



#### CLUB SUCCESS STORIES

# 'OFFERING PAY & PLAY ALONGSIDE MEMBERSHIP'

*Denmead Tennis Club and Wellington Tennis Club*

**Pay & Play is an effective way of attracting new people to your venue, making it easy for the public to search, book and pay for a court online.**

Despite their relatively small size, Denmead Tennis Club and Wellington Tennis Club saw the potential in improving their respective Pay & Play customer experiences, with pleasing results.



## BENEFITS & TIPS for clubs of all sizes!

- An opportunity to convert Pay & Play users to membership
- Increased revenue
- Club image and reputation improvement



## TOP TIPS

- Social media is a great way to get Pay & Play users booking courts. Try posting on local community pages or spending a small amount of money on a boosted post to people interested in sports / activities in your area.
- Use the LTA mapping tool to work out what customers live nearby and what their characteristics are. For example, Tennis Troupers like Pay & Play and prefer to book online.
- Communicate with people who book the courts. Ask them if the 'online journey' worked as expected and welcome them to the club.
- Prepare trial membership offers (e.g. 6 weeks) or invite them to meet other people to play tennis with. These prospects are a big opportunity for membership growth.
- Work closely with your LTA PDP (Participation Development Partner) for support on the settings in ClubSpark, using Stripe for payment and access systems / locks for the courts.
- Track booking data, income generated and conversion to membership to ensure you can measure and report on the successes!

# DENMEAD TENNIS CLUB

Denmead is a busy Hampshire club which offers a comprehensive range of social and competitive tennis for players of all ages and abilities.

It has three floodlit courts and 110 members and hosts junior camps, Big Tennis Weekends, tournaments and regular social events. The club has been using ClubSpark to offer Pay & Play for around two years. Players were accessing courts using a simple 4-digit padlock on the gate which was included in the automated confirmation email through ClubSpark.

As COVID-19 lockdown restrictions eased in June 2020, Denmead invested £150 to upgrade the gate lock to professionalise and simplify the process for people accessing the courts. Players were followed up with membership offers.

## Successes:

- The first two months of re-opening post-lockdown saw 162 Pay & Play bookings (74 unique), generating just over £1,000
- In addition, the club ran a 2-month summer family membership for £40 and has attracted 39 new members, the majority coming from Pay & Play

# WELLINGTON TENNIS CLUB

Wellington is a family-friendly club based in Somerset with a thriving junior and adult membership enjoying both social and competitive tennis.

Surrounded by trees and a playing field, the club has three floodlit courts and 75 members. Wellington has been offering Pay & Play for a number of years but with limited take-up, until recently. The process required the public to visit a shop to collect the 4-digit gate padlock code and pay with cash before walking to the court at their allotted time.

Since safely re-opening in May 2020 following COVID-19 lockdown guidelines, the club has digitised the Pay & Play process, taking online bookings and payment through ClubSpark. This has raised the club's profile and made the experience much more automated in line with customer expectations. Wellington achieved all this as a two-court club - they have only recently gained their third court.

## Successes:

In just two months, the club has had 82 Pay & Play bookings (29 unique), generating £492. Optimising LTA resources such as ClubSpark and Rally are free to implement, generating impressive ROI for clubs selling court time that had not been booked by members or the coach.



## INSPIRED TO TURN YOUR VENUE INTO REVENUE?

The LTA are committed to increasing the number of community and club venues that use Gate Access technology to improve the customer journey and get more people on court. 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.

Options include automated texts with lock code and integrated floodlighting. Smaller clubs may decide to test Pay & Play using a robust commercial lock in the first instance.

If there is demand and your application is successful, the LTA will cover the cost of the gate installation with grant funding. Please contact your local Participation Development Partner to find out more.

