

Recruitment Opportunities

This document outlines some of the different opportunities and methods to recruit Barclays Free Park Tennis Activators, including some examples of how this has worked previously, and how the LTA can support you.

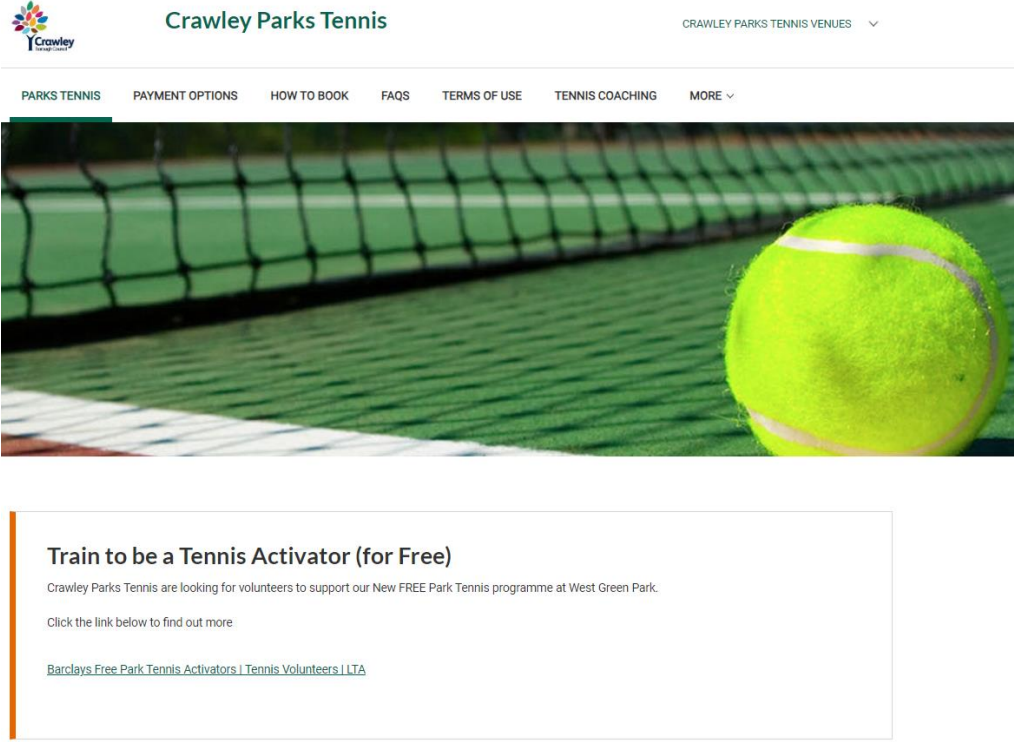
Method:	<u>Asking people face to face</u>
Opportunities:	<ul style="list-style-type: none"> • Ask people who play on the courts, or from coaching programmes if they would like to volunteer for their community • Parents of children who play • Attendees of Free Park Tennis sessions at this and other sites • Attendees of Open Events of Barclays Big Tennis Weekends
Examples:	<ul style="list-style-type: none"> • London Borough of Sutton approached a community group who regularly used the courts, resulting in 5 interested parties and 2 fully trained activators delivering sessions with 30 players per week • The Head Coach at Marke Wood in Dover, recruited players from the coaching programme, members of a local club, young leaders from a Duke of Edinburgh programme, and students from schools. 12 activators are now fully trained and sessions running weekly for the last 10 months • A coaching provider in Croydon used the Barclays Big Tennis weekend to approach attendees to gain interest in becoming an activator, the first sessions are now fully booked • Emma Wells Tennis asked their network of players, and local schools if they would like to become an activator, Dive in to the detail here!

Method:	<u>Displaying On-Court Banners</u>
Opportunities:	<ul style="list-style-type: none"> • Reach an audience who already use the park
How the LTA can Support:	<ul style="list-style-type: none"> • Banners will be provided to all newly launched parks as part of their equipment pack • Existing sessions will also receive banners

Method:	<u>Adverts on Job Boards</u>
Opportunities:	<ul style="list-style-type: none"> • Use local job boards – both online and physical – to advertise the opportunity • Consider sites such as Mumsnet, LinkedIn, The Big Help Out,
Examples:	<ul style="list-style-type: none"> • LTA nationwide postings have produced some conversion into activators, local adverts would have a higher conversion rate
How the LTA can Support:	<ul style="list-style-type: none"> • The LTA have placed live adverts for Activators on LinkedIn, and the Big Help Out. • We can provide a Job Role Template that can be edited for local use, to advertise the Activator role

Method:	<u>Email / Digital Campaigns</u>
Opportunities:	<ul style="list-style-type: none"> • Use a park's existing database • Bookers of courts & players on a programme • Utilise existing Local Authorities databases, which might include active people, or volunteering databases • Contact lists from Active Partnerships • Use existing community apps such as NextDoor, or messaging apps such as WhatsApp
Examples:	<ul style="list-style-type: none"> • Torpoint Town Council emailed a database of people who had previously booked courts, resulting in several expressions of interest. The officers discussed the opportunity 1-2-1 with prospective activators, resulting in activators completing training and sessions launched • WeDoTennis emailed their database on ClubSpark in Manchester, and recruited 5 activators to deliver at one park • The London Borough of Southwark emailed a large, Local Authority owned database of contacts who had engaged with sport/activity previously, and obtained over 170 expressions of interest, many of which progressed to become Activators. • South East London Tennis engaged potential activators by posting the opportunity on a local community WhatsApp Group, then maintained regular conversation to guide and help activators through the journey, Dive in to the detail here!
How the LTA can Support:	<ul style="list-style-type: none"> • The LTA will include the opportunity of becoming a Barclays Free Park Tennis Activator in future nationwide scheduled email campaigns, to Advantage members and specified audiences

Method:	<u>Social Media Campaigns</u>
Opportunities:	<ul style="list-style-type: none"> • Engage with your online audience by promoting the opportunity and benefits of volunteering in posts, messages and reels
How the LTA can Support:	<ul style="list-style-type: none"> • There will be a collection of social media templates to use available on the MyTennisToolkit platform, coming soon! • The LTA's own social media account will include posts to raise awareness of this opportunity at a nationwide level

Method:	Using ClubSpark
Opportunities:	<ul style="list-style-type: none"> • Raise awareness of Barclays Free Park Tennis by using the “Important Info” banner functionality of the ClubSpark website
Examples:	<ul style="list-style-type: none"> • Crawley Parks Tennis have made the opportunity to become an activator prominent on their ClubSpark website, to gain attention from site visitors, attracting 4 activators • See the example at Crawley Parks Tennis / Crawley Parks Tennis (lta.org.uk)  <p>The screenshot shows the website for Crawley Parks Tennis. At the top, there is a navigation menu with links for PARKS TENNIS, PAYMENT OPTIONS, HOW TO BOOK, FAQs, TERMS OF USE, TENNIS COACHING, and MORE. Below the menu is a large image of a tennis ball on a green court. Underneath the image is a banner titled "Train to be a Tennis Activator (for Free)". The banner text reads: "Crawley Parks Tennis are looking for volunteers to support our New FREE Park Tennis programme at West Green Park. Click the link below to find out more." Below the text is a link: "Barclays Free Park Tennis Activators Tennis Volunteers LTA".</p>
How the LTA can Support:	<ul style="list-style-type: none"> • ClubSpark is provided as a benefit to all LTA Registered Venues • Online help to do this on your account is available at Website – LTA / Clubspark (zendesk.com)

Method:	<u>Links with Local Universities or Education Centres</u>
Opportunities:	<ul style="list-style-type: none"> • University Students may wish to increase employability skills or build a CV • Duke of Edinburgh Students may wish to volunteer to fulfil volunteering commitments
How the LTA can Support:	<ul style="list-style-type: none"> • Your LTA Delivery Manager can work with you to open doors and make introductions

Method:	<u>Collaborations with Other Organisations</u>
Opportunities:	<p>Other organisations may be able to connect you to people who wish to volunteer:</p> <ul style="list-style-type: none"> • Active partnerships • StreetGames • SERVES Organisers • Local Authorities • Friends of the Park Groups • County Tennis Associations • Local Clubs • Local Charities • Local Volunteer Centres
Examples:	<ul style="list-style-type: none"> • The Friends of Blakers Park group in Brighton, have been the driving force to launch Free Park Tennis, one of the Friends of Group is now a trained activators and has proactively promoted the activator opportunity via the Friends of social channels to recruit others • The Heath Tennis Club operate the courts at Runcorn Hill Park in Halton. The Chair of the club has engaged members to train as Activators, resulting in sessions launching successfully, run by club members • WeDoTennis engaged a community group in Manchester to recruit 3 Park Activators from the Medicare Foundation UK, with one park launched and ambitions to launch more • “Let’s Go Southall” are a group of community organisations and charities, aiming to facilitate the residents of Southall become more active, who are now delivering sessions at 3 parks. Dive in to the detail here!
How the LTA can Support:	<ul style="list-style-type: none"> • Your LTA Delivery Manager can work with you to open doors and make introductions • We are building partnerships nationally to trial collaborations between the LTA and Streetgames, and the 10 Project, plus have approached the Active partnership network to introduce this opportunity