



CLUB SUCCESS STORY

‘TEAMWORK MAKES THE DREAM WORK: HOW COLLABORATION IS DRIVING TENNIS SUCCESS’

Teddington Lawn Tennis Club

Teddington Lawn Tennis Club (TLTC) was established in 1908, well over 100 years ago, in Middlesex (London Borough of Richmond).

This six-court award-winning club boasts six men’s and six ladies’ teams in summer leagues, three vets’ teams and six junior teams. Through dedicated campaigns, membership has grown consistently and steadily from 320 in 2008 to 600+ in 2020, an impressive increase of 84%.

BACKGROUND

TLTC has a very successful coach and committee dynamic which optimises initiatives such as marketing, membership, measuring success and future goal setting. This inspiring case study outlines how ‘teamwork makes the dreamwork’ through the sharing and understanding of responsibilities, skills, pain points and achievements.

“Both coaching and volunteering can be demanding and undervalued at times. However, with mutual support between coach and committee, both roles can be very rewarding, shaping the future of the club and ultimately the game. Together we ensure TLTC is on track financially and providing the best tennis environment, whilst also planning for the future.”

Anthony Mills, Head Coach and Membership Secretary



CORE INITIATIVES

- Aims and objectives of coaching and club programme agreed with Head Coach, President, V.P, Secretary and Treasurer present.
- Attracting new members through LTA initiatives including Tennis Xpress for adult beginners, Tennis for Kids and Big Tennis Weekend.
- Improved marketing and social media presence instigated jointly by Comms/Social Secretary and coaching team.
- Interaction with members (particularly important during lockdown) with fun games and challenges.
- Community outreach: free coaching at local schools and school fetes plus free ‘tennis at home’ videos for 44 schools in the Richmond borough. 90 school children invited to a tournament at the club.
- Defined nurturing approach for membership enquiries including follow up within 24 hours, invitation to meet coach and/or captain and experience the club’s social side.
- Inclusive club championships (including Mini Tennis) over a weekend with 36 finals and party to finish.



MEASURING SUCCESS

The coaching team and committee carry out an annual review against objectives. New aims are agreed, incorporating the coaching and club programme, income and membership.

Recent stand-out successes include:

- Circa 190 extra members joined due to introduction of new membership categories, including young adult and improver (off-peak)
- 2020 saw an income increase of £40k+ and membership growth of 44%, despite the pandemic
- Increased diversity in membership, including more females
- Strong financial governance has assured income streams from membership, visitor fees, sponsorship and bar
- Healthy sinking fund and cash flow
- TLTC won the prestigious LTA Club of the Year (Middlesex) award in 2020, one of their longer-term goals which they achieved ahead of target!



“The coaches and committee at TLTC take a proactive, modern team approach and are always aiming higher, so we were delighted to win LTA Club of the Year (Middlesex) in 2020! We are currently looking at improving girls’ and women’s tennis participation, optimising membership acquisition and retention and ensuring we achieve the club’s annual objectives. Even as the committee evolves, the club continues to go from strength to strength thanks to our strong foundations, enthusiasm for the game and forward-looking ability.”

Scott Helyer, President



TOP TIPS for a Successful Club

TLTC’s successes are underpinned by an inspirational and motivating management and volunteer team (past and present).

The committee trust the Head Coach’s expertise and knowledge of the tennis community, and committee members are skilled to help run the club well. Their five top tips are below.

1. Include coaching team member(s) on the board – Head Coach Anthony is also the Membership Secretary
2. Advocate inclusivity and diversity. Once a member has met seven people, they are more inclined to retain and enjoy their membership
3. Aim for a mix of social, competitive and coaching events to keep all ages and abilities engaged, for example club championships, regular themed socials, team tennis, Curry Cup 29 & Unders v 30 and Overs
4. An annual review helps analyse where you are, where you want to be and how to get there as a team. Never stop improving
5. Above all, everyone deserves respect, appreciation, recognition, support and love!



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