



**CLUB SUCCESS STORY**

# **‘ENGAGING PAY & PLAY USERS WITH SOCIAL INITIATIVES AND MEMBERSHIP OFFERS’**

## *Hull YPI Tennis Club*

**Hull YPI Tennis Club is fun and friendly club offering a full coaching programme for all ages and standards.**

It has three all-weather, floodlit AstroTurf courts and six grass courts. Part of a multi-sport club, Hull YPI currently has just under 80 members.





## INITIATIVES

Having introduced ClubSpark booking and Gate Access in 2019, the club have recently targeted all Pay & Play users on the database with a return to tennis offer, including:

- 50% off membership (to non-members or those lapsed for three years)
- A free 45 minute 'meet and greet' social with head coach

These offers have been promoted on social media via Facebook adverts and all Pay & Play users have been contacted directly to take up a free coaching session. The head coach has also been pivotal in steering players into various small sessions including Cardio Tennis, social play and singles competitions.

Using the LTA mapping tool and tennis profiles, they identified 'Social Butterflies' and 'Wimbledon Warriors' and targeted marketing to their typical demographic, interests and lifestyle.

## FIND OUT MORE

The LTA has developed two Gate Access systems that work in harmony with ClubSpark, to secure your courts and to allow access to booked customers only.

Charging for court use by either Pay & Play bookings, or season tickets, you will be making your courts work harder for you. 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. The LTA will cover the cost of the gate installation with grant funding if your application is successful.

Please contact your local Participation Development Partner to find out more.



## SUCCESSSES

In just over a month (May/June), 132 Pay & Play bookings were received, which the club are proactively aiming to convert into memberships and social groups.

There has also been a promising increase in new May memberships, despite the COVID-19 pandemic.



*"The level of interest that we have had from Pay & Play tennis at YPI since we have been able to play the sport again has been phenomenal, far exceeding our expectations."*

*ClubSpark and the dedicated work of our committee has paved the way and created the facility to take up tennis exponentially. Now is the time to capture the Pay & Play fraternity and keep them engaged."*

**Steve Welburn**  
Chair, Hull YPI Tennis Club

## FOLLOW US FOR MORE

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