



## LTA CLUB OF THE YEAR 2021 - CLUB SUCCESS STORY

# 'BOUNCING BACK FROM LOCKDOWN BY CHAMPIONING A SAFE, INCLUSIVE AND REWARDING TENNIS ENVIRONMENT'

Giffnock, Tennis Squash and Hockey Club

Recognised for their inspirational work in the Glasgow region, Giffnock, Tennis Squash and Hockey Club offers six all-weather floodlit courts, a range of membership packages and one of the largest and most advanced Mini and Junior Tennis programmes in Scotland. Adult coaching, social sessions and competitive play run throughout the year and everyone is made to feel part of the Giffnock family.

*"We make great claim to be more than just a club and often brand ourselves as the Giffnock family. Our outreach project ensured members and their families and friends did not face adversity alone. Transforming our coaching set up, communications and clubhouse has resulted in our largest ever membership with opportunities for all."*

**Richard Cook**, Tennis Convenor,  
Giffnock, Tennis Squash and Hockey Club



## KEY ACHIEVEMENTS IN 2020

Demonstrating resilience, compassion and innovation throughout the pandemic, Giffnock focused on member engagement and well-being, increasing participation by over 33%. Although membership numbers dwindled at the start of lockdown, Giffnock took swift and effective action. As part of their agile retention strategy, they contacted members who had cancelled and offered loyalty bonuses, coach-led activities and local company discounts.

Despite the huge challenges of the pandemic and lockdown, Giffnock did not hesitate in adapting their coaching offering and clubhouse accordingly. The coaching team provided members with video content via YouTube and social media, which was followed by Covid-safe holiday camps for juniors to help them maintain fitness and tennis skills. Coaches now also support members as Covid compliance officers, offering help and guidance as to how to be safe on site.



## OPENING UP TENNIS AND THE FUTURE

Emerging from lockdown in great shape, Giffnock is continuing to make sustainable changes for a successful future. The club has embarked upon a continuous improvement project, including a new partnership with sportswear brand Under Armour and creation of the Giffnock App, a single resource to manage membership data, court booking, door entry, communications and hospitality. A key benefit will be the ability to engage members through their preferred communication method. Giffnock Tennis Academy will also soon launch, providing parents with live streamed coaching sessions as well as a clearly defined set of objectives and pathway for members.

The club also continues to innovate through environmental initiatives, include cutting-edge LED floodlights for all courts, a new heating/hot water system and replacing single-use plastic with biodegradable alternatives.

*“As tennis gets underway again, we are committed to the highest standards of coaching and safeguarding to ensure Giffnock provides a safe, modern and enjoyable tennis environment for all, especially our more vulnerable members. We are proud of our positive contributions to the tennis community and the sport. Being crowned LTA Club of the Year is testament to our Giffnock family values and we all share in the pride!”*

**Mark Openshaw**, Director of Tennis,  
Giffnock, Tennis Squash and Hockey Club



## TOP ACHIEVEMENTS IN 2020 INCLUDE:

1. Becoming the first sports club in Scotland to be Covid compliant, introducing measures such as automation of doors, taps, soap dispensers and fire door holders
2. Working with Tennis Scotland to secure the “Safe Return of Tennis to Scotland,” attracting **BBC news coverage**
3. Establishing a programme of adult events on the LTA system branded as TS100 tournaments, where Covid rules permit
4. **Membership growth of over 33%** to c. 1280 (and rising – some categories have waiting lists), resulting in financial security and value-added membership packages
5. Initiating the Giffnock Community Outreach Project which ensured no member, family member, friend or neighbour went without food, supplies or support during lockdown. **Almost £7,000 worth of food was delivered**, with the club’s help extending to mental health support as they reached out to those most deprived of social interaction
6. Proactively monitoring court booking patterns and identifying members not playing. **As a result, courts are regularly running at 93%-97% capacity.**



## FOLLOW US FOR MORE

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