



CLUB SUCCESS STORY

‘OPTIMISING LTA RALLY TO ENGAGE THE COMMUNITY WITH MEMBERSHIP AND PAY & PLAY OFFERS’

Hartlepool Tennis Club

Founded in 1884 and located in the north east of England, Hartlepool Tennis Club is a five-court club with 134 members.

Offering a fully refurbished venue including new courts, floodlights, online booking with PIN entry, disabled access and Pay & Play, this forward-looking club now has an established outreach programme.





INITIATIVES

LTA Rally is an aggregator (website) that collects all booking and coaching information via partner venues' ClubSpark pages.

It enables players to search for and book local venues flexibly and securely. Hartlepool signed up to Rally to promote Pay & Play (and membership) opportunities, reinforced by marketing activity to rebrand the club and target Facebook adverts. Hartlepool has been steadily growing its social media presence with engaging content on Facebook, Twitter and Instagram.

With the assurance of a safe and secure environment, online booking and PIN-controlled gate access, tactical offers included:

- £5 per court per hour for Pay & Play
- Rewards for those who renewed their membership during lockdown, including discounted memberships for next year, free tubes of tennis balls and free floodlit sessions
- 25% off membership for brand new members
- A new 'Universal Credit' membership category

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.

FOLLOW US FOR MORE

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SUCCESSES

The results have been immediate and impressive.

- Over the course of four weeks, and at a cost of only £80, **the Club reached 13,618 people with 382 clicks** to the club's booking page attributed to Facebook advertising.
- The club also reached out to neighbours with membership offers and further social media promotion.
- Since then, the club has received **166 Pay & Play bookings and 66 new members**.
- It has processed **300 court bookings in the last 30 days** and the numbers continue to rise!

