

# PARKS TENNIS

**MAKING YOUR COURTS  
WORK FOR YOU**



## RATIONALE

The Tennis Courts within your Local Authority present a fantastic opportunity for you to achieve multiple health and social targets whilst being sustainable and providing a great sporting option for your players. The provision of a suitable tennis offer can;

- Improve your players mental and physical health
- Reduce the number of people with long term health conditions, and increase the number of people considered to be aging well
- Give venues the ability to generate income remotely and efficiently, providing a modern customer journey
- Improves children's sporting literacy
- Increase the opportunity for family play – enabling more children to be starting and developing well
- Impact the NHS National Child Measurement results.
- Sporting participation is linked to reduction in crime, antisocial behaviour and unemployment
- Encourage self sufficient physical activity and reduce social isolation
- Supporting the benefits of moving for 30 minutes per day
- Make tennis financially sustainable, safeguarding the long term provision of the sport

We have created several solutions for you to use to remove the barriers and open tennis up to all of the residents in your area: ClubSpark, Rally, Gate Access Systems and Quick Access Loans which are all explained fully in this brochure.

### INSIGHT HAS SHOWN US THAT SOME BARRIERS TO PARTICIPATION ARE:



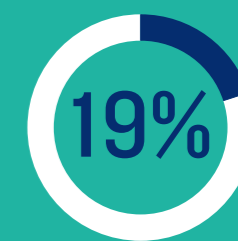
Not knowing where the closest courts are



Not knowing how to book or play on the courts



Not knowing the condition of the court surface



of park players say that they don't play more due to poor quality courts

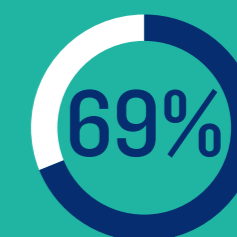
### WE ALSO KNOW FROM SURVEYS OF EXISTING PARK TENNIS PLAYERS THAT:



of players are satisfied with the ability and opportunity to book courts



of participants are satisfied with the customer service received at their park tennis facility

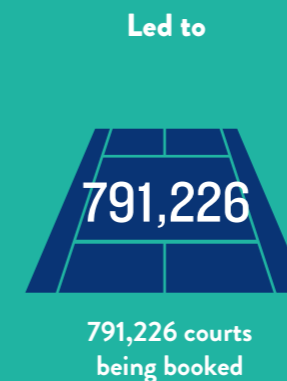


of parks players identify as either beginner or improver level

### WHEN QUESTIONED ABOUT AN ONLINE BOOKING AND GATE ACCESS SYSTEM



### IN 2020, SITES WITH GATE ACCESS INSTALLATIONS



By enabling bookings made via a computer, mobile phone or tablet at your venue, you are enhancing the customer experience, making it easier to get more people playing tennis, keeping more people healthy, active and productive.

If you decide to charge for court use by either pay and play bookings, or season tickets, you will be making your courts work harder for you, helping to make tennis a sustainable operation.

# CLUBSPARK

ClubSpark is a flexible, scalable and beautifully simple venue management platform with multiple products and applications to help venues, local authorities and coaches manage their sport. ClubSpark is a tool that is offered for free as part of LTA venue registration and allows administrators to manage all functions of their venue(s) including;



## CREATE & MANAGE MULTIPLE WEBSITES

With ClubSpark's website module you can create your own fully responsive, mobile friendly website tailored to your requirements. Build websites for your venue, or for a local authority area to promote your events and activities. Add custom pages, news articles, images etc and edit your own content through the easy-to-use Content Management System.



## MANAGE YOUR COACHING

ClubSpark lets you manage coaching lessons and courses online. Courses can be promoted via your website or national campaign websites.

- Manage contacts in one place
- Promote courses online
- Mobile app to check-in and monitor attendees
- Inclusive marketing website
- Create and promote holiday camps
- Allow bookings and payments online



## COMPLETE MEMBERSHIP MANAGEMENT

ClubSpark's membership management module is designed to improve membership engagement by making it easier for the venue and for members to pay, renew and keep in touch. Take online payments, manage direct debits and monitor your revenue streams with ease. Membership modules can also be used to take 'Season Ticket' payments for venues operating a non-traditional annual facility fee. 'Season Tickets' can be configured to allow court bookings to be made for free or at a reduced rate by players who hold one, whilst still allowing non-holders to book.



## ORGANISE PAYMENT

Set the way you want payments to be taken, whether it's immediate pay and play, or bookable as part of a membership package



## COURT BOOKING

Take the headache out of managing bookings. Give staff, coaches, members and the general public access to book and pay for courts, classes or other resources online.



## FLEXIBLE SCHEDULING

Set unique booking and price rules to suit your venue. Enable lights to switch on/off automatically when linked to our Premium Gate Access system.



## BOOK AND PAY ON THE GO

Your customers can make bookings and payments for a venue anytime, anywhere with our real-time booking app.



## REPORTING

ClubSpark allows administrators to view reports highlighting income, court usage, revenue and number of members and season ticket holders. This allows for identification of trends and patterns.

**ClubSpark works seamlessly with our other two products detailed in this document and is available to be used on any venue, whether a Gate Access System is installed or not. ClubSpark offers ultimate efficiency by allowing multiple venues to be managed remotely.**

# CASE STUDIES

## BRISTOL PARKS TENNIS

### A Self-Sustaining Model

Launched in 2019 as a partnership between the LTA, Bristol City Council and the local active partnership – Wesport.

Three park venues with a total of 15 courts were refurbished and gate access systems installed.

Wesport manage the courts using ClubSpark, and also run a coaching programme at the venues too.

In 2021, the courts have reached a stage that they have generated enough income through selling pay and play court bookings at £5 per hour and annual household membership at £35 to cover all operational expenses, and the sinking fund commitments for all sites (c£18,000 per annum), the project has also sourced funding that is being used to invest in community tennis projects.

Across the three sites, 30,000 court bookings were made in the last 12 months, with over 7,000 unique players using the courts since its launch.

Wesport have integrated tennis into a number of community focused projects – engaging local people in workforce training, running disability sessions and community open days, and leading projects that add social value to the areas of the city the courts located.



## ST MARY'S PARK

### A variable price model

In 2017, Bury Council undertook a project in conjunction with the LTA to increase tennis participation at St Mary's Park, which borders the North Manchester area.

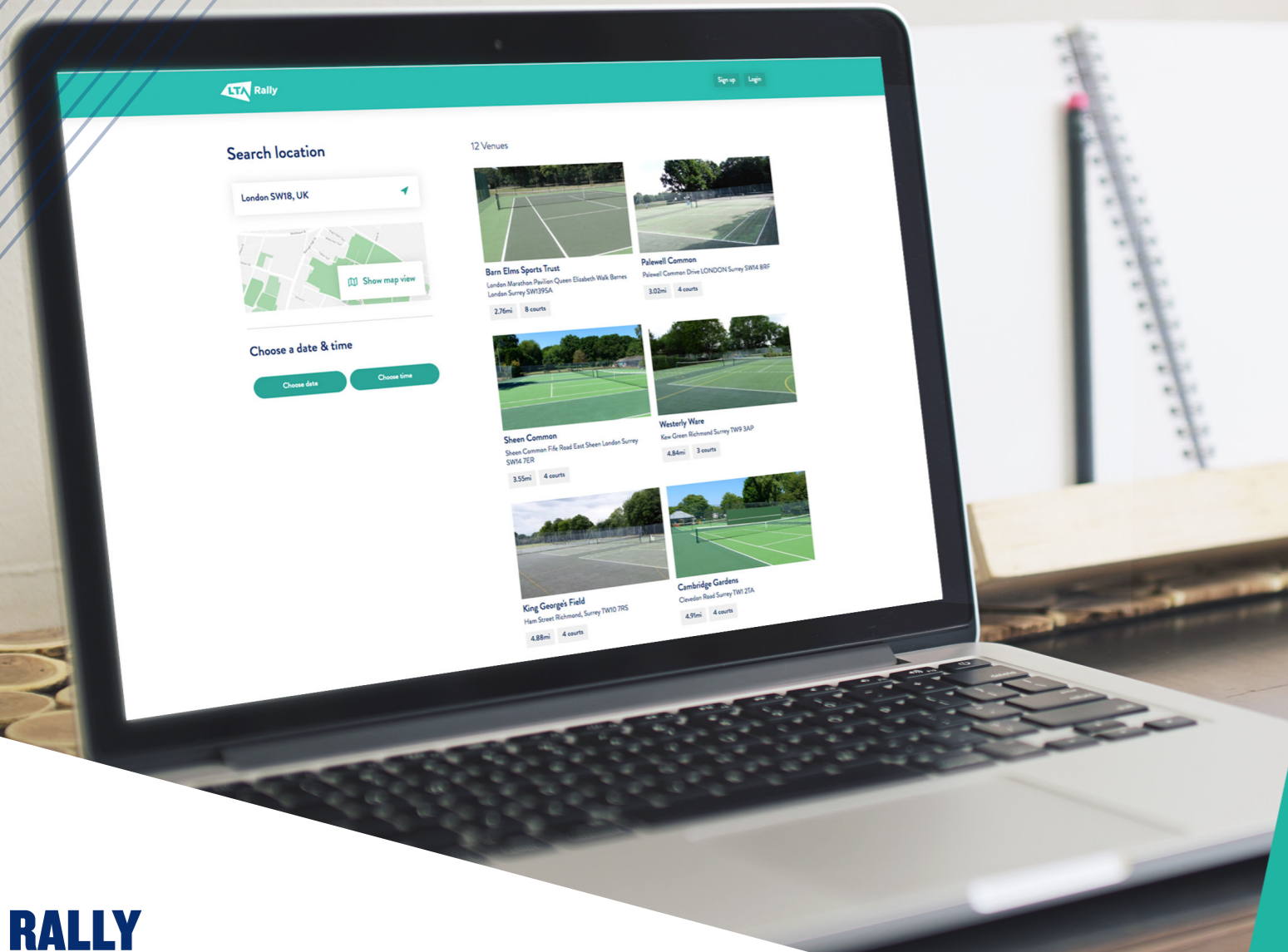
Bury Council rejuvenated the 4 tennis courts using Council funds and LTA investment, and a Sport England Grant Funded a gate access installation, allowing for online booking, making finding, booking and paying for a court easy for players. They have since adopted LTA Rally to ensure their courts are visible to a larger number of players, increasing the potential number of bookers and revenue.

At peak times during the day courts are charged at just £3 per hour, whilst 16hrs per week are free of charge, there is also a season ticket rate which allows players to book for £20 per annum. These rates ensure that the courts are accessible to all players, whilst still bringing in a revenue stream that makes the courts sustainable long term.

In partnership with "Tennis For Free," a weekly organised tennis session is provided at the park to help attract new players to the game, reaching over 600 players since its launch.

St Marys Park saw over 4,000 courts booked in 2020, with over 1,600 players registered to use the courts.

The c. £6k annual income from court bookings is ring-fenced by Bury Council in a sinking fund, which will be used for future tennis facility investment and maintenance. Due to the success of this pilot, Bury Council along with the LTA have developed a long-term strategy and sustainable model that will protect an additional £500k capital investment into further court refurbishment resulting in 10 high quality community tennis park sites across the borough.



## RALLY

Rally is an aggregator that collects all booking and coaching information via partner venues ClubSpark pages and displays it for participants in one easy to view page. Aggregators are a part of everyday life – other examples include Compare The Market, and Just Eat. Rally allows players to search for venues close to them, and provides booking options, removing the barriers of not knowing where courts are or how to book. Rally provides a helpful customer journey, with a personal profile to review and manage bookings, and helpful reminders. The design is modern, fresh and built with users' convenience in mind. Check out existing Rally locations/sites at [www.lta-rally.org.uk](http://www.lta-rally.org.uk)



**1 VISIT LTA-RALLY.ORG.UK**



**2 SEARCH FOR A COURT NEAR YOU**



**3 SELECT THE COURT, DATE AND TIME**



**4 RECEIVE YOUR GATE ACCESS CODE**

(if your court uses a gate access system)



**5 ACCESS THE COURTS**



**6 ENJOY YOUR TENNIS**



## GATE ACCESS SYSTEMS

We have developed two Gate Access systems that work in harmony with ClubSpark, to secure your courts and to allow access to booked customers only. Members of the public can book a court online (making payment if required) and will receive a four digit access code via email, to enter using the courtside keypad. The gate access system will allow entry for the time booked if a correct code is entered.

ClubSpark can integrate with two different gate access systems, the differences between the two are outlined in the table below.

Feature	SmartAccess Premium	SmartAccess Lite
Unique Access PINs	✓	✓
ClubSpark Integration	✓	✓
Bespoke Universal Fitment	✓	✓
Vandal Resistance	✓	✓
Manual Key Override	✓	✓
IP Rated	✓	✓
Automatic Closing	✓	✓
Impact Rated	✓	✗
Free PIN Codes	✓	✗
Out of Hours Override Codes	✓	✗
Floodlight Integration	✓	✗
Bespoke Maintenance	✓	✗
24 Hour Connectivity	✓	✗
Mains Powered	✓	✗ †

\* 15 pence cost per booking to the operator

† Battery Operated – No Power source required

# SMARTACCESS

## Lite

Following the bespoke installation of the SmartAccess Lite system to an existing gate, the code entry unit works seamlessly with the ClubSpark booking platform to grant players secure access to your tennis venue. Once a booking is made, players will be emailed a four digit PIN by ClubSpark that will grant them access at the booked time. When players are at the courts they simply enter the PIN code into the keypad on the gate and gain entry for their session.

SmartAccess Lite requires no power to the site making gate access a possibility in remote venues, and saves upfront the cost of bringing power courtside. The SmartAccess Lite system require venues to buy batches of codes (costing 15 pence each upfront), every time a court is booked, one code is used.

The SmartAccess Lite system utilises an algorithm linked to dates and times, which ClubSpark also uses, issuing a code to allow entry to the courts at the time booked. The system will also link with the K3 Connect app via a mobile phone, allowing administrators to alter many functions of the system, and to add codes for maintenance/operating teams. The SmartAccess Lite system cannot integrate with the operation of floodlights therefore we don't recommend it at lit venues.

The system is controlled via a mobile phone app, and allows for management, coach and maintenance codes to be issues, as well as a 'Code-Free' option which allows the courts to not require a code at pre-set times of the day/week – great for offering a mix of paid for and free to use court time if desired.



# SMARTACCESS

## Premium

The SmartAccess Premium system allows for full floodlight automation, meaning that if a player books a court during dark hours, the lights will automatically turn on and off at the correct times. Generating an access code for each booking is free, helping to keep ongoing costs down. When a player books a court they are emailed a four digit pin-code that allows access to the courts at the correct time.

### VENUE CONTROLLER

Each venue has a controller. Controllers connect to the internet via 3G, 4G or Wifi. ClubSpark is constantly updating the controller with booking and entry information to enable instant entry to the courts. The controller also monitors the health of the system devices and feeds this information back to ClubSpark. The controller can be connected to all kinds of devices to manage automation and entry on site.

### GATE ACCESS

This system allows you to manage multiple gates and entry points. Each gate is fitted with a PIN and proximity reader and connects to the central controller and lock for the gate. These readers allow entry when a PIN number is entered. A manual lock is used to exit so there's no risk of being locked in. Any successful or unsuccessful attempts to enter are fed back to the system.

### FLOODLIGHTING

The system can also manage floodlighting, which can be configured to only turn on when the courts are in use. Floodlights can also be configured to allow for different warm-up and cool-down periods. LED floodlights can be set to turn on automatically if there's a booking and when a player enters the gate. Halogen floodlights can be configured to turn on prior to a booking and stay on if there's a concurrent booking.



## GATE ACCESS FUNDING

Following a detailed demographic analysis of all park tennis locations across the UK, the LTA has identified locations where we believe we can grow participation through the implementation of gate access technology. Please speak to your local Participation Development Partner to find out if your venue falls in one of these areas.

If your venue is in one of these areas, the LTA may be able to provide grant funding to pay for the cost of installing a Gate Access System. The LTA has already supported the installation of 150 gate access systems, and where installed, participation rates have increased significantly.

All opportunities should be discussed with your local LTA Participation Delivery Partner, who will be able to advise further on your sites opportunities.

Applying couldn't be easier - once your LTA Participation Development Partner identifies your venue as ready to apply, you will be sent the LTA Gate Access application form and additional information that needs to be submitted.

For a Gate Access Grant to be considered each venue will need to commit to the following points, which will be included in an offer letter prior to fund being released;

- The venue must become/remain a registered place to play
- The venue must adopt the Clubspark booking platform (or link into it via an API)
- The venue must become part of the LTA Rally programme
- The venue must maintain a sinking fund for the gate access technology system. (Circa £100 P/A to cover the replacement of all electrical elements of the access system - not the gate itself)
- The venue must cover the ongoing maintenance and data fees connected with the gate, costing circa £700 p/a for a premium system, and £385 p/a for the lite system
- The site owner will formally contract with the gate supplier to procure the gate. If funded, the LTA will release the funding via BACS transfer, against supplier invoices once the installation is complete
- The site owner will be responsible for the ongoing purchase of access codes if the SmartAccess Lite system is adopted. The LTA will purchase an initial batch of codes to kick-start the operation

## QUICK ACCESS LOAN

Should you wish to install a gate access system but your tennis facilities are in need of renovation, the LTA can assist in the form of an interest free loan of up to £250,000 to contribute towards court resurfacing, fence replacement, or floodlighting courts. A decision on a loan application only takes six weeks, and applications can be submitted all year round.

### WHAT WE CAN PROVIDE AN EASY ACCESS LOAN FOR:

- Resurfacing of park courts when also installing a gate access system
- Adding new courts
- Adding floodlights
- Replacing fencing when also installing a gate access system

### WHAT WE CAN'T PROVIDE EASY ACCESS LOANS FOR:

- Any venues who have received grant or loan funding previously
- Replacement of 'like for like' facilities i.e. replacing the court surface with no additional booking or playing facilities such as a gate access system

### WHAT VENUES WILL NEED TO COMMIT TO:

- Contributing towards the sinking fund for the replacement of the court improvements at the end of their natural life. This sinking fund contribution will include a full maintenance programme to help extend the lifespan of the courts to their fullest
- Repayment of the loan over an agreed term – loans are flexible in length

Further information on the Quick access loan scheme along with application forms can be found here: [www.lta.org.uk/quickaccessloan](http://www.lta.org.uk/quickaccessloan)

## WHAT HELP WILL YOU RECEIVE TO GET STARTED?

Your LTA regional team will work alongside you towards Rally activation and gate installation.

### HELP YOU CAN EXPECT INCLUDES:

We have tools that will help you ascertain the feasibility of your project, and indicate the long term financial impact it may have on your venue.

- The support and guidance of your local LTA Participation Development Partner, and the use of our venue comparison tools, to ascertain the feasibility and likely outcomes of your project
- The LTA are negotiating framework agreements with gate suppliers with agreed rates and specifications that relevant park tennis operators can benefit from
- The LTA will provide support and advice around to help develop the operational model to drive participation and a sustainable business operation
- The LTA will provide support on products and programmes that can be used in a park setting that have been proven to support participation growth

Please get in touch with us regarding any aspect of Parks Tennis by using the Contact Us form on our website:

[www.lta.org.uk/contact/](http://www.lta.org.uk/contact/)



