



## CLUB SUCCESS STORY

# ENGAGING ADULTS AND YOUNG PEOPLE IN THE COMMUNITY

through inclusive and accessible tennis programmes

### Beverley Park Lawn Tennis Club in Whitley Bay, Tyne and Wear

Beverley Park Lawn Tennis Club in Whitley Bay, Tyne and Wear, has provided tennis opportunities for the community for over 100 years. It offers friendly and competitive play, a clubhouse and four all-weather courts. Head Coach Carlos Caldeira leads the coaching team and delivers a tennis programme for all ages and abilities. The emphasis is on having fun whilst learning, playing or competing!

The club achieved LTA Northumberland Tennis Club of the Year in 2018 and 2021, recognised for its inclusivity, accessibility and provision of a variety of community, school and club coaching sessions. This case study details initiatives and positive outcomes for Beverley Park and its growing tennis community.

## OBJECTIVES

Over the last five years, the club has expanded the coaching programme and introduced new sessions to open up tennis, driven by four objectives:

1. To make the club an inclusive “community hub” in North Tyneside for all ages and abilities
2. To make the tennis club an accessible venue and help open the tennis club up to the wider community
3. To provide a positive experience for players and deliver high quality customer service for participants attending the coaching programme
4. To provide physical, mental and social benefits for players.



## INITIATIVES

Beverly Park was the first tennis club in the North East of England to deliver a Walking Tennis project. In partnership with SportWorks, the programme is a great way for people to improve their mental health and helps those with long-term injuries or illnesses get back on court. The club delivers a range of adult coaching sessions such as Absolute Beginners, Cardio Tennis and Match Practice and Tactics sessions for team players.

Continuing to develop its Open Court programme, the club works with local schools including Whitley Bay High School and Southland School to encourage students with learning and physical disabilities to get active and learn new skills.

In 2021, the club set up a Deaf Tennis programme with Deaf Awareness NE for deaf and hard of hearing members of the local community. This session has recently received funding from Dan Maskell Trust to facilitate indoor winter play and provide rewarding year-round sessions.

The club has also delivered monthly Walking Tennis taster sessions to carers, through North Tyneside Carers' Centre. Aiming to reduce loneliness and isolation, carers are nurtured and encouraged to join the community coaching programmes.

Beverly Park has also created a strong partnership with Newcastle United Foundation and has delivered adult tennis sessions as part of the 12th Man project. This free 12-week healthy lifestyle course helps men aged 30 to 65 make long-term changes to improve their physical and mental wellbeing.

## THE FUTURE

The club is keen to invest Open Court funding provided by the LTA into a weekly community Disability Tennis programme for players of all abilities. There are also plans to develop a programme to engage historically underrepresented ethnic communities by following the same model as the Walking Tennis programme.

Carlos and his coaching team are also looking to expand community outreach by getting involved in the LTA SERVES programme and signposting more players from the Tennis for Free programme (delivered in North Tyneside parks) into a club environment.



It has been fantastic to be a part of this club's journey. Michael came along to an Open Your Doors workshop and the club has never looked back. I cannot wait to see what direction they take next to open their club up to more of the local community."

**Matt Elkington**, Disability Development Partner, LTA



Over the last few years, the club and the coaching team have worked closely together to develop a club which welcomes all standard of players and allows everyone the opportunity to play the game we all love. We are proud to be part of the Open Court programme and if we get people attending our club and leaving with happy faces, we have done our job!"

**Michael Scrafton**, Vice Chairman & Coach, Beverly Park LTC

## CLUB SUCCESSES

1. **The club raised almost £1.4k for Dementia UK** in a 12-hour tennis-a-thon in July 2021, which included two adult social tournaments
2. **The Walking Tennis funded project attracted 792 attendees** and is now fully sustainable, offering two weekly coaching sessions
3. **25 participants** of the Walking Tennis project are now members of Beverly Park LTC and attend social hitting sessions on a Monday morning
4. **64 participants attended one of our free weekly coaching sessions** which was funded by Sport England
5. **The club became part of the "Be A Game Changer" campaign which is delivered by Newcastle United Foundation.** The campaign was launched to encourage people to talk openly about mental health and to provide top tips on how to improve their physical and mental wellbeing
6. **The club is also part of the Safe Places scheme in North Tyneside**, supporting people who may be vulnerable because of their physical or mental health or a learning disability
7. Since 2016, the club has expanded its school tennis programme and has **delivered coaching in 25 first, middle, secondary and special schools**, encouraging more juniors to play tennis
8. **The club now has 412 members**, the highest the membership has ever been.

## 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)



@the\_LTA



LTA



@LTA



LTA – Tennis for Britain