



## UNIVERSITY TENNIS CLUB SUCCESS STORY

# 'The memories made here will last a lifetime'

## University of Manchester Tennis Club

### BACKGROUND

The University of Manchester Tennis Club has a rich history of fostering a vibrant and inclusive tennis community. Starting in 2011, the club has served as a hub for tennis enthusiasts of all skill levels, from beginners to competitive players. Over the years, the club has evolved to meet the changing needs of its members, adapting its offerings to ensure a comprehensive and engaging tennis experience.

In recent years, the club has witnessed a surge in participation, with membership numbers reaching record highs, thanks to taster sessions, organising engaging social events, and collaborating with other university societies. By establishing itself as a prominent fixture in the university's sporting landscape, the club has successfully garnered the attention and enthusiasm of both new and returning students.



### INITIATIVES

**Social tennis sessions:** 500 hours of social tennis each year for all abilities, resulting in a 28% increase in social tennis participation compared to the previous year.

**Cardio Tennis and Pickleball:** Cardio Tennis and Pickleball sessions introduced as part of the university's Sporticipate program, offering a fun and engaging way for students to improve their fitness while learning new skills.

**Coaching programs:** Investment in a comprehensive coaching program, with a team of 8 LTA-certified coaches offering over 340 hours of group coaching sessions per month has contributed to a 35% improvement in player retention rates.

**Community outreach:** Weekly coaching sessions and volunteering with local schools and clubs have engaged with more than 150 children from diverse backgrounds.

**Local Club Engagement:** Active collaboration with local tennis clubs, such as Fallowfield Bowling and Lawn Tennis Club and The Northern Tennis Club to provide members with additional playing opportunities and foster a strong tennis community in the region.

# SUCCESSES

- **Membership Growth:** The club has experienced a significant increase in membership, reaching over 350 members in the 2023/24 academic year, compared to 320 in 2022/23 and 275 in 2021/22. This growth demonstrates the club's success in attracting and engaging students.
- **Taster Sessions:** The club organised around 600 taster sessions in 2023/24, a substantial increase from 450 in 2022/23 and 320 in 2021/22. These sessions have been instrumental in introducing new students to the sport and driving participation.
- **Trials Participation:** The 2023/24 trials saw 156 entries, showcasing the high level of interest in the club
- **Social Tennis Expansion:** Weekly session numbers have increased from 16 to 20, providing more opportunities for members to participate.
- **'Sporticipate' Program:** Cardio Tennis attracted over 200 new participants, while Pickleball engaged 75 participants across seven sessions.
- **Padel Integration:** The club has successfully integrated Padel tennis into its offerings (after a 3-month documentation process), updating its constitution, allocating resources for the development of this fast-growing sport. and dedicating a three-year budget for Padel development.



## TESTIMONIALS

### Kieran Wray, Social Tennis member (2019-2023)

*"The UoM Tennis Club was one of the most important parts of my uni experience, all throughout my four years in Manchester I played pretty much every week. The social sessions were always well run providing fun and interesting games, the ability to learn and improve through great coaching and being a great way to stay active. No matter how busy I was with work I'd always make time for tennis because of the great people who ran the club. Tennis was the vessel through which I met some of my closest friends, and no matter whether you'd be going for years or just started you always felt you were part of a real community there."*

### Adeline L'hermet, Social Tennis Member and Cardio Tennis enthusiast

*"As a beginner I think I couldn't have started playing tennis in a better club. Whether at the coaching level or at the atmosphere level, it met all the perfect conditions to begin. The sessions of cardio tennis are particularly appreciated since everyone plays, regardless of level. Everyone just comes to have a good time."*





# KEY TIPS FOR RUNNING A SUCCESSFUL UNIVERSITY TENNIS CLUB

## Fresher engagement

- ✓ Set up attractive stalls with engaging activities and providing comprehensive information about the club. As part of this, UoMTC distributed over 700 promotional cards featuring QR codes linking to the club's social media and website, resulting in a significant increase in taster session attendance and membership sign-ups.
- ✓ Organise a well-structured and affordable taster session program, allowing potential members to experience the club's atmosphere and coaching quality. UoMTC's sessions are carefully structured to provide an engaging introduction to tennis, focusing on fun and inclusivity.

## Stability and progression

- ✓ Have in place a robust committee structure with clearly defined roles and responsibilities, ensuring a smooth transition between outgoing and incoming committee members.
- ✓ Provide comprehensive handovers and training for new committee members, preserving institutional knowledge and maintaining continuity in the club's operations.
- ✓ Foster a strong culture of mentorship and collaboration, with experienced members guiding and supporting newer members to ensure a continual transfer of knowledge and skills.

## Standing out

- ✓ Offer a diverse range of programs catering to different skill levels and interests, from social tennis sessions and box leagues to competitive team opportunities and coaching programs.
- ✓ Collaborate with other university societies and sports clubs to host joint events and initiatives, expanding the club's reach and appeal to a broader audience
- ✓ Invest in high-quality facilities and equipment, such as the provision of new tennis balls and rackets, to ensure an enjoyable playing experience for members.
- ✓ Actively engage in community outreach and charitable initiatives, demonstrating the club's commitment to making a positive impact beyond the university setting.



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