



PARK SUCCESS STORY

‘ELIMINATING BARRIERS: Using ClubSpark and Rally to offer free tennis in city parks’

Leeds Parks Tennis

Leeds City Council (LCC) and the LTA are working in partnership to make tennis easily accessible with low charges, professional coaching and engaging activities for the local community.

At Leeds Parks Tennis, the focus is to promote tennis throughout the year for both adults and children, through social play, internal competition and to offer professional coaching programmes at various parks.

INITIATIVES

Leeds Parks introduced ClubSpark in 2016 so that all parks and players benefit from a free tennis court reservation system.

Bookings are self-policed and walk-on courts are available with no obligation to pre-book. At the same time, the Leeds Community Tennis Programme was launched, led by the Leeds Community Tennis Activator.



SUCCESSSES

Since 2016, there have been over 10,000 contacts registered in ClubSpark (attracted via Big Tennis Weekends, Tennis For Kids, bookings or coaching) and over 40,000 court bookings.

LCC have invested in the refurbishment of courts through Section 106 funding and nine parks are now on LTA Rally, with more in the pipeline. Rally is an aggregator (website) that collects all booking and coaching information, part of the nationwide Play Your Way campaign.

Although the COVID-19 pandemic led to temporary court closures, the LTA has worked closely with LCC to re-open them once lockdown restrictions eased. Along with measures for safe play and social distancing, users have been encouraged to pre-book courts to avoid queueing and gathering.

For the first time, Leeds Parks are close to capturing all usage data with incredible results. Bookings in the two-week period post-lockdown have approached 7,000 compared to 700 for the same period in 2019. The adoption of court/venue booking technology, in particular Rally, has proved invaluable in making tennis accessible and low cost for the people of Leeds.

READY TO RALLY?

As part of its vision and mission, the LTA is committed to opening tennis up across the UK to allow more people to participate.

By removing the barriers of not knowing where courts are or how to book, Rally provides an intuitive online user experience. With the right court access and booking system your club could start to promote empty court time to generate income from Pay & Play bookings.

Please contact your local Participation Development Partner or visit www.clubspark.lta.org.uk rally to find out more.

Park	Total Bookings: May 15th – July 31st 2019	Total Bookings: May 15th – July 31st 2020
Chapel Allerton Park	72	1,463
Dartmouth Park	370	3,239
The Hollies	122	3,281
Holt Park	58	1,367
Manston Park	47	846
Meanwood Park	159	1,490
Kippax (Brigshaw Road)	0	677
Roundhay Park	1,806	12,317
Springhead Park	827	3,487
TOTALS	3,461	28,167

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