# GBTW 2015 County Association & CSP Briefing

## What is it?

A nationally coordinated, locally delivered campaign to get more people playing tennis through the promotion of free opportunities to play over 3 weekends:

1. **May 16/17** – get people playing earlier in the summer season in clubs & parks
2. **June 13/14** – introduce more people to the sport when tennis is on the television
3. **August 1/2** – use the backdrop of national parks week to keep people playing in parks & clubs post the hype of Wimbledon

## Where has it come from?

In 2013 the LTA launched the GBTW to celebrate Andy Murray’s Wimbledon victory. In 2014, building on the successful 2013 pilot, the LTA, local County Associations and CSPs supported an incredible group of volunteers and coaches from over 1200 venues to run 2000 free tennis events across Britain, attracting over 54,000 session bookings online via the GBTW website.

## What is different this year?

2015 will be a year of continuous improvement – with areas of focus being technology and marketing. We will improve the website (based on feedback from the venues) and invest more time and resource in the marketing campaign to generate considerably higher awareness of GBTW (3% at peak in 2014).

The events will continue to be driven by venues, the local experts! The LTA with help from the County Associations and CSPs will provide support in the following areas:

* Training, guidance and on-going support
* Technology to make administration and promotion as simple as possible
* Marketing and media engagement to make sure people know about the GBTW

Training for venues in 2015 will be provided through the club and coach forums in Feb/Mar 2015.

Based on feedback received in 2014 guidance will be produced detailing the LTA marketing activities that will be undertaken on behalf of the venues – enabling Counties, Clubs, Parks and other venues to add value beyond the core marketing campaign.

## What do we want to achieve?

The primary objective of GBTW is to support venues to attract and recruit more players, help them to play regularly and ultimately have a great time in the sport.

In 2015 we are seeking to:

* Significantly grow awareness of GBTW from 3% in 2014 to over 10% in 2015 – this is an ambitious target but we can do it!
* Increase overall player satisfaction (very satisfied) from 69% to 75%
* Increase visitors to the website and therefore the number of people signing up for an event online from an average of 13k per weekend to 20k
* Improve LTA support to venues, with a particular focus on converting GBTW participants into regular tennis players

## What support does the LTA need from CSPs?

The LTA needs support in raising the awareness of the campaign (as mentioned above) and hopes to take advantage the vast reach that CSPs media channels have across the country.

* The CSPNs MarComms team and the LTA have agreed to prioritise the campaign and are preparing plans to encourage CSP involvement.

## What support will be on offer from the LTA?

#### Marketing campaign

* 2015 launch event in May ahead of the first weekend
* Nationally coordinated marketing plan – to be communicated in advance to Counties, CSPs, Regional Teams and venues to avoid duplication of effort
* National media engagement throughout, peaking ahead of each of the three weekends

#### Website and Checkin App

* Central website and booking system which all campaign traffic will be directed to with a number of enhancements based on feedback in 2014:
  + Ability for venues to add more content to the individual event web pages to enhance the participant experience; pictures of the venue, logo, facilities, directions, special instructions, offers.
  + Ability for venues to choose the order that activities appear on individual event website pages
  + Improve the registration feature to make user friendly for venues and increase data capture & quality
  + Address how family groups are recorded in the system to provide greater transparency on the number of people attending each event for venue administrators.
  + Address the issues around the offline (paper-based) data capture process.
  + Improve the filtering of visible events when searched for i.e. allow search capability based on session type, maximum distance from location entered or date.
  + Ability to sort results.
  + Ability to sign up to attend an event without specifically choosing a session.
* As we did in 2014 we will again provide a Check-In app to help venues manage the registration process on the day. Based on your feedback we are aiming to get the app working on iPhones in addition to the existing iPad version

#### Resources

* CSP campaign pack to guide and coordinate the campaign.
* Updated GBTW guide, with guidance on pre, during and post event activities
* Access to professionally designed, customisable marketing materials through mytennistoolkit.com (posters, leaflets, banners etc)
* Event t-shirts for volunteers and prize packs / giveaways
* Digital assets for use on venue websites and social media platforms
* Incentive and reward scheme to provide a little extra motivation!

#### Training

* CSP colleagues involved in MarComms will be offered training to help encourage support for the campaign.
* Volunteers and coaches will have access to training and guidance as part of the forums in Feb/Mar
* On-going guidance from the LTA Participation Team, County Associations and CSPs

## What do venues need to do to get involved?

* Run a GBTW event on one or more of the 3 weekends – venues can run an event on another day but please be aware that our marketing campaign will target the 3 published weekends
* Commit to running all on court tennis sessions for FREE to the public at the event
* Use the central website to promote events and take advance bookings
* Following the event help us to measure the impact across the UK by uploading your results to the website
* Provide relevant follow up opportunities for participants to encourage them to play again at your venue

## Ideas to enhance GBTW in your County

Many County Associations and CSPs supported GBTW in 2014, adding value to the campaign by supporting local clubs with additional marketing, training and support.

We have collated a number of examples of best practice to help you plan your support for GBTW in 2015.

1. Adverts on business payslips – Local Authorities are a good starting point
2. Posters in local leisure centres delivered good numbers in 2014 as it’s a good way to reach families
3. Run promotional events in town centres the weekend before GBTW, inviting the local clubs to attend and promote their own GBTW
4. GBTW grant scheme to help clubs promote their event locally
5. Sportivate funding to support local activities that can be used as follow on opportunities from Great British Tennis Weekend (GBTW).
6. Use networks and connections to promote GBTW in your county through local businesses
7. Use networks and connections to recruit local ambassadors e.g. local MP’s
8. Run a local league table with prizes for the clubs that get the most new players through the door

These are just a few ideas which hopefully you can build on with assistance from your local regional tennis team to create the right plan for your county.

## GBTW 2015 Operations Timeline

The table below highlights the key dates and actions for that will support the effective operation of GBTW 2015. We hope this is a useful template to follow throughout the campaign.

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Action** | **Responsibility** | ✓ |
| 5 Jan | Regional Participation Team briefing pack distributed | GBTW Project Team |  |
| 14 Jan | County Association briefing pack distributed | Regional Teams |  |
| 15 Jan | Email to all LTA Registered venues promoting GBTW 2015 & the venue forums (March) | GBTW Project Team |  |
| 23 Jan | CSP briefing pack distributed | CSP Project Team |  |
| 16 Feb | Marketing and Communications plan distributed to Regional Teams | GBTW Project Team |  |
| 16 Feb | Marketing and Communications plan distributed to County Associations & CSPs | Regional Teams |  |
| wc 16 Feb | Commence planning with County Associations & CSPs | Regional Teams / County Associations |  |
| wc 16 Feb | Venue resource pack delivered to agreed regional location in preparation for the March forums | GBTW Project Team |  |
| 28 Feb | Create draft CSP GBTW Campaign pack for next CSPN MarComms meeting (March 3rd) | CSP Project Team |  |
| 16 Feb | GBTW Media Pack to be distributed to Regional Teams, County Associations & CSPs | GBTW Project Team |  |
| 2 Mar | Communicate website live for venues to register their events | GBTW Project Team |  |
| 3 Mar | Present & discuss campaign planning with CSPN MarComms team. | CSP Project Team |  |
| Mar 16 - 17 | LTA attend 2 day CSP Convention to promote CSP involvement in GBTW | CSP Project Team |  |
| 1 – 31 Mar | Deliver venue forums and promote venue registration | Regional Teams / County Associations |  |
| 1 – 30 Apr | On-going contact with venues to promote registration | Regional Teams / County Associations |  |
| Mar – Aug | Send preparing for your event email after each new venue registers their event – automated via ClubSpark | GBTW Project Team |  |
| 15 Apr | Communicate website live for participant registration | GBTW Project Team |  |
| 29 Apr | Deliver GBTW Campaign workshop at CSP National MarComms Training | CSP Project Team |  |
| 12 May | GBTW 2015 media launch event | GBTW Project Team |  |
| 4 - 17 May | Marketing activity for GBTW 1 | GBTW Project Team |  |
| 11 May | Send final checklist email to participating venues | Regional Teams |  |
| 16 & 17 May | GBTW 1 | ALL |  |
| 18 May | Send post event email to participating venues | Regional Teams |  |
| 18 May | Send participant survey | GBTW Project Team |  |
| 3 Aug | Send venue survey | GBTW Project Team |  |
| 1 - 14 Jun | Marketing activity for GBTW 2 | GBTW Project Team |  |
| 8 June | Send final checklist email to participating venues | Regional Teams |  |
| 13 & 14 Jun | GBTW 2 | ALL |  |
| 15 Jun | Send post event email to participating venues | Regional Teams |  |
| 15 Jun | Send participant survey | GBTW Project Team |  |
| 3 Aug | Send venue survey | GBTW Project Team |  |
| 20 Jul – 2 Aug | Marketing activity for GBTW 3 | GBTW Project Team |  |
| 27 July | Send final checklist email to participating venues | Regional Teams |  |
| 1 & 2 Aug | GBTW Weekend 3 | ALL |  |
| 3 Aug | Send post event email to participating venues | Regional Teams |  |
| 3 Aug | Send participant survey | GBTW Project Team |  |
| 3 Aug | Send venue survey | GBTW Project Team |  |