



## CLUB SUCCESS STORY

# OPENING OUR CLUB TO MORE MEMBERS OF THE COMMUNITY THROUGH PADEL TENNIS

## FUNDED IN PARTNERSHIP WITH THE LTA QUICK ACCESS LOAN SCHEME

Sundridge Park in Bromley is a busy tennis and squash club. It offers 17 clay, grass and hard tennis courts, four squash courts and varied coaching programmes.

### BACKGROUND

Despite a long and successful club history, the board at Sundridge Park wanted to investigate new revenue streams and encourage more people from the local community to participate in tennis. Considering options from gyms to croquet, their own research and advice from other clubs confirmed the rising popularity of padel tennis.



### INITIATIVES

The board conducted an in-depth analysis on the benefits of padel tennis, not only for existing members, but to attract new participants and promote inclusion. They created a working party to investigate the conversion of an underutilised grass court into two padel tennis courts and the works got underway.

The project cost £185k with £96k funded by the LTA's interest-free Quick Access Loan Scheme.

# HOW PADEL TENNIS WORKS AT SUNDRIDGE PARK

An accessible Pay & Play model has been critical to success. Courts and coaching sessions are booked online via ClubSpark; court hire ranges from £14 to £25 per court per hour and non-members are just as welcome as club members to book.

The club was lucky enough to be able to secure a Spanish padel tennis coach who brought a wealth of knowledge and passion for the game. The club has already held tournaments, box leagues and a business corporate day and is looking forward to competing in interclub padel leagues next season.

Padel tennis has been fantastic for all participants with the club creating a programme with Bromley Mencap, providing weekly coaching for people who are supported through the charity.

## SUCCESSES

Adding this new and exciting sport to Sundridge Park has widened the demographic of players and created a new opportunity for existing members.

### Key successes to date:

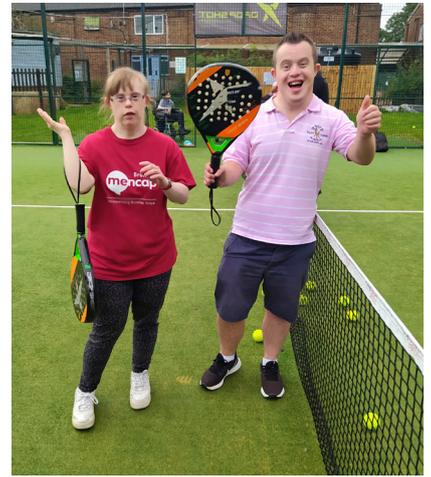
- **Over 200 players attended** padel tennis taster sessions.
- **Over 100 Pay & Play users.**
- **Over 150 players in WhatsApp groups** to help develop a diverse padel tennis community.
- **Padel is an incredibly accessible sport.** The club has set up a programme with Bromley Mencap providing weekly coaching to people they support with a range of disabilities.
- **Court revenue of £20k** after just six months.
- **Linking with Dropshot UK** to provide exhibition padel matches featuring some of the top players in the country for members and non-members.
- Interest from companies seeking padel facilities for **corporate events**.

## TOP TIPS FOR PADEL SUCCESS

- Ensure you have a simple, effective online booking system for members and non-members
- Try to source a specialist padel coach
- WhatsApp groups are key to forming a padel community
- Widen your marketing pool as players will travel further for padel tennis due to the lack of courts

## FURTHER INFORMATION

Visit [lta.org.uk](http://lta.org.uk) for information on adding padel tennis courts to your venue and for details of the LTA Quick Access Loan Scheme offering interest-free loan funding.



Padel has really enhanced the social and sporting aspects of the club. By providing our existing members with free membership for the first year, they have taken to the sport brilliantly. New players love the club atmosphere and our padel tennis coach has made a huge difference to how well the sport is received. By adding a new revenue stream to our operations, we can now plan further facility development with the increased income.”

Jo Powlson, Club Manager, Sundridge Park



## FOLLOW US FOR MORE

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

T: 020 8487 7000  
E: [info@lta.org.uk](mailto:info@lta.org.uk)  
[www.lta.org.uk](http://www.lta.org.uk)

