



CLUB SUCCESS STORY

‘LEVERAGING FUNDING AND LOCAL PARTNERSHIPS FOR CLUB MERGER SUCCESS’

The City of Peterborough Tennis Club

The City of Peterborough Tennis Club is situated at the Peterborough Town Sports Club, Bretton Gate, on the north west side of Peterborough. It was formed early in 2016 through the merger of Peterborough City Lawn Tennis Club and Peterborough Town Tennis Club.

Initial discussions regarding the merger started back in 2003, when the Peterborough Town Tennis Club was struggling to attract more than 25 members to its deteriorating hard courts, and the Peterborough City LTC had inadequate grass court facilities. The sale of land by the latter which led to the merger took over a painstakingly 12 years to complete but the club emerged stronger than ever due to a mix of securing funds, building partnerships and reaching out to a diverse community of prospect members. It is now running close to capacity with further expansion plans.





SUCCESSSES

The club now has three floodlit macadam courts and a two-court dome for indoor play all year round with retractable sides for natural light and ventilation in summer, and associated improved infrastructure.

Peterborough has a rapidly growing population with diverse ethnicities and the club leveraged community links to reach out to local prospects with targeted offers. By offering over 600 coaching taster sessions with i2c, club membership is now at an impressive 270 adults and 210 juniors and the coaching team has grown from one to three full-time and 4 part-time coaches. The programme includes a range of sessions including TennisXpress for new or returning adult players, subsidised by grants from Seniors Tennis GB, with a healthy 30% membership conversion rate.

The club has established links with the local University of the Third Age (U3A) to form a touchtennis group and patients from the nearby hospital in-patient mental ward walk down to the club to play organised touchtennis. It has also worked with i2c to grow tennis provision in primary schools. The club leverages these local links for promotional opportunities, as well as using LTA resources such as ClubSpark, Tennis for Kids and Great British Tennis Weekends. Testament to their hard work over the years, the club, coaches and volunteers have won several awards including Cambridgeshire Club of the Year and LTA East Region Club of the Year.

The club has a strong competitive and successful presence in various competitions including three mens, ladies and mixed teams in the prestigious Hunts & Peterborough Tennis League.

The club's mission is 'to promote and encourage playing and enjoyment of tennis for all ages, abilities and backgrounds to the population of Peterborough and surrounding area' and it certainly is fulfilling this. Its next ventures are to double capacity by building more indoor courts and complete a gate access installation that will make the venue more accessible to potential players. The Club has been working with the LTA to apply for a Quick Access Loan to support the indoor developments as well as a gate access grant to support the gate access installation.

'After over ten frustrating years of planning and exasperating set-backs, the last three years since the completion of the new facilities have been thrilling. It's been such a pleasure to get to know all our new members and to start to help satisfy the huge demand for tennis that exists in Peterborough. We are really looking forward to expanding our facilities so we can cater for more tennis players and their various requirements.'

Bill Skead, Tennis Section Manager



FUNDING INITIATIVES

Income derived from the sale of the aforementioned land was in excess of £328,500.

With the help of Cambridgeshire LTA, the club took a dedicated approach to funding applications, securing £68,000 from various bodies for floodlights and court resurfacing:

£43k
from Sport England

£15k
from Cambridgeshire LTA

£10k
grant from the Augean
Community Fund

At completion stage of the merger there were still no junior members and no coaches, so the club formed a successful partnership with i2c tennis (inspire2coach). A combination of grants and funding from the LTA, Cambridge LTA, Sport England and their own club funds enabled the launch of a varied coaching programme.

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