



#### CLUB SUCCESS STORY

# ‘CONVERTING PROSPECTS IN CHALLENGING TIMES WITH THE HELP OF LTA TECHNOLOGY’

## *Kempsey Lawn Tennis Club*

**Kempsey Lawn Tennis Club is a 3-court club with 151 members located on the edge of Kempsey, to the south of Worcester.**

Play Your Way aligns with the club’s philosophy and mission; Kempsey recognises that tennis must be accessible to all and offers a product and experience that facilitates this.





## INITIATIVES

As part of their membership campaign, Kempsey targeted local families and those looking to return to tennis, with a particular emphasis on the health and social benefits. Offers included:

- Pay & Play opportunities
- **Free membership** to existing members from April until the end of June
- **£1 for 1 month trial memberships** for new members
- A third off normal membership prices for the period of July 2020 to March 2021

The club signed up to LTA Rally, an aggregator (website) that collects all booking and coaching information, allowing players to search for and book courts as part of the nationwide Play Your Way campaign. They have also been successful in proactively securing LTA support to install Gate Access technology with integrated floodlighting to maximise court revenue without the staffing costs. They directed marketing spend to social media campaigns, creating Facebook ads to reach the target audience. Since they have had our Smart Gate installed, Kempsey have been able to open up over 2,000 extra pay and play court hours per year. The integration of the lighting system also makes it even easier for people to continue playing tennis throughout the winter months.

## 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.**

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, working in harmony with ClubSpark.

Your club could start to promote empty court time to become part of Play Your Way and increase revenue – please contact your local Participation Development Partner to find out more.



## SUCCESSES

Over the course of two weeks, the club reached **2,767** people with **112** post engagements, at a marginal cost of **£22**.

- Since then, they have received 223 Pay & Play bookings bringing in revenue of £1298.
- Their membership base is growing, and they have attracted 67 new members so far.
- Remarkably, this has been achieved during the COVID-19 pandemic when community sport has been heavily impacted by lockdown and social distancing.

*“The social media reach combined with the ease of using ClubSpark has produced some fantastic figures for Kempsey LTC. It’s really shown us that interest in tennis is high - it’s just about how you go about capturing it.”*

**Ed Bradford**  
Chair, Kempsey Lawn Tennis Club

## FOLLOW US FOR MORE

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