

CASE STUDY - FLITWICK LEISURE CENTRE

Teddy Tennis brings 2-5's (and their families) to Milton Keynes Leisure Centre in Profitable Kids' Club.

"Children's programmes are the biggest opportunity for a leisure centre," says Nick Raper, Teddy Tennis franchisee and Head Ted at his classes at Flitwick Leisure Centre near Milton Keynes, "and Teddy Tennis is the ideal fit."

Teddy Tennis at Flitwick Leisure Centre

Price per lesson: £7.50

Average no. of children per class: 12-16,

Maximum no. of children per class: 20

Classes per week: 7

Annual revenue: up to £30k



All-comers

Parents are always keen for their children to try new things, and with the constant traffic of a leisure centre, marketing and advertising is extremely straightforward. Teddy Tennis HQ provides eye-catching resources such as flyers, pull-up banners, and support with social media.

Teddy Tennis is the perfect balance of affordability and value for families, with sessions at Flitwick Leisure Centre costing £7.50 for a 50-minute class. Nick runs classes throughout term time and school holidays, offering continuity for the children and revenue throughout the year.

Teddy Tennis is an international business that serves its children ("Cub Cadets") with a unique, engaging mixture of pictures, music, and animations as teaching tools to explain and accompany the exclusive Teddy Tennis games. The blend of activities helps children to learn and develop their hand-to-eye, movement, and racquet skills from their first weeks of attendance, even for the very youngest Cub Cadets.



Info Box:

The Flitwick Leisure Centre Teddy Tennis classes are run by Head Ted (Teddy Tennis Coach) Nick Raper as part of his Teddy Tennis Franchise in Milton Keynes and Surrounds.

The Teddy Tennis programme can also be delivered under license by sports centres using their own staff, and with full training from the Head Teds at Teddy Tennis HQ.

When run under licence or through franchisee booking, Teddy Tennis will increase footfall and bring additional indirect benefits. Children grow in confidence and ability from the very earliest weeks of attendance, and become familiar with the sports centre environment from a young age.

Get in touch with Head Teds Steve or Richard at Teddy Tennis HQ to find out how you can help children get active and grow their confidence with Teddy Tennis in Leisure Centres.





Rewarding Progress

Nick makes full use of the available Teddy Tennis reward schemes of collectible stickers, medals, certificates and balloons from Teddy Tennis HQ to inspire and motivate the children, keeping them coming back for more every week. Nick has run his Milton Keynes classes since July 2015, and has seen many Cub Cadets complete the entire 4-year programme, even bringing along older siblings in the 6-8-year-old age range.

Off-Peak Footfall Ace

In hosting Teddy Tennis classes for preschool-age children, Flitwick Leisure Centre makes use of the facilities and staff resources during weekday mornings and afternoons, with two preschool classes run during the day on Tuesday. With weekdays being quieter time periods for sports centres, Teddy Tennis brings footfall and revenue to the leisure centre during off-peak hours. For Nick, the quieter weekday timetable means that he can run the classes at times that suit his Cub Cadets (and their families) for strong attendance.

Additional Benefits

In addition to the direct benefits of hosting Teddy Tennis, there are also plenty of indirect benefits for Flitwick Leisure Centre. Teddy Tennis is not a 'parent and child' activity, but parents and carers of

younger children stay at the leisure centre during the class to meet friends and use the onsite café facilities while they relax and socialise. This brings additional revenue to the sports centre through food and drink sales, to an estimated value of £100 each Saturday. For older children, typically 5 and above, parents and carers make use of the gym facilities during the Teddy Tennis class, and following the class Nick estimates that around half the families take their children swimming, bringing an additional £150 per week to the leisure centre.

Advantage Teddy Tennis

Teddy Tennis sessions at Flitwick Leisure Centre have faced few barriers to success. With word of mouth and regular footfall to the sports centre ensuring fast-growing classes, the enjoyment of the children guarantees regular attendance. The only challenge for Nick has come when other sports clubs for pre-schoolers are available during the same hours. However, the unique Visual Auditory Kinetic teaching style of Teddy Tennis, and the consistently high quality of delivery means that Teddy Tennis has successfully held its own, even when other preschool sports clubs are available. Hosting Teddy Tennis classes at Flitwick Leisure Centre alone generates £30k of annual revenue for Nick's franchise.

What the Parents say:

"My daughter was so shy and she is so confident now, she loves playing tennis. My son is only 2 but Nick and Chantel managed to teach him too. Brilliant! Highly recommend"

