



**BARCLAYS FREE PARK TENNIS SUCCESS STORIES:**

# **MOOR PARK, PRESTON INNOVATIVE MARKETING TO INCREASE PARTICIPATION**



## **BACKGROUND**

Moor Park Tennis courts in Preston, have recently been transformed through the UK Government and LTA Tennis Foundation-funded Park Tennis Project. Operated by WeDoTennis, the courts now provide a comprehensive paid coaching programme for all age groups.

Coach Kennedy Kwuelum is inspiring a community of new tennis players at Moor Park, using some innovative and daring ways of marketing the Barclays Free Park Tennis product, to help reach new people, and to reach different audiences.





## WHAT KENNEDY DID

Despite having already achieved some great success in marketing the Barclays Free Park Tennis sessions via more traditional methods such as displaying banners, emailing player and Local Authority databases, Kennedy was keen to reach different audiences. He approached this in a number of ways:

1. Kennedy visited high traffic hotspots such as shopping centres and Universities armed with rackets, balls and his phone! He approached and invited adult players to take part in simple tennis skills & games whilst filming and posting on social media (where consent was given). Players were tagged into the posts broadening the reach and awareness of Barclays Free Park Tennis in the area and were invited to future sessions.
2. Using LTA Youth Tennis Red nets, and whilst playing with his daughter, Kennedy set up pop-up courts next to a children's playground, inviting families to join in and take part, both now and in the next Barclays Free Park Tennis sessions.
3. Promoted the opportunity to become an Activator, as well as playing in sessions, in both above recruitment methods. Linked to the WeDoTennis coach pathway, this provides exciting opportunities to be involved in tennis at a deeper level.

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## SUCCESSES / OUTCOMES

Immediately after completing these innovative campaigns Kennedy saw:

- A 30% spike in social media followers
- 30 new players - from a range of diverse backgrounds
- Achieved an alltime high number of players attending a Barclays Free Park Tennis Session.
- Several people interested in the opportunity to become an Activator.

# 30 NEW PLAYERS

**ATTENDING BARCLAYS  
FREE PARK TENNIS  
IMMEDIATELY AFTER  
THESE CAMPAIGNS**