



CLUB SUCCESS STORY

‘ENGAGING THE WIDER COMMUNITY AND PROVIDING A PATHWAY INTO MEMBERSHIP’

Kings Norton Tennis Club (Birmingham)

ACTIVELY PROVIDING A PATHWAY INTO MEMBERSHIP

The LTA encourages venues and coaches to jointly deliver community initiatives such as the Great British Tennis Weekend to provide a pathway into long-term club membership and passion for tennis.

When Head Coach Matthew Hillman first took over Kings Norton Tennis Club’s coaching programme, junior membership was low. He organised a Great British Tennis Weekend Open Day two weeks ahead of a Tennis for Kids (TFK) course at the club to increase junior participation and provide a positive first tennis experience for young families.



ACTIVITIES

Matthew liaised with the club committee to agree responsibilities, logistics and promotion of the Open Day. Advertising included:

- Social media posts and flyer distribution to local schools, community centres, scout groups and the local Farmers’ Market
- Adding the GBTW Open Day and TFK courses to the ClubSpark website
- A local school roadshow
- Email invitations to Kings Norton Tennis Club members and coaching programme members, encouraging them to bring friends along

SUCCESSSES

The Open Day was a huge success, attracting over 50 visitors and encouraging 11 pairs to enter the Quorn Family Cup held in the afternoon. Within 48 hours, both of the TFK courses were full with players also on a waiting list. A number of juniors enrolled on other club programmes, such as tots and teenage sessions.

Following the TFK courses, 15 juniors (75% of course attendees) continued playing at the club and signed up to the coaching programme using an Open Day discount.

These pleasing results have incited Head Coach Matthew to launch a tennis festival weekend and bigger school roadshow involving six schools. He plans to bring a second coach on board to run more TFK courses to further increase the junior and family membership base at Kings Norton.



“I believe that positive relationships between the child, parent and coach are key to engaging players and increasing the likelihood of continuing tennis. Open Days are so important when it comes to selling the club and getting to know local families.”

Matthew Hillman
Head Coach, Kings Norton Tennis Club

TOP TIPS for Successful Events

- Open Day timings are important – it’s best to avoid bank holidays, school holidays or clashes with local events
- The interest generated from an Open Day boosts participation in TFK courses, so schedule them within 2-4 weeks of each other
- Advertise widely to the right people and reach out to local schools to help with promotions, encourage members to bring friends and family
- Involve parents on the day so they can see their child play and appreciate the benefits of investing in tennis - provide court-side viewing, for example
- A professional and engaging Open Day approach includes structured activities as well as free play
- Collect attendee details and make contact within 24 hours to remind them of offers or coaching courses while interest levels are high

75%
of TFK attendees
continued playing at the
club and signed up to a
coaching programme

FOLLOW US FOR MORE

LTA, The National Tennis Centre
100 Priory Lane, Roehampton
London SW15 5JQ

T: 020 8487 7000
E: info@lta.org.uk
www.lta.org.uk

 @the_LTA

 LTA

 @LTA

 LTA – Tennis for Britain