesn't need to be available all of the time as the venue can determine the times it wishes to offer it. This approach can be effective in leading to new participants joining as members further down the line.

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