



CLUB SUCCESS STORY

HOW A VILLAGE CLUB INCREASED MEMBERSHIP SIXFOLD AND OPENED UP TENNIS TO LOCAL SCHOOLS

Sellindge Tennis Club

Friendly and aspirational, Sellindge TC is based at Sellindge Sports and Social Club in Kent offering two outdoor floodlit macadam hard courts, clubhouse, play park, bowls club and football field.

The village of Sellindge is located in the borough of Folkestone and Hythe, with a small population of 1,400. It is 5 miles from Hythe (population of 14,500) and 7.5 miles from Ashford.

BACKGROUND

Following the appointment of a new committee and head coach in January 2021, Sellindge grew its membership from just 38 to an impressive 230 over nine months, fundraising almost £7k to resurface the courts along the way!

“It’s been a super start to what has been an incredible turnaround for our club delivered by our new committee. Our drive this year has been to open up the club to the community, to make tennis accessible to all. What’s been amazing is the support we’ve had from the local community and the interest in getting involved.

We’ve now a comprehensive coaching programme on offer for adults and children and a number of developing league teams. To think a year ago we had 10 juniors and 27 adults seems unbelievable now - Tennis is definitely a hot topic in Sellindge these days and we plan to ensure it stays that way!”

Caroline Crumley, Club Secretary



INITIATIVES

- Implementation of the ClubSpark management system at the start of 2021, taking membership and court bookings online.
- Head coach at Advantage Tennis established the Sellindge Tennis Club Return2Tennis Community Schools Project which has offered free tennis coaching to 360 children at six local primary schools.
- Funding secured from Reconnect Kent for 25 LTA Youth Start places for children at the club on free school meals during the summer holidays.
- Creation of social media accounts including Sellindge Tennis Club Facebook Group which now has over 180 followers. Membership and coaching are marketed via the platform on local community groups and through paid advertising.
- Promotion of all sports available at the club including tennis, football and bowls at Sellindge Sports and Social Club Open Day.
- Outdoor marketing included new LTA-branded site signage and clubhouse noticeboard, plus local radio advertising.



RESULTS

- By September 2021, membership had increased sixfold, **accelerating from 38 to 230**.
- The additional membership income will be invested into resurfacing and new fencing of the two tennis courts.
- **Club members fundraised £6,850 to support the resurfacing project.** Events included a quiz night, race night, open day, tournament BBQ and 24-hour tennisathon.
- So far this year, Sellindge TC has delivered 11 LTA Youth Start courses **with a total of 81 participants**, including the 25 through Reconnect Kent.



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