



EAST GLOS CLUB – LTA CLUB OF THE YEAR 2026

East Glos club is one of Gloucestershire's leading multi-sport clubs, with a proud history and a progressive outlook. Home to tennis, padel, squash, racketball, pickleball and inclusive participation programmes, the club exists to make racket sports accessible, welcoming and sustainable for players of all ages and abilities.

In 2025, East Glos delivered one of the most impressive years in its history. Culminating in East Glos being named **LTA Club of the Year 2026**.

In February 2025, East Glos introduced a new, fully integrated club management system, transforming how the club operates and how members engage with its services. The platform brought together:

- Membership management
- Court and facility bookings
- Floodlight automation
- Coaching programme management
- Direct debit payments
- POS systems for the pro shop and hospitality
- A dedicated members' area

This single, streamlined system created a smoother experience for both members and non-members, reduced administrative burden, improved operational efficiency and supported data-led decision making across the club.



MEMBERSHIP GROWTH

Thanks to expanded facilities, modernised systems and an engaging activity programme, East Glos achieved impressive membership growth. Between October 2024 and October 2025:

- Membership increased from **2,100 to 2,400** members
- Adult membership grew from **1,400 to 1,600** members
- Junior membership increased from **700 to 800** members

This growth demonstrates both strong retention and successful recruitment, driven primarily by padel demand and sustained enthusiasm for tennis.

15%

Growth in membership
between October 2024 and
October 2025



FACILITY INVESTMENT

In July 2025, East Gos completed a £400,000 club-funded development, delivering:

- Three new doubles padel courts
- One new singles padel court
- A purpose-built social space to support community engagement

This investment relieved pressure on the original three padel courts, which had been operating at full capacity. Following the expansion, court usage stabilised at 75%, creating space for structured programming and long-term growth.

Coaching provision has doubled; a new single box league was introduced and five junior padel players have progressed to GB training pathways



COACHING AND PLAYER DEVELOPMENT

Coaching remains at the heart of East Gos' success. In 2025, the club's programme reached new levels of scale and quality.

- **531 juniors** and **115 adults** attended weekly tennis coaching
- Sessions operated at a 92% fill rate, reflecting strong demand and high delivery standards

As recognition of this excellence, East Gos became the first club in the county to receive the **LTA Youth Recognised Venue** status, underlining the strength of its safeguarding, coaching quality and player-centred approach.

Community coaching provision also doubled, exceeding 100 weekly participants, supported by the addition of a new coach, expanding the club's reach beyond traditional membership.



COMMUNITY ENGAGEMENT

Community impact remains a defining strength of East Gos Club and helps to strengthen local partnerships:

- Ongoing support for local schools, including hosting the **Cheltenham Schools Tennis Festival**
- Fundraising and support for charities such as **CASS & Friends**, **Macmillan Cancer Support (£2,000)** and the **British Heart Foundation (£3,000)**

Sustainability at the heart of everything they do...

Supporting greener transport, the club installed six EV charging points in July 2025, demonstrating its commitment to sustainability while improving accessibility for members and visitors.

Read more about their sustainability story here

RALLYING FOR A GREENER FUTURE



I am extremely proud to lead the team of staff and coaches, working with the board and various volunteer committees, all of whom play a significant part in the running of the Club.

This award is recognition of the culture created, becoming a welcoming, friendly, community club open for all people of any ability.

Darren Morris,
Club Manager



INCLUSIVITY AT ITS CORE

Inclusivity is central to East Gos' identity, with targeted programmes creating meaningful opportunities for people of all abilities.

- Weekly walking tennis sessions attract older players, including participants aged up to 92, supporting physical activity, social connection and lifelong tennis
- Wheelchair junior tennis sessions were introduced, with two regular participants beginning their tennis journey
- Pickleball expanded rapidly, with four weekly coaching sessions and 24 players taking part

These initiatives ensure East Gos is not just a successful club, but a genuinely welcoming and accessible community space.



COMPETITION AND PERFORMANCE

East Gos reinforced its national and regional standing by hosting a packed calendar of prestigious competitions.

Highlights included:

- Under 14 National Grass Court Championships (LTA Grade 1) – 92 players across singles and doubles
- Cheltenham Open – 26 events, 331 entries
- Gloucestershire County Championships – 32 events, 117 entries
- Club Tennis Championships – 41 events, 236 entries
- Padel Club Championships – 14 events, 185 entries

Numerous adult and junior teams also represented the Club in local and regional leagues and box competitions, while East Gos attended three Centenary Tennis Club events across Europe for the first time, extending its international presence.



“ **It's absolutely staggering to win this award** - I can't believe it. It's a reward for all our staff, coaches the board and committee member volunteers who do all the work - they do an amazing job.

John King, Club President.

