

HOW TO PING! YOUR TOWN OR CITY

2021



PING!



A SHORT HISTORY OF PING!

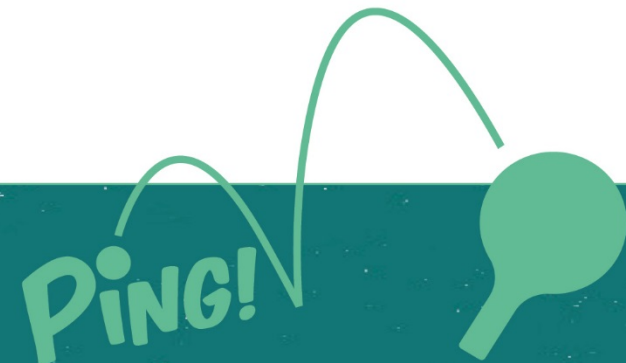
- 2010 – Launched in London. 100 Tables, high profile locations. 4 weeks.
- 2011 – Hull & Birmingham.
- 2012 – London + 5 other major cities to coincide with Olympics
- 2015 – Handed over to TTE. Emphasis shifts from one-off participation towards regular participation
- 2015 – 16 – TTE launch Loop at Work, Ping in the Community and Ping Pong Parlours
- 2017 – Ping! now funded by Sport England's Mass Market Funding Initiative. Project balances scale with behaviour change / social impact.
- 2019 – Ping! Review undertaken. Delivery model updated to reflect needs of Partners.
- 2020-21 Covid-19 presents new challenges for the project. Working in collaboration with local partners, 'play at home' packs to disadvantaged families. Ping Pong Parlours were forced to temporarily close, but outdoor ping pong became a popular pastime as indoor venues



OUR VISION & STRATEGY

We envisage a future in which everyone leads a balanced lifestyle and enjoys the many benefits of social or competitive sport; however, we recognise that everyday life can get busy and complicated and it's easy for other things to take priority, so;

All of our work is based around the simple concept of taking **ping pong to the people**



WHAT IS PING! TODAY?

Ping! is the collective name for a group of projects and programmes that take ping pong to the people.

These projects are all designed to remove the barriers to sport and physical activity by creating an infrastructure of great places to play, and building the network of people and partners to shape people's behaviour for years to come.

PING! PARTNERSHIPS

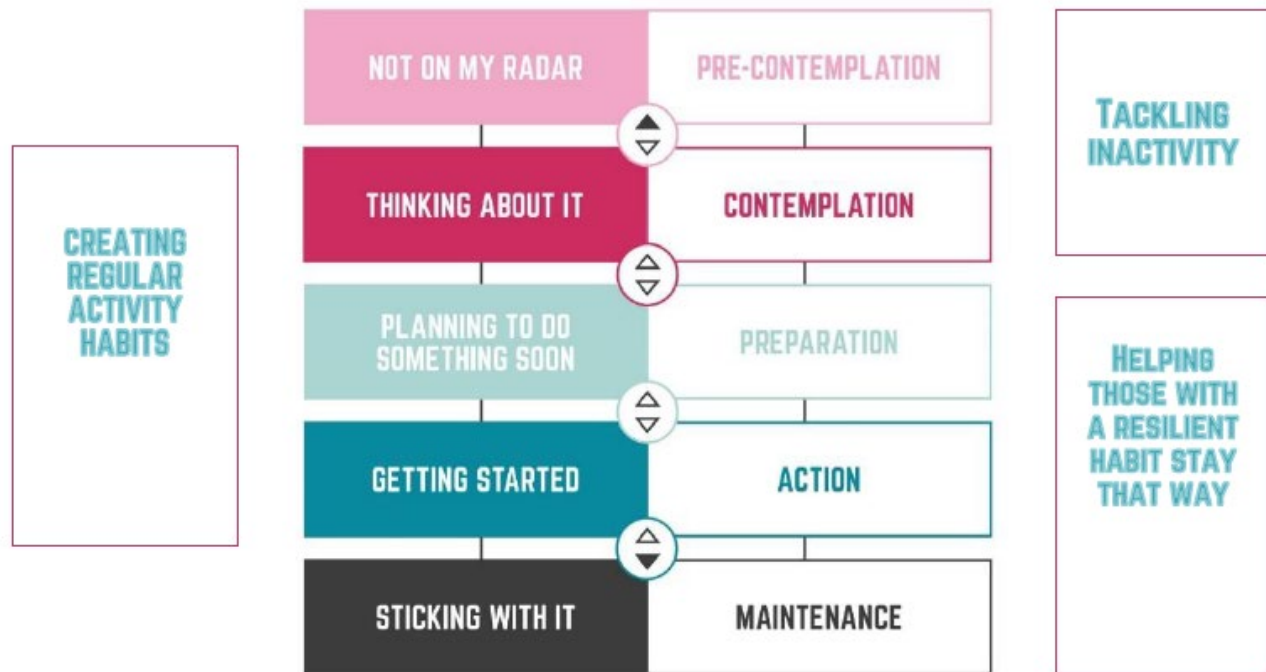
Table Tennis England offer much more than grant funding for projects.

- Help to develop a strong strategy and project plan that enables the development of a network of great places to play and partnerships to shape behaviour in the long-term
- Help identifying and securing funding if needed
- License to use a high profile 'brand' and be part of a national movement
- Support to use TTE projects to build a sustainable infrastructure
- Ongoing support from our team + troubleshooting
- Social media, website and marketing support
- Links with other NGBs and local table tennis initiatives
- Great prices on suitable tables
- Special rates for repairs and replacement parts
- Promotional materials and templates
- Help with public liability insurance where required
- Guidance and best practice for assessing risks and hazards

SPORT ENGLAND CONTEXT

“We seek to increase the number of people who engage in sport and activity, not for its own sake but for the wider benefits it can bring, in terms of physical and mental wellbeing and individual, community and economic development”

Jenny Price, Sport England



THE IMPACT OF OUR WORK

- 60 % Participants previously inactive
- 20 % Participants have a disability or long-term condition
- 40 % Female Participants
- Engage hard-to-reach demographics and marginalised groups:
 - Elderly
 - Youths
 - B&ME Groups
 - People from areas of deprivation
 - People with mobility issues
 - People with mental health issues

The Future of Ping!...



The collective name for a family of projects that can be used to create a network of great places to play table tennis and the social infrastructure to shape people's behaviour for years to come

All our energy will be focussed on long-term impact and behaviour change

Clarity and achievable goals

- It's important you set out clear aims and objectives.
- These must be SMART and link back to your strategic priorities
- Be realistic about the time, expertise and budget available
- Armed with all this, we can help you use our recreational table tennis projects to build deliver the results you're after.



PROJECT BUILDING BLOCKS

**NEW PUBLIC
TABLE LOCATIONS**

**ACTIVATION OF
EXISTING TABLES**

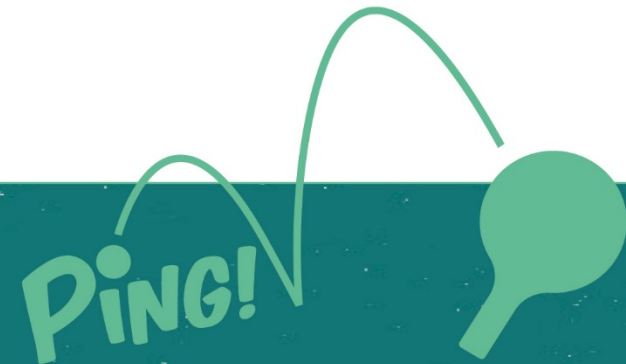
**PROMOTIONAL
CAMPAIGNS**



**PING PONG
PARLOUR**



#INTHELOOP
keepintheLOOP.co.uk



NEW PUBLIC TABLES

- Create visible and accessible places to play,
- Choose high profile locations or places of strategic importance,
- Integrate with existing attractions and street furniture
- Link into existing community networks
- Give the project a public presence



ACTIVATE EXISTING TABLES

- Map and audit existing table tennis tables and facilities
- Research to understand local ownership and utilisation
- Explore ways to get more value from these existing locations and bring them into the project
- Develop local partnerships to activate tables, develop local ownership and build communities of regular players



EVENTS & PROMOTIONAL CAMPAIGNS

- Events and promotional campaigns can help make your project visible
- In year 1, you want as many people as possible to notice the tables and be aware there's something bigger going on
- These short-term actions can be the catalysts for long-term partnerships and opportunities.
- Events can become time consuming to execute to a high standard. Find a good balance





PING PONG PARLOUR



Ping Pong Parlours make it easy to transform vacant retail spaces into pop-up sports and social venues in city centres. Table Tennis England can set these up through direct partnerships with shopping centre managers.

Parlours were forced to close during the covid-19 but are gradually reopening.

To date (August 2021) 14 parlours have reopened.

Winner of the 2021 Activation Award in the prestigious ukactive national awards



75%

revisited after
the first visit



28%

visited a Parlour
once a week



32%

went on to play table
tennis at another
venue

PING PONG PARLOURS

49%

increased their
activity levels

32%

moved along Sport
England's behaviour
change model

29%

at a leisure
centre

24%

at a club



19%

have taken up
another sport or
activity



69%

now
classed as
'active'



PING IN THE COMMUNITY



Ping in the Community makes it easy for you to create a network of active communities across your town or city.



LOOP AT WORK



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Loop at Work creates a really simple way for you to create a network of active workplaces across your city.



What now?

If you would like to bring Ping! to your town or city, whether this is with a network of outdoor tables, a Ping Pong Parlour, Ping in the Community project(s), or a combination of all these strands; please in the first instance email:

ping@tabletennisengland.co.uk to register your interest.