



## CLUB SUCCESS STORY

# ‘AGAINST ALL ODDS: Growing membership and opening up tennis with a resilient mindset’

*Wetherby Castlegarth Tennis Club*

**Wetherby Castlegarth Tennis Club (WCTC) has five floodlit courts and just under 300 members including a thriving junior base.**

The club is located on the banks of the River Wharfe in the picturesque market town of Wetherby and had just recovered from court flooding when the COVID-19 pandemic struck.





## INITIATIVES

The club's response to the pandemic was to focus on growing membership by opening the private members' club to the community.

This was a bold but agile move at a time when Wetherby offered limited physical activity. Additionally, the club:

- Rolled over the existing subscription year for three months for free
- Introduced three months' free membership to residents
- Discounted subscription rates by 50%

They communicated offers via local councillors, school networks, local radio, church groups, Masonic Lodges, indoor tennis centres and squash clubs using a mix of marketing. In order to comply with government guidelines, they facilitated 'socially distanced' booking times and risk assessed the junior camp and individual coaching opportunities to continue to offer tennis safely.



*“WCTC is a vibrant, buzzing tennis club with a full spectrum of tennis lovers as members. We take our position at the heart of the community seriously and have chosen to collectively demonstrate a resilience over recent months to see the challenges of flooding and the Coronavirus pandemic as a unique opportunity for the club.”*

**Steve Jones**, Chair, WCTC



## SUCCESSES

Testament to its resilience in the face of adversity, the results for WCTC are truly impressive:

- **8,300 Facebook** hits from a 4-week advert.
- **264 new members joined**, in addition to rolled over memberships.
- Courts were busy whilst adhering to social distancing. All five courts were open from 07:00 – 21:30 daily with typically 75% court usage.
- **The 200 summer coaching camp spaces sold out** within 2.5 hours of launch.
- **Over 90 players are having individual coaching lessons** (or up to three in a group) weekly.
- As of 18th August the club had reached 390 members (and still rising) which is a significant increase on the 300 (+/- 10) of the last decade.

## FOLLOW US FOR MORE

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