



CLUB SUCCESS STORIES

LTA CLUB OF THE YEAR 2024

Diversity, equity and belonging – Pangbourne Tennis Club thrives on serving its whole community.

Pangbourne is a friendly club with an inclusive focus, encouraging people of all abilities to discover and enjoy the game. It has three well-maintained, all-weather courts, modern LED lighting and an excellent club house shared with Pangbourne Bowls Club. Programmes run by LTA licensed coach Damian Lane provide professional coaching for every level. Demonstrable growth and an innovative fundraising campaign were pivotal to Pangbourne's successful nomination for LTA National Club of the Year 2024.



RESULTS

- Installation of state-of-the-art LED lighting for all courts to increase play opportunities for new and existing members
- Planning approval obtained and circa £60k raised in three months for the floodlight project, including £20k through crowdfunding
- A fabulous floodlight opening ceremony attended by Tim Henman OBE
- After four years of exceptional growth, membership now exceeds 300, growing 400%
- 150 juniors are enrolled across membership and coaching courses
- Seven teams are in the Newbury League (back in 2018 there were none)
- Pangbourne continually maintains its positive spirit, fostering inclusivity

BUILDING RELATIONSHIPS WITH COMMUNITY PARTNERS

Pangbourne developed strong relationships with their community partners via Crowdfunder UK. Many partners donated products and services as 'rewards' which anyone could bid for.

These included cheese shop vouchers, open gardens tickets, haircuts, beauty treatments, Lego, restaurant vouchers, club membership, a round of golf and much more! The bids all went towards the floodlight fundraising pot. Sponsorship deals at bronze, silver, gold and platinum levels gave businesses advertising opportunities online and on court, as well as other benefits. This also contributed to the club's sustainability by diversifying their income.

At the floodlight launch, the club thanked members and the community with an exciting 'meet Tim Henman' evening including some junior taster sessions. It was a great way to showcase the benefits of the courts and coaching programme.

AN INCLUSIVE TENNIS EXPERIENCE THAT OFFERS VALUE TO NEW AND EXISTING MEMBERS

Building a relationship with their coach, Damian Lane, has also been key to Pangbourne's success. Damian attends and advises at committee meetings (often outside his working hours) and provides comprehensive coaching at every level for juniors and adults, in response to demand.

Pangbourne works hard to maintain its positive environment. It has long been open to players of all abilities and integrates everyone into the wider club community. The committee consists of 12 active participants who reflect the growth and diversity in membership. Committee members are always visible, with strong presence at coaching and social sessions. There is a lively atmosphere with an open clubhouse at every event.



Our LTA licensed coach Damian Lane is integral to the club and its phenomenal growth. He enables us to offer so much at reasonable rates and makes every event fun and accessible. Often a new member will be delighted to realise their coach is the same one that enthused them to play as a child.

Richard Raynes, Chair PTC

HOW PANGBOURNE IS OPENING UP TENNIS

- **Minimal membership fees** for a great experience, including a popular £10 per month pay and play option (£20 for families)
- **Club activities are widely promoted** via the club website, emails, all-members WhatsApp group and Facebook
- **Modern LED lights enable play after work or school**
- **Open days, club tournaments and weekly social tennis** (club nights) help embed recent members
- **Mixed, Ladies' A and B teams and Men's A, B and C teams** compete in the Newbury and District League to promote the competitive side of tennis
- Other formats such as "free matches" and "box leagues" **encourage new members to get involved**, perhaps stepping out of their comfort zone



THE FUTURE

Following the success of their fundraising campaign, the club plans to further improve. This includes all-weather keypads on court to give members easy access to the operation of the lights, and Egress courtesy lights for easier and safer exit routes. With their £1000 windfall grant, they plan to treat themselves to sturdy benches for all three courts, keeping bags and racquets off the ground and making them feel like winners!

The new Disability Tennis programme has been so successful that a new course will start in September. Back in February, Danny Sapsford and his charity helped launch a fabulous set of 10 sessions working with a local school for students with special needs. The sessions were supported by a grant from the Bright Ideas for Tennis charity, and funds raised from a quiz night were spent on specialist equipment and subsidising professional coaching from Damian. The sessions were attended by 10 volunteers for nine students, whose progress and happy attitudes were a joy to behold. The school was impressed with engagement and progress, and is very keen for other pupils to attend future sessions.

In June, an open day attracted over 80 visitors who had a taster of various activities including walking tennis, pickleball, homemade cakes and Pimms!

The club is looking forward to working closely with the Parish Council and village sports clubs to continue to improve the facilities for tennis and other activities.



We were absolutely delighted to win National Club of the Year. Our tennis club thrives on innovation, belonging and community, championing the success and enjoyment of every player. We look forward to welcoming those who are yet to discover our happy, friendly club and create even more relationships with local organisations. We thank the Parish Council and all our partners for their support over the last year and hope that we can continue to work together to achieve our future continued success.

Richard Raynes, Chair PTC



Winning this award has meant a lot to our club members. It is recognition for the hard work that goes into building a team of any kind. All members benefit from the renewed sense of achievement and pride in all that we do.

Louise Shearer,
Berkshire Volunteer of the year 2024



The LTA is committed to securing a lasting future for tennis in Britain.

As part of this, a range of resources and support have been developed for tennis venues, which are available through our [Venue Support Toolkit](#).