



LTA CLUB OF THE YEAR 2020 - CLUB SUCCESS STORY

'OPENING UP TENNIS, SMASHING MEMBERSHIP TARGETS AND CONTINUALLY INNOVATING'

Hoole Lawn Tennis Club

Hoole LTC is a friendly, well-established tennis club with a comprehensive coaching programme for all ages and abilities. Having relocated in 2018 to Mickle Trafford, Chester, their upgraded facilities include five artificial clay courts, five hard courts and brand-new clubhouse. This £1million+ project was funded through the former site sale, LTA loans and club funds.

MAJOR ACHIEVEMENTS DURING 2019

Membership has grown substantially to just under 600 members, a 39% increase over 12 months. Targeted offers to the community include parent and child membership and one-parent family membership, helping make the club's high-quality facilities inclusive and accessible. In April 2019, Hoole held a Schools Roadshow with Helsby LTC, attended by 1,280 children over a week and supported by 20 volunteers. 157 children went on to participate in a TFK course with an impressive 75% offer take-up.

Hoole has formed strong local links, reaching out to the University of Chester (UofC) to share facilities and support their participation programme for coaching and competitions. Students actively coaching in the Hoole programme teach tennis in local schools and a five-week coaching work placement is launching in 2020.

2019 IN NUMBERS:

- 23 TFK courses attended by 213 kids
- Around 100 mini tennis courses
- 60 teen courses and 93 adult courses
- 13 summer tournaments for juniors
- NVBTW Open Day with 146 attendees
- Seven grade 4/5 tournaments with a total of 168 participants as well as hosting the Cheshire County Champs in August with support from 35 volunteers

Within their busy schedule, Hoole hosted the Aaron Cup, a one-day event for mixed doubles pairs from other clubs, which has been running for over 25 years. They also successfully co-hosted and attended Team Challenge events.



OPENING UP TENNIS

With a diverse coaching team, Hoole opens up tennis to a range of ages and abilities. An Age UK Touch Tennis initiative over the summer/autumn attracted an average of eight participants per session, all with a disability, to improve mental and physical well-being.

The club programme includes fitness sessions (body and mind) for tennis members and the local community. Hoole is supporting Upton-by-Chester TC in developing their facilities and programme and have set up an outreach programme there with 4 TFK courses and 28 participants.

In the Cheshire West and Chester (CWAC) network, Hoole is a key player, collaborating with other local clubs to drive tennis participation and remove barriers. They have adopted a partnership approach to the coaching and programme offer with huge success. A number of clubs and players from across Cheshire have visited Hoole to try the new artificial clay courts.

The team use ClubSpark strategically, tracking usage to optimise their membership and player offering. Social media content is updated regularly, and they attribute increased participation to the LTA gate access technology installed at the club. Mickle Trafford School, for example, use the gate to access courts and clubhouse. The LTA initiative Play Your Way is underway at Hoole so non-members can book a court and play tennis for fun or fitness.



“We aim for an inclusive approach to everything, from our standards to our social side. Hoole has gone from strength to strength and there’s so much more to come.”

Annie Doyle, Committee Member

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ALWAYS INNOVATING

Besides tennis, Hoole has contributed to the community by creating an attractive walkway around the club and made the car park available for school drop off/collection. The club spirit and commitment from volunteers has been unwavering throughout the site relocation and in day to day tasks – the Chairman gets involved with the gardening!

The spacious new site enables social distancing and the club has been proactive in opening up tennis to all safely, so even during lockdown in 2020 courts have been filling up with families.

Having won LTA Club of the Year 2020 for Cheshire and for the North Region, Hoole LTC was absolutely delighted to win the National Awards.



“We know how many strong clubs there are in Cheshire and the North and can’t thank the LTA enough for the nomination. We were incredibly proud to win Club of the Year 2020 at the first virtual awards ceremony.”

Pete Leatherbarrow, Head Coach,
Hoole Lawn Tennis Club,
LTA Club of the Year 2019