



#### CLUB SUCCESS STORY

# ‘SUCCESS IN LOCKDOWN: How a community club is increasing revenue through Gate Access technology’

*Rowntree Park Tennis Club*

Rowntree Park TC is based in a pleasant community park with a café. Located centrally in York, it offers six courts with coaching and playing opportunities for members and non-members from junior to adult. The club also runs TFK and children’s holiday camps.

## INITIATIVES

Tennis courts are a valuable asset. Opening up courts to the wider community brings benefits such as increased visibility, an easy pathway into membership, new revenue streams and positioning of the club or venue as a friendly, accessible community hub.

In 2017, Rowntree Park TC installed an ACT Access Gate on a block of four courts, with online public booking through ClubSpark, funded by the LTA. Two courts remained solely for member use.





## PANDEMIC STRATEGY

Rowntree Park signed up to LTA Rally which has contributed over 1,200 public bookings generating £9k additional income.

They have tactically reduced membership rates, offering a 25% discount on a range of memberships including Family, Family Lite, Parent and Social, maximising peak and off-peak times. As a result, they have seen a huge increase of 103%, taking them from 160 members at the start of the year to over 300.



## FIND OUT MORE

As part of its vision and mission, the LTA is committed to opening tennis up across the UK to allow more people to participate. With the right court access and booking system your club could start to promote empty court time to generate income from pay and play bookings.

In the past three years, sites with gate access installations have generated over £1.1M of income and led to over 600,000 courts being booked. The LTA has two Gate Access Systems that work with ClubSpark to help you manage your venue and the LTA will cover the cost of the gate installation with grant funding if your application is successful.

Please contact your local Participation Development Partner or visit [www.clubspark.lta.org.uk/rally](http://www.clubspark.lta.org.uk/rally) to find out more.

## FOLLOW US FOR MORE

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## SUCCESSSES

The results have been impressive.

- Since 2018, court bookings have grown dramatically to a total of 6,214 during 2019. There are 2,289 players on the database.
- The courts are charged out at £7.50 per hour which generates a significant additional income stream. This has helped the venue develop funds that will go towards court resurfacing and redeveloping a clubhouse.
- Club membership has increased from 110 members in 2017 to 325 by July 2020, a growth of

# 215

new members

# LTA's ClubSpark generated £1.1m of income