

Barclays Free Park Tennis

Rewarding, Recognising and Motivating Tennis Volunteers



Volunteer Activators are the backbone of Barclays Free Park Tennis Delivery, supporting the running of weekly sessions at hundreds of parks across England, Wales and Scotland.

Keeping volunteer Activators motivated, appreciated and engaged is essential to our success.

Here are some strategies you may consider to help retain your activators commitment to Barclays Free Park Tennis delivery.

1. Show appreciation

- Say thank-you often – verbally or in writing
- Personalise notes or cards - to acknowledge specific contributions
- Highlight Activators efforts in newsletters to park players or on social media
- Make use of any public opportunities to highlight and share your Activators efforts and commitment, showing the impact they contribute to
- Park Operators could attend a Barclays Free Park Tennis session to publicly thank the Activators in the session, and lead a round of applause

2. Provide public recognition

- Could any of your activators be a worthy nomination for LTA volunteer of the year awards?
- Local community or volunteer focussed awards
- Feature Activator profiles on your websites or digital and physical noticeboards

3. Offer occasional perks and Incentives

- Free or discounted court booking slots or Season Tickets
- Tennis merchandise – which could be branded with your company or authority logos) to complement the Barclays Free Park Tennis Hoodie they already receive. (shirts, caps, etc.)
- Invitations to exclusive volunteer-only events or socials

4. Create a positive volunteering culture

- Make volunteering diverse, fun and inclusive
- Encourage social interaction and team spirit
- Ensure clear roles and responsibilities to avoid overlap

5. Provide development opportunities

- Offer enhanced training opportunities where relevant – does the Activator have an interest in their Level 1 Coaching Assistant qualification for example?
- Allow volunteers to take on a larger role in the organising and activator management of Barclays Free Park Tennis
- Support personal growth and soft skill development (e.g. first-aid courses)

6. Listen and involve volunteers

- Ask for volunteer feedback regularly
- Involve your volunteers in decision-making
- Ideally, let them shape their roles based on their strengths and interests, some leaders may be skilled at working with children for example

7. Celebrate achievements together

- Host an annual volunteer appreciation event, perhaps aligning with National Volunteer Week
- Celebrate milestones (e.g. certain weeks, months and years of service)
- Recognise group efforts after major events or projects

Conclusion:

These principles apply to tennis at all levels.

Investing time and energy in rewarding and recognising volunteer Activators not only boosts morale, but also strengthens loyalty and builds a more vibrant, committed tennis community. The key is to show that the Activators time and effort genuinely matter, add value and make a difference, and that they are part of the wider tennis family.