



LTA YOUTH Level Up Campaign 2021



WHY HAVE THESE **CHANGES** BEEN MADE?

- The long term trend sees tennis among kids in decline.
- COVID also has negatively impacted kids attitudes to sport, resulting in dropping confidence and competence.

WHY IS YOUTH TENNIS SO **IMPORTANT**?

- Kids who start tennis younger are more likely to play tennis as adults.
- Kids who start playing younger perceive the sport as more fun and exciting later into childhood.



HOW WILL WE DO THIS?

- An overarching proposition for kids' tennis in Britain.
- A cohesive and coherent programme.
- Improve the junior tennis journey, through schools, parks, clubs and communities.
- Bring all the best elements of previous LTA programmes together.

SOCIAL

skills



SKILLS

for life



MOTOR

skills



Entertaining,
inspiring
coaching, in
schools,
clubs and
parks

SKILLS

for tennis



SKILLS

for sport



WE WANT TO CREATE HAPPIER, HEALTHIER LIVES FOR **YOUNG PEOPLE**

- Focus on the expansion and awareness of the LTA Youth programme throughout 2021.
- New, innovative and exciting programme to help attract and retain as many kids as possible.
- LTA Youth Schools is being launched, reaching 9.5 million young people and their parents.



WHAT ARE THE LTA YOUTH PROGRAMMES?



NEW FRAMEWORK

NEW



OLD

SCHOOLS
TENNIS



MAXIMISING OPPORTUNITIES THROUGH **LTA YOUTH**

The LTA will:

1. Drive awareness of Youth Tennis.
2. Change perceptions of Youth Tennis.
3. Stimulate action & grow participation.

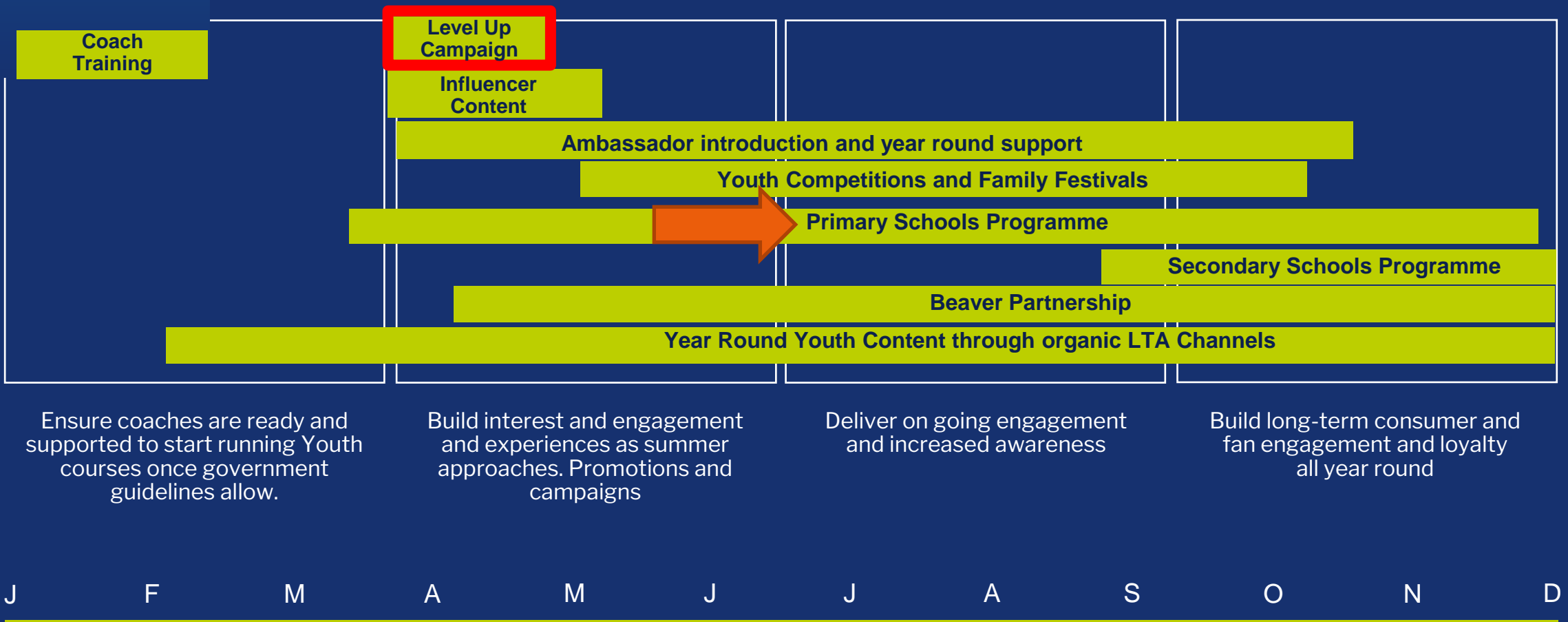
How will this campaign benefit your venue?

- Venues can grow participants on their programmes.
- LTA has trained over 2500 coaches in the LTA Youth programme.
- Opportunity to develop further relationships with their local communities.

THE LEVEL UP CAMPAIGN ...

**...will serve as a springboard to support and amplify
longer term changes to the perception of tennis
among children and their parents**

ENGAGEMENT YEAR ROUND



DRIVING INTEREST THROUGH CONTENT AND CAMPAIGNS

Level Up Campaign

- Who says that tennis is just for tennis players?
 - What's a tennis player anyway?
- Who says that tennis skills are just for tennis?
- Who says that tennis can't make you better at everything?

This is far more than being the next Wimbledon Champion – it's about helping an entire generation level up: **STRONGER, FASTER, BETTER**



TIME TO - LEVEL UP

LTA Youth programme marketing engages both parents and kids.

We focus on advertising moments around co-viewing, especially the Easter Holiday period (when we will be running TV advertising).

DRIVE VISIBILITY AND AWARENESS THROUGH

HIGH Media
Investment

Driving
Impressions
upwards of

53m

TV ADVERTISING



SOCIAL MEDIA



YOUTH TENNIS INTO CULTURE

ENGAGING AND PERCEPTION CHANGING CONTENT

- Influencer driven content to promote our Level Up Campaign.
- Creating authentic, fun and relatable content for families.
- Showcasing the LTA Youth programme to a predominantly family audience.

730k

New audience
through our
influencer
family



TRAIN WITH THE STARS

Engaging **3** rising UK tennis stars as ambassadors of the LTA Youth programme.

- Raise the profile LTA Youth and support with promotion.
- Help inspire and excite the next generation.
- Act as an advocate of youth tennis and a role model for young players.



LTA YOUTH SCHOOLS

- Opportunity: 9.5 million children go to school!
- High quality, new programmes for all schools.
- New suite of training & tools to support coaches & venues.

**£250 voucher
for all schools!**

To spend on 10 hours team-teaching with a local LTA Accredited coach to support school club links, or on equipment.



BEAVERS PARTNERSHIP

APRIL 2021

Innovative partnership agreed with The Scout Association to deliver LTA Youth lessons through the Beavers - signposting kids to LTA Youth Start.

130,000 Beavers in UK

30% of Beavers are female



- Four lesson plans for leaders to run in their Beaver colonies with a completion certificate.
- Certificate has discount QR code for LTA Youth Start.
- Sports Activity badge available on completion of LTA Youth Start course.

DRIVE TO **BOOKINGS**



- The focus will be on getting kids booked onto LTA Start courses as an introduction to Tennis.
- From here a high proportion of kids will move into an ongoing LTA Youth Programme.
- Marketing campaign will direct our audience to the LTA website.
- All available courses uploaded on ClubSpark will be here to help find courses in their area.



LTA YOUTH START

- Excellent introductory course (formerly Tennis For Kids).
- 97% of parents rate LTA Youth Start as value for money.
- Kids receive a starter pack with a racket, t-shirt, and sweatbands, plus activities to do at home and rewards for progress and achievement.
- Helps grow coach business and attract new kids and adults to programmes.
- LTA Level 2 (Youth Start trained) coaches can deliver independently.



HOW CAN YOU PROMOTE **LTA YOUTH**?



LOCAL MARKETING
SUPPORTING
COACHES, VENUES AND PARTNERS

A bank of marketing resources will be provided to help your venue promote LTA Youth, including;

- Parent facing videos.
- Email and social media templates.
- Flyers / posters / invitations.
- Banners.

Click [here](#) to access My Tennis Toolkit



Guidance

[VIEW AND ORDER](#)



Certificate

[PERSONALISE AND DOWNLOAD](#)



A5 Leaflet

[PERSONALISE AND ORDER](#)



GET WITH THE GAME
Starter courses for kids aged 4-11,
packed full of fun games

A6 Postcard (Double Sided) - Youth

5 TAKEAWAYS FOR VENUES

1. Level Up marketing campaign to launch w/c 29th March.
2. Are your coaches LTA Youth trained?
3. Check with your (LTA Youth trained) coaches, that their courses are uploaded on ClubSpark to take advantage of the Level Up campaign.
4. Opportunity to develop further local relationships as a result of the schools and Beavers engagement.
5. LTA Youth promotion doesn't end with the launch campaign, it will continue throughout the year.



**THANK
YOU**

