



#### CLUB SUCCESS STORY

# 'A SUCCESSFUL CLUB, COACH AND SCHOOLS STRATEGY to open tennis up and grow membership'

*Redhill Lawn Tennis Club*

## BACKGROUND

Redhill LTC (RLTC) is Surrey's 2018 Tennis Club of the Year and home of 2019 Coach of the Year Dave Earl and his Boom Tennis coaching team. It is a thriving LTA registered venue, serving over 400 members including a junior section of over 200.

The courts and clubhouse have been extensively modernised, offering superb facilities, a great social scene and a busy tennis calendar. Set in just over an acre of land, the club recently celebrated its 140th anniversary.

It's hard to believe now, but back in 2016 RLTC had just six hard courts, two unusable AstroTurf courts, a decaying clubhouse and diminishing membership. The club recruited a Head Coach, Dave Earl, to turn the club around which he has done with great success.



## INITIATIVES

With his vast coaching experience, Dave launched Boom Tennis and swiftly implemented a plan at RLTC in liaison with the committee. Their objectives and passion aligned perfectly – to develop an accessible programme of tennis for the local community and grow membership.

Boom Coaching delivered over 1,000 hours of free tennis lessons to local schools. Each pupil was given a 'Golden Ticket' for a complimentary group lesson at RLTC. As well as coaching Boom offered a series of free tournaments for juniors to show that competing is fun and the reason they're taking lessons.

Other tennis clubs with the determination to become community beacons can learn from the initiatives that Dave Earl, Boom Coaching and the committee have implemented at Redhill and in schools. Dave is always happy to share ideas and resources to help open up tennis to all levels and all ages right across the country. If you'd like to speak with Dave drop him an email: [tennis@boomcoaching.co.uk](mailto:tennis@boomcoaching.co.uk)

# SUCCESSES

The club's membership increased from 120 to over 400 in four years – a record high. The coaching programme has grown from 17 participants per week to over 250 including adult coaching, junior coaching, performance groups and development groups. School pupils, as well as their families, have discovered they have an excellent local tennis club and enjoy playing regularly.

A huge amount of financial and time investment means the club now offers four artificial clay courts, LED floodlights, renovated hard courts, a pro shop and a fully refurbished clubhouse.

Dave Earl won Surrey LTA Coach of the Year in 2018 and Surrey Sports Coach of the Year in 2017. Chairman Derek Avery won LTA Southeast Volunteer of the Year in 2020 and Redhill LTC won Surrey Club of the Year in 2019.

Other tennis clubs with the determination to become community beacons can learn from the initiatives that Dave Earl, Boom Coaching and the committee have implemented at Redhill and in schools. Collaboration and commitment are essential in order to open tennis up to all levels and all ages locally.

*“The club committee and coach work well together because we share the same goal - providing a great place for everyone to play tennis. As well as coaching to an excellent standard, Head Coach Dave is often spotted helping out sweeping courts, painting benches, attending meetings, playing for the club and generally being available to members whether they're having coaching or not.”*

**Derek Avery**, Chairman and LTA Southeast Volunteer of the Year 2020



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