



CLUB SUCCESS STORY

‘HOW PAY & PLAY IS HELPING A SMALL LIVERPOOL TENNIS CLUB INCREASE MEMBERSHIP, INCOME AND FACILITIES’

Vagabonds Tennis Club

Pay & Play through LTA Rally is a highly effective way of attracting new people to tennis courts.

Many clubs and venues have been successful at offering online court bookings at a reasonable price to an increasingly digital-savvy community. Through a Pay & Play initiative funded by the LTA, Vagabonds Tennis Club is growing membership, opening tennis up and generating additional income to improve facilities.

BACKGROUND

Vagabonds Tennis Club in Liverpool has three hard courts, junior and adult coaching and a lively social scene. A Gate Access System was installed in July 2020 on all three courts with online public booking through ClubSpark, funded by the LTA. The courts are charged at £10 per hour.



SUCCESSES

- Income generation: over a three-month period (July – September), 160 court hours were booked by 100 users, generating £1,600 income.
- 2021 similar successes to new members and casual court bookings
- Club improvement funds: the additional income stream from Pay & Play and new members has helped Vagabonds TC invest in the clubhouse with a complete refurbishment of the ladies toilets and have had the courts power washed
- Membership growth: in 2020, membership grew from 20 to 80, helped by a summer half-price adult membership offer which attracted 27 new members.
- Gate Access Technology has improved court security.
- Future development: in the next twelve months, there are plans to install two floodlit Padel courts and re-instate three old courts, making Vagabonds TC an even better venue for members and Pay & Play users.



90%
SEE TENNIS
AS A GOOD WAY
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WHY PAY & PLAY IS BIG BUSINESS?

In a recent survey,¹ when infrequent players were asked about barriers to playing tennis, the most common reason (48%) was 'access and awareness of places to play'. Other reasons included lack of public/park courts or people to play with.

Pay & Play is a sustainable solution, particularly when enthusiasm is high (90% see tennis as a good way to keep healthy and 77% would recommend tennis to others). Furthermore, people are prepared to pay for good condition courts that are easily bookable online, but they are deterred by poor user experience such as unmanaged bookings. This is why LTA Rally is so popular and profitable.



GET YOUR RALLY ACTIVATION MARKETING PACK NOW

At a recent LTA North webinar, 66% of clubs said they would take action immediately to open up their courts to some level of Pay & Play. To make this happen at your club or venue, please contact your regional PDP or email.



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



¹Source Baseline Tracker Survey Base Sep'20_Past 12M players (1359)