



## CLUB SUCCESS STORY

# ‘A CLUB AND COACH RELATIONSHIP DRIVING TENNIS SUCCESS’

*Ipswich Sports Club, Suffolk*

Set in six acres of tranquil grounds just north of Ipswich town centre lies Ipswich Sports Club, offering indoor courts, outdoor floodlit courts with seasonal air dome, gym, studio, seven squash courts, hockey pitch, bar and function facilities. Ipswich is a very friendly and sociable club, winning the title of LTA National Tennis Club of the Year in 2018.

The club is managed by Andy Yorke who has been involved at Ipswich Sports Club for over 11 years and puts the club’s success and harmonious running down to close cohesion between coaches, committee and partners. The club management and volunteers have worked hard to build positive relationships with the LTA, Suffolk LTA, Ipswich Borough Council, Local Parks Boards, the Tennis Foundation, local clubs, schools and charitable organisations including the Elena Baltacha Foundation and Tennis for Free.

## OPERATING MODEL AND VISION

The coaching team includes a part-employed/part self-employed Tennis Manager, a self-employed Academy Head Coach and a team of club coaches. Andy works closely with the coaching team and sets their contracts, budgets, KPIs and offers support when needed.

The management and coaching team share a vision to open tennis up to all and offer a range of activities, courses and new sessions including disability sessions, beginner and introductory sessions, outreach (including schools coaching and free tennis in the local park and sports centres), club and junior sessions and a year-round junior academy.



## INITIATIVES

Together, the team work hard to build revenue streams for the club to reinvest back into facilities. These include:

- A court hire charge for indoor and outdoor use by the coaching team
- External hire of the courts to local organisations
- Events driven by the Tennis Manager for the Club, including tournaments, parent-child tournaments, tennis camps and social events
- Finding sponsors and securing sponsorship
- Income generation from the academy, junior and adult programme and community /outreach programme

# 30%

 increase in disability participants

## SUCCESSSES

Impressive successes during the year included 138 new tennis members, £165,000 of tennis activity revenue (excluding membership) and a participation increase of 30% across the disability, community, club and academy programmes.



## TOP TIPS

Drawing on his club and tennis management experience, Andy's tips for on-going collaboration include:

- Regular coaching and management meetings to share ideas, club updates and address any issues
- Support for the club from coaches attending key events including open days and assembling equipment (such as the air dome)
- In return, the club can support the coaching team by providing a court booking service, court maintenance, equipment, publicity and promotions (via social media and newsletters for example)
- Share the challenges as well as the successes!



*“It’s very much a team effort at Ipswich Sports Club. The success of the coaching and management team relationship is down to teamwork, recruiting the right coaches, following an agreed plan and two-way communication.”*

**Andy Yorke**  
General Manager

## FOLLOW US FOR MORE

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