



## CLUB SUCCESS STORY

# ‘ESTABLISHING THE CLUB AS A KEY FACILITY WITHIN THE COMMUNITY’

*Rutherglen LTC (Scotland)*

## TRANSFORMING THE CLUB TO BECOME A KEY COMMUNITY FACILITY

In 2012, Rutherglen LTC owned four new artificial grass courts but was disadvantaged by an outdated coaching programme and a small membership base of around 100.

The newly elected club committee realised that facility development and community outreach would be key to increase income and see the club flourish.



## TRANSFORMATION STRATEGY

Initiatives to recruit new members included:

- Showcasing the club via annual Great British Tennis Weekends, attracting 500+ local visitors
- Appointing a new head coach who quickly established a successful programme, including wheelchair tennis
- School and nursery outreach programme sponsored by the local McDonalds franchise, providing free coaching to hundreds of local children
- Children’s holiday camps and a partnership with Fuse Youth Café
- Community social events

# SUCCESSSES

By 2016, the committee had created a demand for tennis from the local community that was outweighing club facilities, so they campaigned to revive three local derelict clay courts and raised £235,555.

By July 2017, Rutherglen had become a modern, seven floodlit court club, underpinned by a sustainable business plan and 25-year lease. By 2019, Rutherglen LTC had more than trebled their membership to 350.



*'The club generated sufficient income to become entirely self-sustaining, supported by a dynamic coaching programme.'*

## TOP TIPS for Tennis Club Transformation

- **Value the club**

The committee established six values to create a club that is friendly, welcoming, inclusive, supportive, fun and sociable. They ensure the club is well-maintained and modern (inside and out) to attract and retain members.
- **Encourage volunteering**

There will be various strengths and skillsets within the volunteer community that should be utilised to help different aspects of the club - involving positive and enthusiastic volunteers to lead open days, for example. Rutherglen's approach is to encourage as many volunteers as possible and recognise their contributions.
- **Engage members and community**

Community outreach has been key to attracting new players and generate income and funding. Rutherglen LTC organises social activities (tennis and non-tennis related) throughout the year and keeps members, community partners and sponsors engaged with regular communications.
- **Coach and committee cohesion**

The coaching team project the same commitment, ambition and enthusiasm of the committee. At Rutherglen 150+ children are now taking part in tennis and the head coach sits on the committee.

### In short:

Rutherglen LTC's major transformation in a short space of time highlights the power of a proactive committee where each member plays a part. The expansion has increased tennis participation within the local community and raised club profile and income, whilst reviving a derelict facility.

## FOLLOW US FOR MORE

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