



VENUES OF THE FUTURE

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**INCLUSIVE
COMMUNITY**



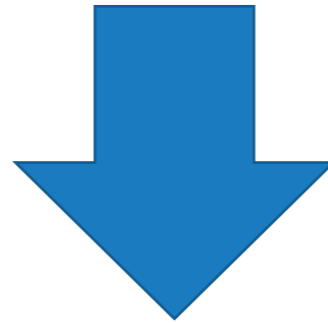
**VOLUNTEERING
AND WORKFORCE**



**RESOURCES AND
FACILITIES**



**FINANCIALLY
SUSTAINABILITY**



A venue of the future will be innovative, technology savvy and sustainable, identifying ways to work smarter but not harder.



INCLUSIVE COMMUNITY

- Flexible membership options
- Flexible programming catering for all – ‘social and modified’ sport’. Walking Tennis
- Virtual connections with your community
- Work with wider community bodies to engage with unengaged, and hard to reach groups
- Cater for beginners and ‘back-to tennis’ adult participants
- Reduce the club's environmental impact on the community, in which it exists
- Strong social and recreational opportunities for people to get involved with the club
- Positive club and coach relationship to attract and retain players
- Alternative formats of play – varied offering, Padel, Pickleball

VOLUNTEERS AND WORKFORCE

- Micro-volunteering (dividing up projects into smaller tasks or offering smaller volunteering roles)
- Alternative routes for volunteer recruitment (Universities, Corporate Volunteering)
- Digital platforms to attract & communicate with volunteers to your club
- Professional and personal development for volunteers
- Technology to support volunteer duties

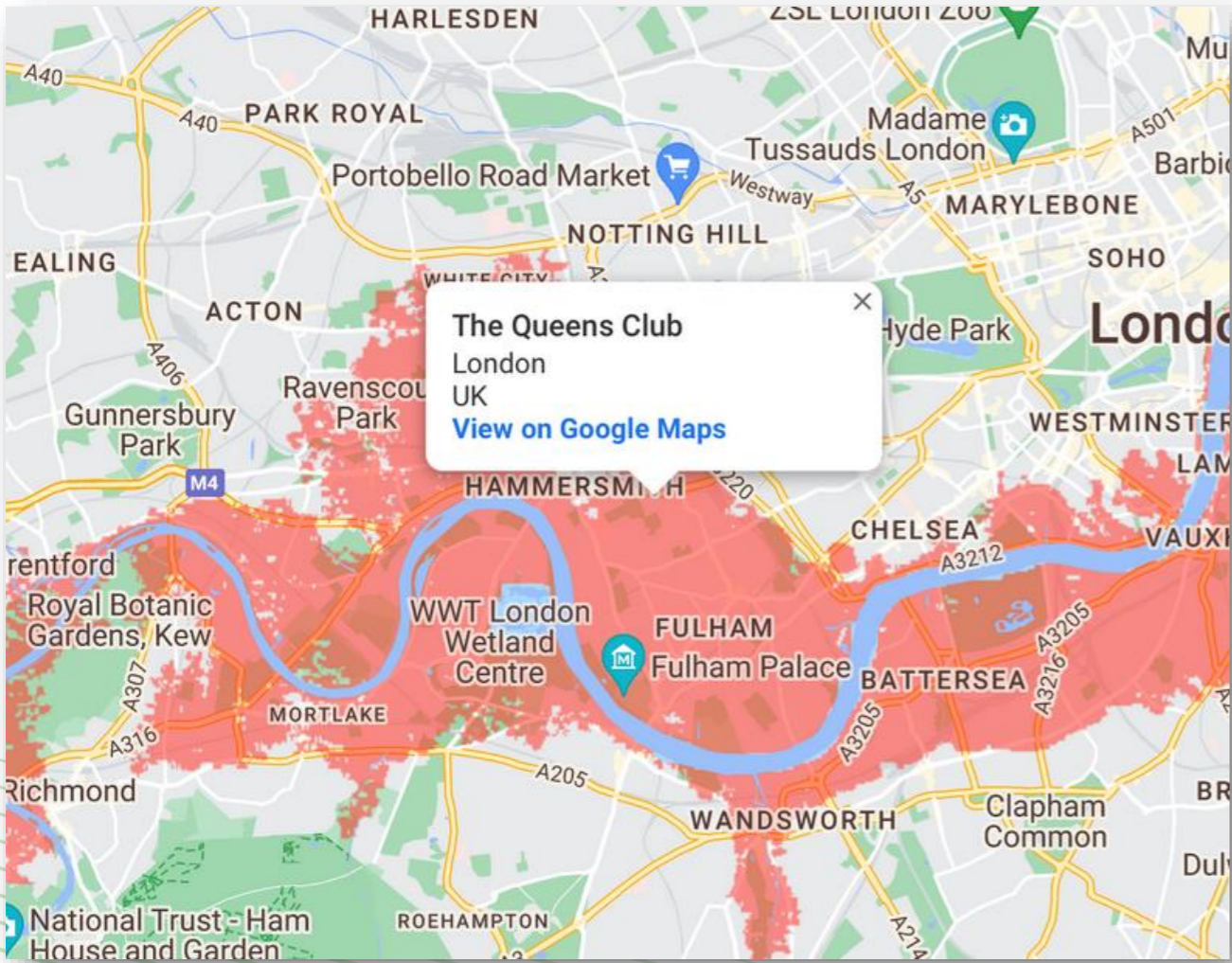


RESOURCES AND FACILITIES

- Venues can be multi-purpose, providing space for yoga, fitness instructors, hot-desk workspaces, playgroup or childcare groups, birthday parties, and other functions
- Collaboration with other clubs to share resources and facilities (spaces, large equipment e.g. lawnmowers)
- Collective purchasing (LTA buying group already exists!)
- Essential that environmental sustainability is at the heart of facility development – consider resource efficiency, Conservation and Community



WHY ENVIRONMENTAL SUSTAINABILITY?



FINANCIAL SUSTAINABILITY

- Sponsorship opportunities
- Opportunities to increase and diversify revenue streams
- Fundraising plans
- Explore innovative and digital ways to fundraise e.g. lotteries, Crowdfunding
- Ongoing cost analysis



DIGITAL

33 years: birth
of world wide
web



17 – 19 years
ago –
Facebook &
Twitter / X
founded

13 years ago
– Instagram
founded



7 years ago –
TikTok
founded

What technology and social platforms will exist in 20 years' time?
The next generation will use a different technology and digital space
How could AI technology be used?



What does good look like now?

Examples of clubs (case studies)

Lacey Green and Loosely Row Tennis Club

Totnes Tennis Club

Fallowfield Bowling and Tennis Club

Sundridge Park

Atlantic Racquet Centre

Burnley Tennis Club

Kempsey Lawn Tennis Club

News Articles

Walking tennis, a varied coaching offer & future plans for padel; the growth

Opening up tennis to SEN students & connecting with the local community

University partnerships, pay & play offers and breaking down barriers

Padel has added to the club in many different ways

Inclusivity, charity partnerships and a strong volunteer programme

Making an impact beyond the court

£1 trial offer and new flexible memberships