



CLUB SUCCESS STORY

‘COMMUNITY OUTREACH STRATEGIES TO ACHIEVE THE CLUB’S DEVELOPMENT PLAN’

Shooters Hill Lawn Tennis Club

Shooters Hill LTC (SHLTC) in London was formed in 1927 and was initially part of the Shooters Hill Golf Club before becoming independent in 1967. Working in partnership with the LTA as a Focus Club, it serves local people with opportunities to play competitive and social tennis.

BACKGROUND

Several years ago, the SHLTC Board of Directors developed a five-year business plan for sustainable membership growth to improve facilities (including disability access) and the coaching programme. Its target was to increase the membership base from 430 to 600 using community outreach to drive the plan forwards.



INITIATIVES

The club Directors and Head Coach dedicated themselves in a volunteer capacity to develop local links and secure funding to achieve their facility develop plans.

Their strategy included working with 12 local primary schools to deliver in and out of curriculum tennis sessions (during the school day and in after school clubs) with a pathway back to the club's junior coaching programme. The Head Coach developed innovative competition opportunities through these links, introducing the Greenwich Secondary School Cup and hosting primary school competitions at the club as an SGO (school games organiser).

Besides targeting primary schools, the Directors and Head Coach approached County Sport Partnerships to fund satellite sites at secondary, SEN and Higher education venues. Not only would this deliver coaching to older students but also attract young adults and students to SHLTC membership. They established links with a local University who provided funding to support their BUCS team coaching programme along with student and staff recreational programme. The club has also used the University satellite venue for club competitions and junior outreach coaching.



“The progress made at Shooters Hill LTC is very much down to the volunteer workforce and coaching team working collaboratively. By providing opportunities for all in the local community, we have seen membership diversify and grow beyond our five-year projection.”

John Ratcliffe, Chairman



SUCCESSSES

- SHLTC exceeded its membership target, now welcoming over 650 members whilst growing their coaching programme to 420 juniors and 100 adults
- Through their new community links, the club delivers tennis to 1,200 children and students per year
- Through membership growth and support from the LTA, the club has built two additional floodlit courts, rebuilt two existing courts and created disabled access to four courts, encompassing a new viewing platform from the clubhouse

The club now delivers tennis to
1200
children and students per year

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LTA, The National Tennis Centre
100 Priory Lane, Roehampton
London SW15 5JQ

T: 020 8487 7000
E: info@lta.org.uk
www.lta.org.uk

