



SwanseaTennis
CENTRE

The home of TS365

Wales National Tennis Centre

How to make it work

By Barry Cawte

What are our key objectives?

- Increasing participation in tennis within Cardiff as a whole
- Maximising court utilisation
- Creation of successful marketing and promotion campaign
- High levels of gym usage
- First class customer service
- Ensuring the centre is the tennis hub for all events, activities, performance, development, disability and all other forms of tennis
- Make certain that the centre is sustainable and profitable. Ensuring nothing runs at a loss

HOW DO WE DO IT?

THE TEAM

- Staff “buy in”, ensure all staff are made aware of the key objectives and fully understand the importance of these objectives
- Ensure implementation of the correct staff structure
- Expand job descriptions to make more versatile
- Make your staff “jacks of all trades” refs, organisers, coaches
- Coaches to be self-employed ?
- Integrating all coaches and operational team, a joined up approach
- Include! Increase frequency of meetings and responsibilities
- Incentivise
- Lead by example
- Volunteers , apprentices

Selling Tennis

- Capturing data, mass emails, texts
- The **PATHWAY**
- Work to targets, competition
- Sales calls
- Ensure they know all financials
- Lead at front of house, Management to roll sleeves up
- Create “Sales habits” answering phone, upselling ,latest offers, checking courts availability, mystery shop
- Put them out of their comfort zone everyday, leaflets, external promo
- Bonus scheme for hitting targets
- Don't turn away policy, **Flexible pricing**, based on availability etc.



Formulation of Innovative Marketing, Promotion and Sales Plan

- Leaflet distribution, Newspaper, TV/Radio, Banners, school outreach, prior to every term, Adopt TennIS brand, All Play and BTM
- Enquiry database, emails, newsletters, offers, SALES CALLS
- Text message service, reminders , offers, book courts
- up to date website, offers, online bookings, player forums
- Social networks, daily offers at quiet times /Groupon, Tennis centre APP
- Sales weeks
- Innovation and contribution from team
- Video loops
- “Bring a friend” day
- “Learn to play tennis in a day” packages
- GP referral
- Cardio Tennis
- Business Packages
- Fill quiet times with activities that will draw new people (then sell)
- Incentives for customers, academy players , early sign ups
- Audible and visual selling
- Adopting latest trends, touch tennis, TRX , Crossfit, Herbalife

Increase Innovation



Birthday Parties at Swansea Tennis Centre!

Subscribed to a Birthday Party at Swansea Tennis Centre?
Please see below for more information!

All Swansea Tennis Centre members want to ensure your party will be one to remember! Whether this is a coach led tennis session, a coach led multi-sport session or just taking a court out for your children to use equipment for their own fun.

Costs range depending on package, number of participants and age! Please ask of reception for information on our 3 day packages!

For more information call 01792 650484

Details for ages:

Clear hour coach led tennis session for up to 16 children between the ages of 8 to 10. £50.00

Multi-sports package

Clear hour coach led multi-sport session for up to 16 children of any age! £50.00

Private hire for all adults for the month, with a booking fee and 20% off all other bookings. £1,500.00



Workplace Wimbledon Tennis Championships

Workplace Wimbledon is the perfect outlet to compete with your workmates and represent your company or organisation! No experience is necessary and you can even pull out your best John McEnroe or Sue Barker outfits for the occasion!

When:
Sunday 15th July

- Prizes:**
- Winners Trophies
 - Swansea Tennis Centre Vouchers

- Tournaments:**
- Men's Doubles
 - Women's Doubles
 - Mixed Doubles

Deadline: Friday 6th July
Contact Swansea Tennis Centre to obtain an entry form as follows:
• Call 01792 650484
• Email enquiries@swanseatenniscentre.co.uk
• Download from www.swanseatenniscentre.co.uk
Entry forms can be submitted by email or post, no later than Friday 6th July (Payment required by cash or card before the tournament starts).
All entry confirmations and orders of play will be emailed to teams no later than Monday 9th July.



Coaching you from Bishopston

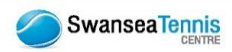
Swansea Tennis Centre is now operating at Bishopston Leisure Centre. Programmes start in October. For more information contact us on 01792 650484.

TS365 at Bishopston



Entry Fee: £10 per Doubles Team
There is no limit to the number of teams entered per company. (Rackets and equipment available)

Every team entered receives a **FREE Cardio Tennis session** prior to the tournament, available any Wednesday 7.00-8.00pm. 'Cardio Tennis is a series of tennis-based drills and activities played to up tempo music on a tennis court. It does not require tennis skills, but is all about keeping your heart rate up, burning calories and having fun.'



FREE TENNIS COACHING

- We have a range of sessions! 2012 and onwards!
- Free Cardio Tennis
 - A ball and a racket
 - Hit with a racket

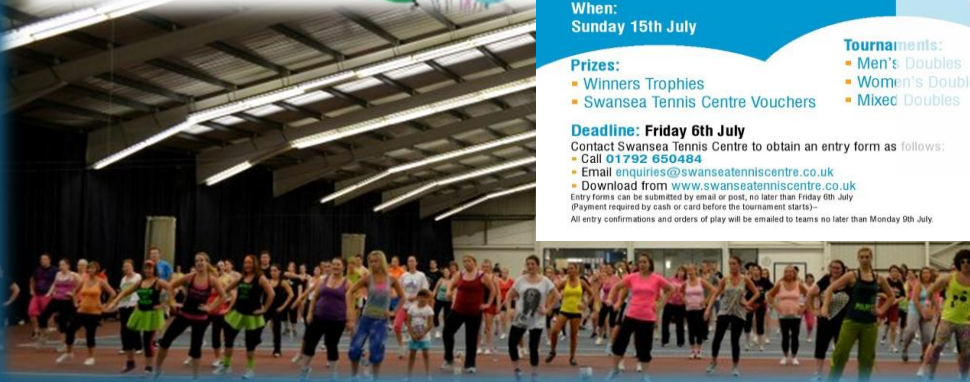
Along with our coaches the ball will be put through the net!



Outdoor Membership

On our brand new floodlit outdoor courts

Blow the cobwebs away at Swansea Tennis Centre



Have YOU made your choice?



Finalists will be notified after our final event! This Don't miss this last opportunity!



Swansea Tennis Centre
TS365

Tennis Development, selling Tennis!

- Senior centre management team to formulate own Tennis Development plan ensuring the centre is the HUB
- To link with the LTA's development plan to meet objectives
- Create other spokes or “clones” throughout the city as feeders
- Strategic plan for increasing the coaching and operational work force, “from volunteer to integral team player”
- Ensure enough places to play are available for people to play at
- Identify clear exit routes from all external programmes
- Offer a variety of tennis activities to cater for all, cardio , disability
- School outreach with clear strategy for converting
- Utilise Ugov statistic to ensure the right promotional activity is completed

Tennis Development cont. INCLUSION

Changing the perception of tennis

- Take tennis to the community
- Affordable court hire when it makes sense to do so
- “FREE” tennis days
- Outdoor community programme
- Avoid the term members ?
- Welcome beginners , beginners comps, sessions, beginners leagues
- Sell the fitness/health benefits of playing tennis, over 50's , over weight
- Link with local sports development schemes



Programme Management

Development Programme

- Key to have high numbers for sustainability, prog to be main contributor
- Detailed scrutiny from Head coaches and senior management
- Sessions should not run at a loss, 3 strikes policy
- Clear links and pathway between Development and Performance , i.e. future stars etc. talent id pathway
- One lead development coach working closing with performance coach
- Fewer coaches creates more accountability and better communication
- Implement SLA with freelancers ensuring they are directing into Hub and prevention of coaches creating private group sessions
- Utilisation of up skilled staff or apprentices
- Clear identity of programme and signposting to other activities, tournaments etc.

RETENTION

- Facility audit
- Converse
- Visible at all times
- Location of reception, waiting times
- Café, presentation
- Incentives
- Forums
- Re invest
- Look to better standard
- Comments box
- Communicate/Newsletters, e-letters, mass emails
- Prepare to compensate
- Don't turn away custom if FULL



We miss you.



Other revenue streams

- Major events, exhibitions, wedding fayres , conferences
- Selling available space, maximising existing space, multiuse, camps
- Sponsorship, naming rights, performance sponsors
- School scholarships
- Badminton, circuits
- Major Tournaments
- Tournaments catering for variation of players

The TEAM

SALES

Up skill

Marketing and
Sales Plan

Cheaper
Participation

Revenue

Retention

Tennis
Development

Hub & Spoke
Clone sites

Inclusion

Programme
Management
Development

Development
Programme

Focus on
numbers

Pathways

Performance

Continual
growth

Sustainability