



AUTUMN 2021

REPORT

Together we bring TT Kidz to life!



Introduction

TT Kidz aims to provide a fun, engaging and inspiring first experience in table tennis for children aged 7-11 and is delivered by a network of clubs up and down the country.

The main reason clubs sign up to deliver the programme is to support junior growth in table tennis and as this report highlights, TT Kidz is proving to be an effective model to do that.

As the programme grows and evolves we are now seeing TT Kidz 'graduates' moving into being full club members and embedded in the table tennis community. Bankfields Primary School in Middlesbrough have qualified a boys and girls U11 team for the first time at the 2022 National Schools Team Finals. 6 of the 8 players began their table tennis journey with TT Kidz!

Halton Table Tennis Club now have players playing in their National Cadet League teams as well as players ranked in the top 10 in the country for their age groups.

Table Tennis England are keen to support any Premier Club deliver a TT Kidz project and we provide training, lesson plans and marketing support to help grow your programme.

For more information, please contact ttkidz@tabletennisengland.co.uk

Chris Turner
Youth Participation Lead.

Autumn 2021 Summary



29 Venues

390 Participants

11% with a disability

30% Girls

41% from ethnically diverse communities (based on survey responses)



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Survey Highlights

87% became club members or would like to

93% children want to play more table tennis after TT Kidz

98% Children found the sessions fun

NPS Score + 80

99% Parents satisfied with the equipment and value for money

Customer Experience score of 91%*

*Customer Experience Score was based on Sport England funded mystery visits across three programmes.

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What is an NPS Score of +80?

NPS – Net Promoter Score is a customer loyalty and satisfaction score based on the question of how likely they are to recommend the programme to others on a scale of 0-10.

The index ranges from -100 to +100 and anything above +50 is considered an excellent score!

This question was asked of parents, participants and club providers with +80 being the average score. This demonstrates that clubs would recommend other clubs using TT Kidz to grow their junior sections. 100% of clubs in this phase said they would like to deliver TT Kidz again!



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The Venues

Club / Venue	County / City	Price	Participants
Archway Peterborough	Peterborough	£20	10
Bath Street Marine	Liverpool	£37.50	12
Blackpool TTC	Blackpool	£37.50	10
Burton Table Tennis Club	Lancashire	£37.50	5
Cheslyn Hay TTC	Walsall	£37.50	11
Chelmsford TTC	Chelmsford	£37.50	14
Cleeve Park TTC	Kent	£50	16
Colebridge TTC	Solihull	£37.50	10
Corby Town	Northants	£20	11
Ellenborough	London	£37.50	8
Graham Spicer TTC	Surrey	£37.50	10
Goodwin TTC	Hull	£20	13
Halton TTC	Widnes	£20	20
Hockley TTC	Essex	£37.50	9
Knighton Park	Leicester	£37.50	30
Northfield	Stockton	£37.50	4

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The Venues

Club / Venue	County / City	Price	Participants
Nottingham TTC	Nottingham	£37.50	10
Ormesby TTC	Middlesbrough	£20	59
Ramsbottom TTA	Bury	£20	15
Rougham TTC	Bury St Edmunds	£37.50	10
Sawtry TTC	Cambs	Free (subsidised by the club)	16
Smash Kettering	Northants	£20	7
Cleeve Park TTC	Kent	£50	16
St Luke's	Lancashire	£37.50	11
St Mary's TTC	Hull	£20	17
Stratford-upon-Avon TTC	Warwickshire	£37.50	10
TT Rother	Hastings	£20	8
Torbay TTA	Torquay	£20 (subsidised by the club)	10
Westfield TTC	Northants	£20	7
Whittlesey TTC	Cambs	£37.50	17

Table Tennis England reduced the price to £20 for venues operating in the top 20% deprived areas based on IMD* measure.

*IMD – Index of Multiple Deprivation is a measure of deprivation used by Sport England.

The TT Kidz Model

Step 1 – Club signs up to deliver TT Kidz. This can be either a mixed session or a girls only session.

Step 2 – Club confirms venue details with Table Tennis England. It doesn't have to take place in your usual club setting but could be a satellite of your club in a local school.

Step 3 – A price for the programme is agreed based on local demographics

Step 4 - Recruitment begins. Your club will benefit from localised paid Facebook Ads and targeted emails to members in the area. Booking can be done through our centralised booking page or local recruitment working with partners, e.g. a school.

Step 5 – When a booking is received, Table Tennis England send kit bag to the participant's home address.

Step 6 – Club delivers an eight-week block to a group of excited children

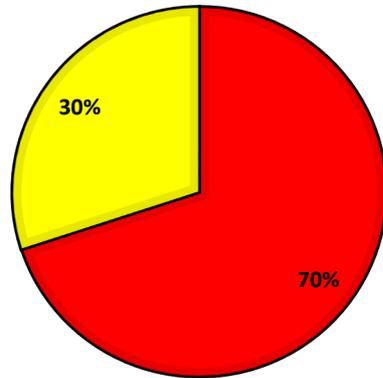
Step 7 – Table Tennis England give the club £20 for each booking. In the Autumn 2021 phase clubs received an average of £260 for the eight weeks.

Step 8 – Your club has a new group of juniors

The Participants

GENDER SPLIT

■ Boys ■ Girls

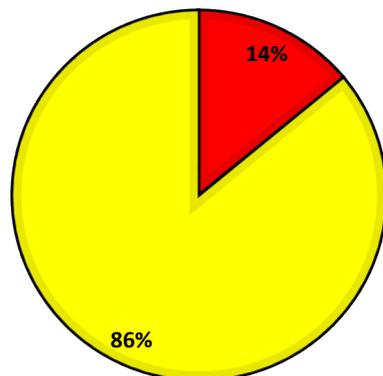


30% girls participating in TT Kidz highlights the potential of the programme in engaging more females into table tennis.

This is consistent with other phases showing more work needs to be done to increase gender parity such as girls only projects

LOW SOCIO ECONOMIC GROUPS

■ Top 20% IMD ■ Outside top 20%



In the reduced programmes (page 6-7) 32% participants came from a top 20% IMD Postcode

*IMD – Index of Multiple Deprivation is a measure of deprivation used by Sport England.

How far are participants travelling?



Average distance
4 miles



Average travel time
11 minutes (by car)



Highest average
distance
6.4 miles



Highest average travel
time:
18 minutes

This has implications on marketing efforts in terms of being more specific with things such as Facebook Ads to ensure they are reaching people in the immediate vicinity of the venue.

For clubs wanting to further grow their junior membership they may wish to consider trying to partner with a local school to see if a TT Kidz project could be delivered there as well as the club's traditional venue.

Marketing

Table Tennis England supported clubs once again with Facebook Ads which were responsible for 40% of bookings.

The sessions with the highest number of participants were very proactive in their local area especially in terms of links with schools.

76% of parents booked their child(ren) on because their child(ren) expressed an interest.



Top Tip

A top tip from Knighton Park was to give flyers to a school in bundles of 30 so the school reception can very quickly hand a bundle to each class teacher. Schools may also send flyers out electronically.



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Quotes

“Successful programme. We converted all 10 participants into Junior club members.”

TT Kidz Activator

“It just shows with a bit of time, organisation and a few team members what can be achieved in our game and getting youngsters playing at a young age.”

TT Kidz Activator

“Great sessions. The team who ran the programme were excellent. My child felt at ease from day 1. Now she plays well and is inspired to carry on playing. Big Thanks to the organisers.”

Parent

“The TT Kidz was amazing for the kids, this was credit to the coaches and the agenda. Very impressed.”

Parent

Case Studies

The TT Kidz Autumn 2021 phase demonstrates that TT Kidz continues to be a positive experience for children and young people. The potential of the programme to grow junior participation and support clubs is also evident.

This phase has also taught us much around how far people travel which can support our marketing for future phases as well as best practice case studies:

[Sawtry TTC – Working with Schools to recruit participants](#)

[Ormesby TTC – Girls Only Programme](#)

Video

You can see a video summary of the Autumn 2021 TT Kidz phase [here](#)

Want to find out more?

Contact the TT Kidz Team

ttkidz@tabletennisengland.co.uk



AWARDS
2021
HIGHLY COMMENDED

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