

YORK TENNIS CLUB CASE STUDY FOR "PAY & PLAY".

In May 2020, York Tennis Club applied for funding for the installation of gate access technology from the LTA. The club were fortunate enough to receive the approval from the LTA and received a grant for its installation. Part of the agreement with the LTA was that the club had to sign a contract with CIA Fire and Security for the annual maintenance, support and servicing - the cost of this currently is £957 per annum.

As the club had a Smartgate allowing members to be given a code to access the courts, we thought we could make the courts more accessible by offering a 'Pay and Play'. The idea being that non-members could book and pay for a court (three days ahead), as a way of increasing court usage in off peak times and attracting extra revenue for the club. Anyone booking the courts receives a unique one off access code to enter the courts.

Fully paid-up club members can book ten days in advance and overall, there haven't been any real complaints from club members about the non-members accessing the courts.

York Tennis Club initially charged non-members £8.00 per hour for a court, plus any extra for light fees. Currently the club charges £10 per hour plus lights when needed, which is amazing value especially when four players can use the court!

Since starting this venture, the club estimates the revenue generated is around £2,000 - £2500 per annum. This covers the cost of the CIA contract and attracts more footfall to the club. It's hard to say how many non-members have joined the club since starting the Pay and Play option at the club, but it has certainly raised the club's profile locally.

Pay and Play has definitely been worthwhile for York TC and attracts some much-needed extra cash for the club; we would advocate other club's giving it a go!

Margaret Whitehead