

# TIA UK TENNIS CLUB BUSINESS REPORT 2023



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# INTRODUCTION

The on-line survey for the 2023 TIA UK Tennis Club Business Report was launched in August. This is the fourth report in a series starting in 2019- the 2021 report was not undertaken due to the pandemic.

The 2023 report compiles data from 35 single site tennis clubs that represent a combined total of around 30,000 tennis players.

All responses were treated equally in the analysis.

- The aim of the annual survey is to gather data to assess the economic health of the 'larger' tennis clubs in Great Britain and to identify challenges in their operations
- The results focus on business factors that can impact on sustainability and growth of tennis within clubs
- The measurement becomes more powerful over time with the more clubs participating providing site specific data
- These annual surveys help TIA UK, together with the LTA, to shape the support offered to tennis clubs in an increasingly challenging environment for sports clubs

In terms of LTA registered tennis clubs, approximately 18% in England, Wales and Scotland have more than 8 tennis courts. The LTA classifies clubs and venues with more than 8 courts as 'large'.

LTA data indicates that there are 2489 LTA registered clubs/venues, excluding school and park locations. Of this figure 19% have 8 or more tennis courts located as follows:

• London / South East	142	• North	85
• South / South West	56	• Wales	16
• Central / East	91	• Scotland	29
• Midlands	65	• Total	484

Source: LTA 2022/23

## Background

The TIA UK Club Business Survey was launched on the 17th August, and was available for clubs to complete until the 16th October. The survey was built for the TIA UK by Sporting Insights (previously Sports Marketing Surveys) and it was available for completion through an online link. In total 35 responses were received.

In total, **37%** of responding clubs had a total membership base (including juniors) of more than 1,000. A further **26%** had 500-1000 members. Tennis accounted for more than **80%** of the membership for **51%** of responding clubs.

## Membership

On average, **13.1%** of members were identified as being new (joining within the last 12 months) and **84.7%** were identified as being established in their membership. **10.3%** were identified as potentially at risk of not renewing their membership.

Compared to the previous membership year, 32% of clubs identified that their membership has increased.

## Revenue

Total turnover for the last financial year was **below £200,000 for 43%** of clubs, and **above £500,000 for 29%** of clubs. The majority of gross income was derived from membership fees (**58.7%** on average). Fees from Padel accounted for **1.1%** of gross income on average.

**46%** of clubs had increased their tennis fees by between **5%** and **10%** since the previous membership year. For **23%** of clubs, tennis fees had stayed the same and none of the clubs surveyed had decreased their tennis fees.

**71%** had or were planning to take measures to raise additional income for the club - mostly through sponsorship income, social activities, tennis operations or F&B sales.

## Tennis Operations

In the last two years, the greatest growth areas for tennis activity were identified as adult tennis (**57%**) followed by group coaching (**37%**) and LTA Youth Tots tennis (**29%**).

**71%** identified that they did offer tennis courts to non-members on a 'pay and play' basis. For **56%** of those who did make their courts available to non-members, this was for more than 30 hours a week.

**49%** were considering introducing Padel courts at their club and **14%** had already installed Padel courts. Although this is only 5 clubs, all 5 identified some kind of benefit from offering padel. For the majority this was an increase in overall membership at the club.

**46%** of responding clubs were considering Pickleball or had already introduced Pickleball at the club.

## Coaching

The majority (**80%**) of coaches were self-employed and just two clubs employed all or most of their coaches. Most clubs delivered their coaching in-house (**80%**) and the Head Coach was generally responsible for coach recruitment at the club (**71%**).

Two thirds did not pay for tennis coaches to undertake appropriate professional development training, with the onus on coaches themselves to pay for this themselves.

Generally the Head Coach was responsible for developing and managing the coaching programme in conjunction with club administrators and there was a similar collaborative approach in evaluating its value and success.

Generally there was not a lot of outstanding debt on coaching fees, with **66%** of responding clubs estimating that debt represented **0-5%** less than expected income.

**77%** of clubs agreed that their club had an adequate number of coaches with the appropriate skills for the club's needs.

## Facilities

Provided by more than half of responding clubs were: outdoor tennis (**100%**), changing facilities (**91%**), bar (**80%**), function room (**74%**), practice wall (**66%**), café or restaurant (**60%**), club shop (**51%**) and conference / meeting facilities (**51%**).

**74%** of responding clubs said they were planning to improve their facilities in the next 2-3 years, and a further **17%** said this was possible. Just **3%** actively identified that they would not be making any improvements during this time.

Court resurfacing, Padel courts and clubhouse improvements were the main types of works that were planned or envisaged.

The majority of clubs (**54%**) did online research to select a supplier for equipment, furniture, court maintenance items, etc. **51%** identified that they would be interested in a central resource to aid this process, with a further **40%** saying they would possibly be interested in this.

In considering a contractor for major tennis court works, price was the most significant factor (**60%**), followed by past performance at the club (**34%**).

## Workforce

**59%** of clubs did pay a fee or salary to someone to manage or administer the club's affairs. For half of clubs, 1-3 people received a fee / salary for this, and for **35%** of clubs more than five people received a fee / salary for this.

**88%** did not organise or fund any type of training scheme for club managers or administrators. **34%** would be interested in this kind of training scheme, with a further **43%** possibly interested.

**71%** of responding clubs did thank or reward volunteers for their efforts on a regular / annual basis. For many this was shown through an annual dinner or by giving vouchers or club-based benefits.

## Operating Systems

All of the responding clubs used an online system for booking courts. ClubSpark was the most-used system. For **69%** of clubs the court booking system was part of a wider club management system, and again ClubSpark was the most-used.

**77%** of clubs said they undertook profiling and reviews of their membership - this was most likely to be an occasional rather than a regular process. **31%** were interested in having a profiling review of members carried out and a further **57%** were possibly interested in this.

**71%** of clubs had not replaced elements of human or manual work with technology. For the 10 clubs that had done so, this was most likely to be the implementation of a booking system or accounting tools.

## Risk

**37%** of clubs had encountered issues requiring legal advice in the last 12 months. These issues were most likely to relate to employment (**46%**) and property (**38%**).

**17%** have protected or have considered protecting their intellectual property rights, and **66%** would consider commercialising their intellectual property rights (e.g. through club-branded merchandise).

Just three clubs said there were areas for improvement for their insurance cover, mostly relating to buildings cover.

**17%** were aware of any emerging risks, regulatory issues or liabilities that may impact their business in the future.

## Sustainability

**37%** of responding clubs have a sustainability strategy, with a further **26%** considering the implementation of such a strategy. Reducing energy costs (**92%**) and system efficiency (**85%**) were the two main elements of focus.

**83%** would be interested in receiving more advice on sustainability and how their club may address the issue.

## Energy

**51%** have recently undertaken an energy audit to help assess where savings can be made, and a further **17%** have such an audit planned. For those who have not done this, a free-of-charge independent energy audit would be of interest.

**77%** have a plan to help reduce energy costs at their club and LED lighting (**63%**) and solar or wind power (**56%**) are the areas most likely to be considered to reduce costs.

## Club Future

On the whole, feelings towards the future of clubs were positive, with **51%** indicating that they felt very positive towards the future of their club and a further **37%** indicating that they felt quite positive about it.

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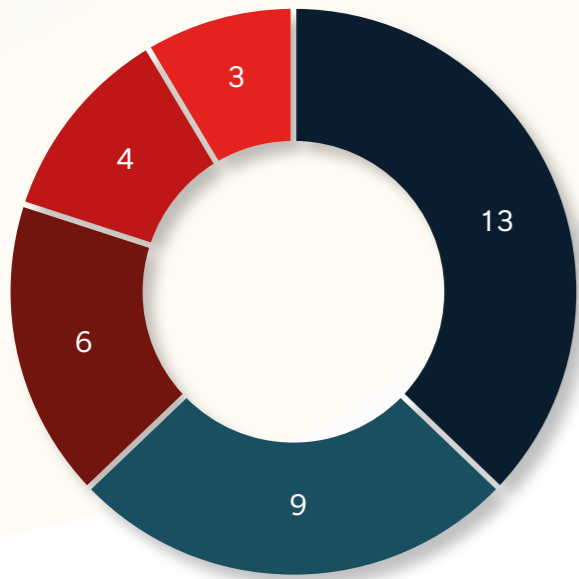
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Membership - Based on 35 clubs

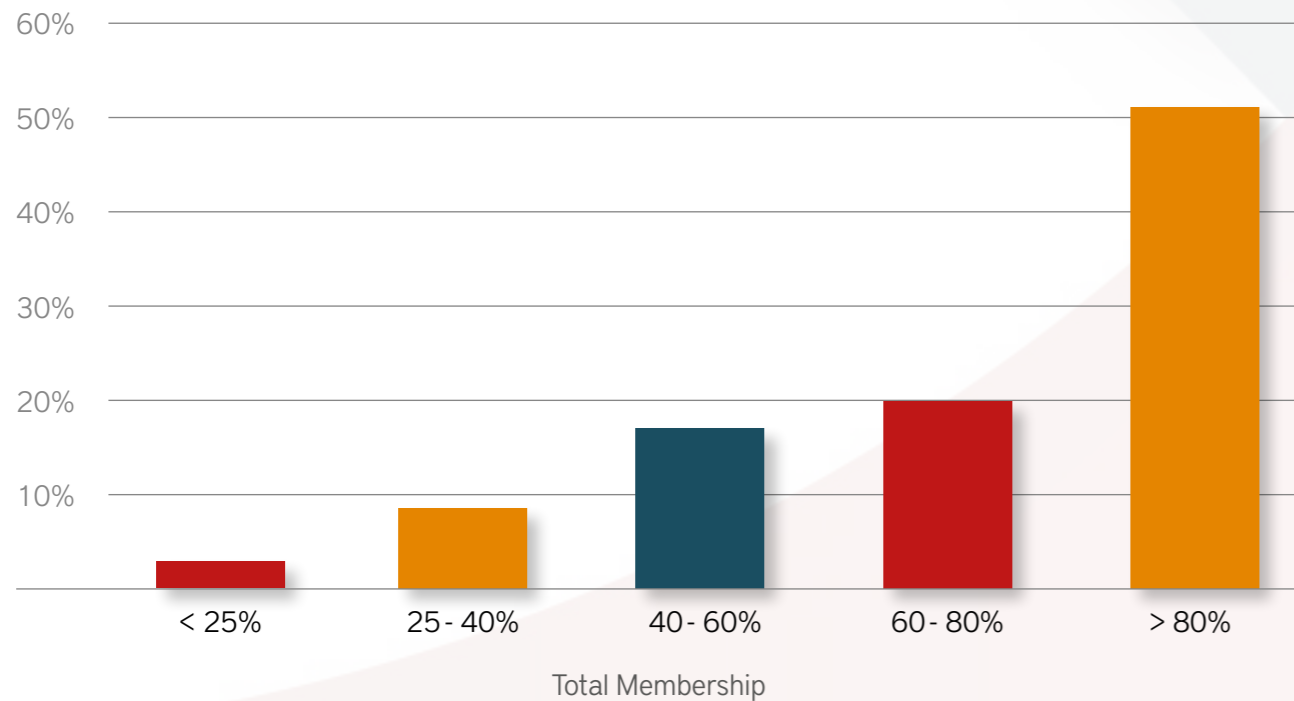
What is the total number of members (including Juniors) in all categories of membership at your club?



Less than 500	13 Clubs
500 to 1000	9 Clubs
1000 to 1500	6 Clubs
1500 to 2000	4 Clubs
More than 2000	3 Clubs

Membership - Based on 35 clubs

What percentage of total club membership does tennis account for?



Membership - Based on 35 clubs

What percentage of members fall under the following categories?

New members (less than 12 months in membership):



Existing members (more than 12 months in membership):

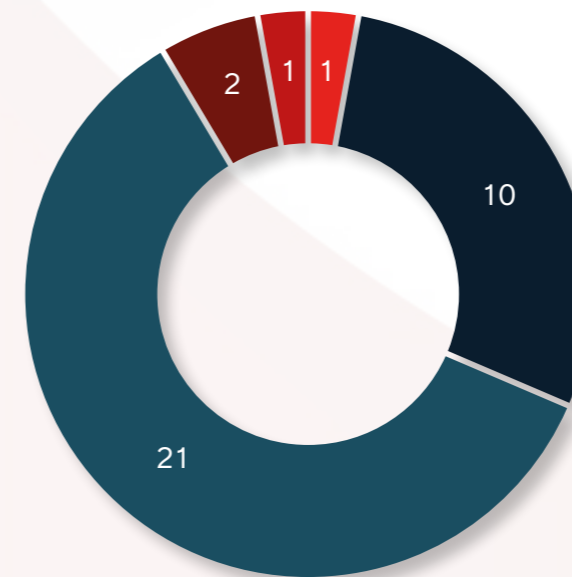


Potentially 'at risk' of not renewing (i.e. frequency of play has declined / heard playing at another club):



Membership - Based on 35 clubs

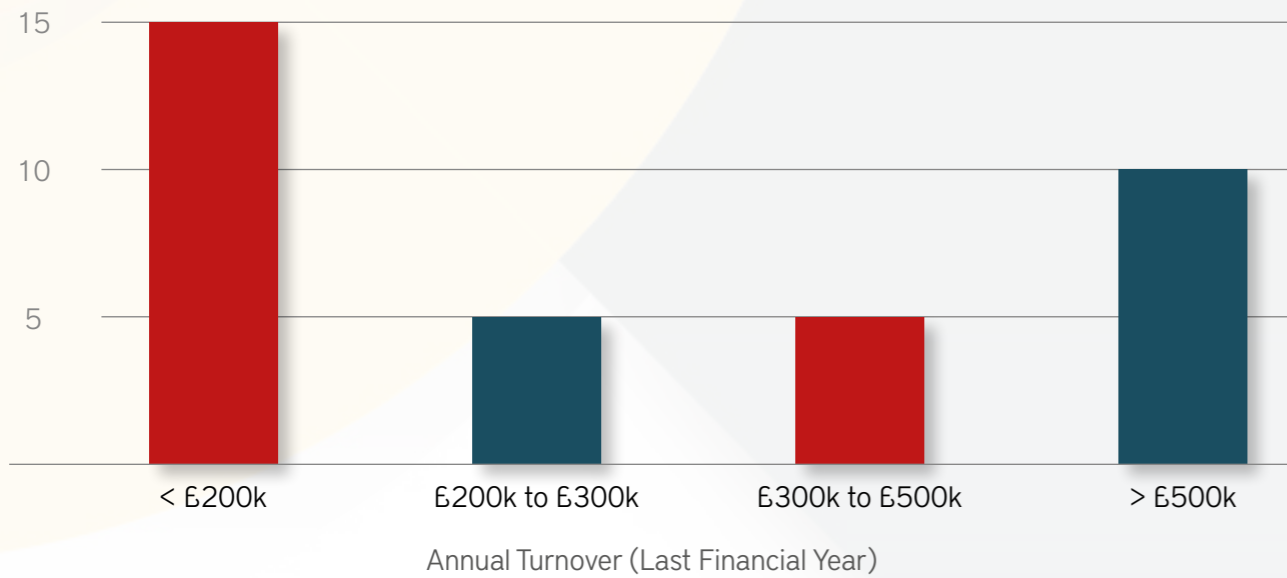
How does the current membership figure compare to the last membership year?



Significantly Increased	1 Club
Increased	10 Clubs
Similar Level	21 Clubs
Decreased	2 Clubs
Significantly Decreased	1 Club

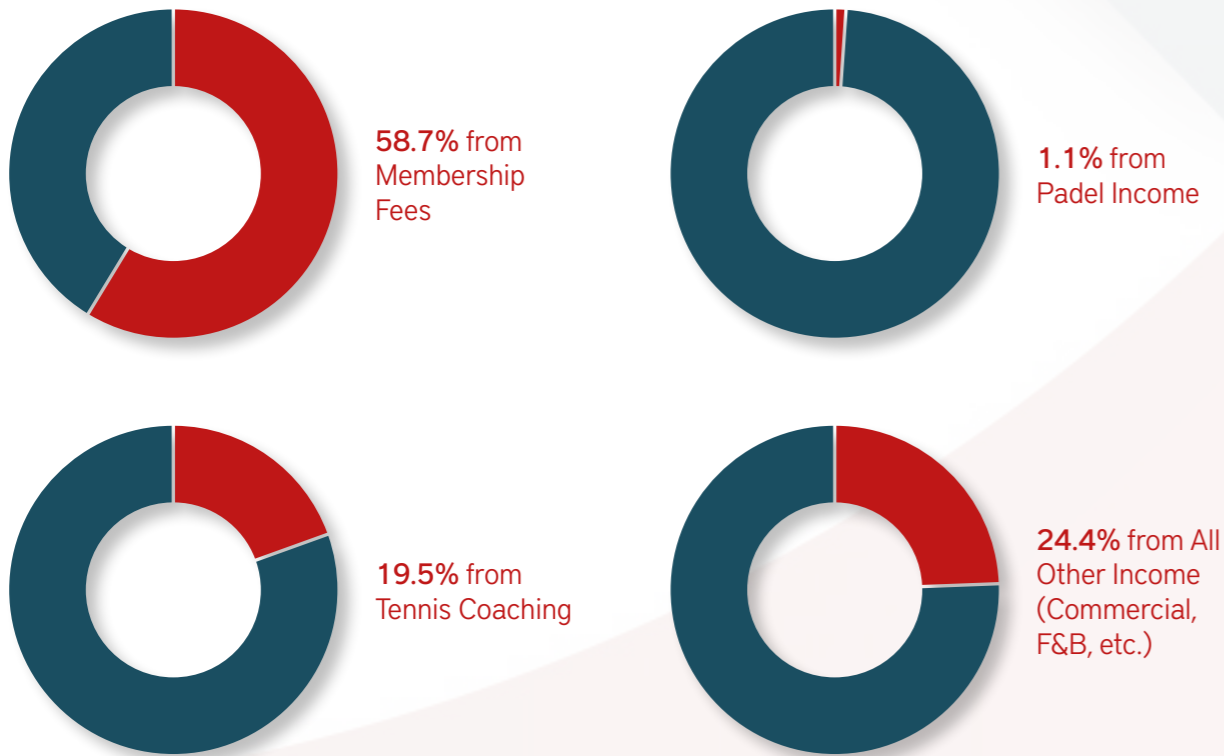
Revenue - Based on 35 clubs

What is your total turnover for the last financial year?



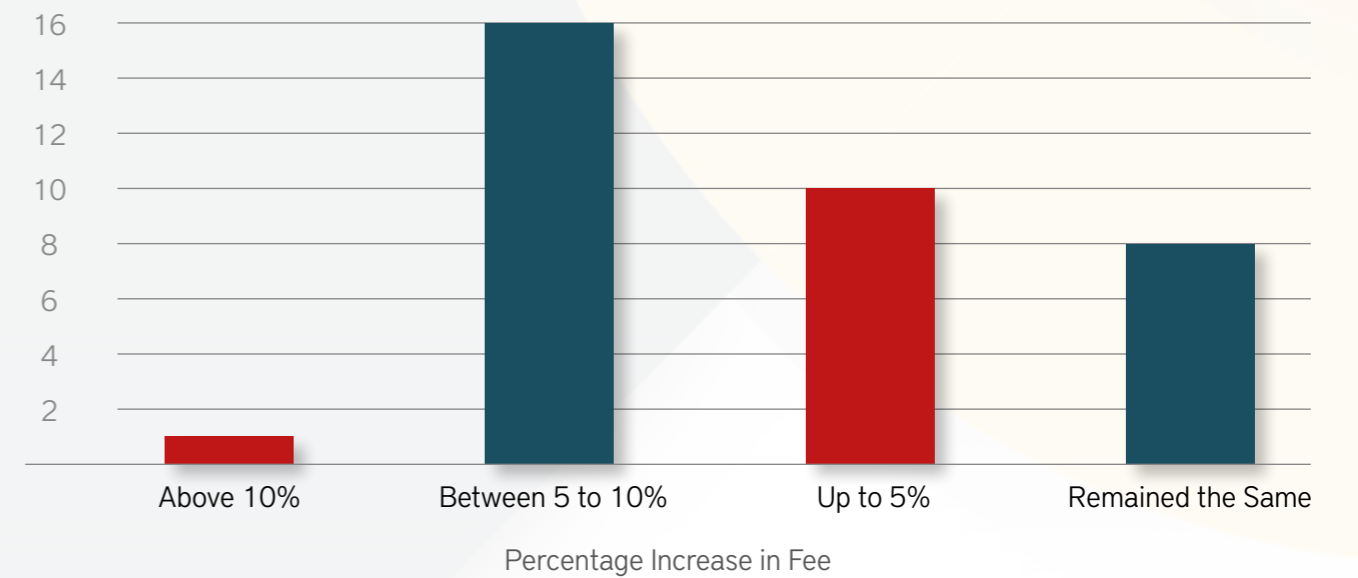
Revenue - Based on 35 clubs

Gross income from activity (mean %):



Revenue - Based on 35 clubs

Have you changed your tennis membership fee rate since last year?



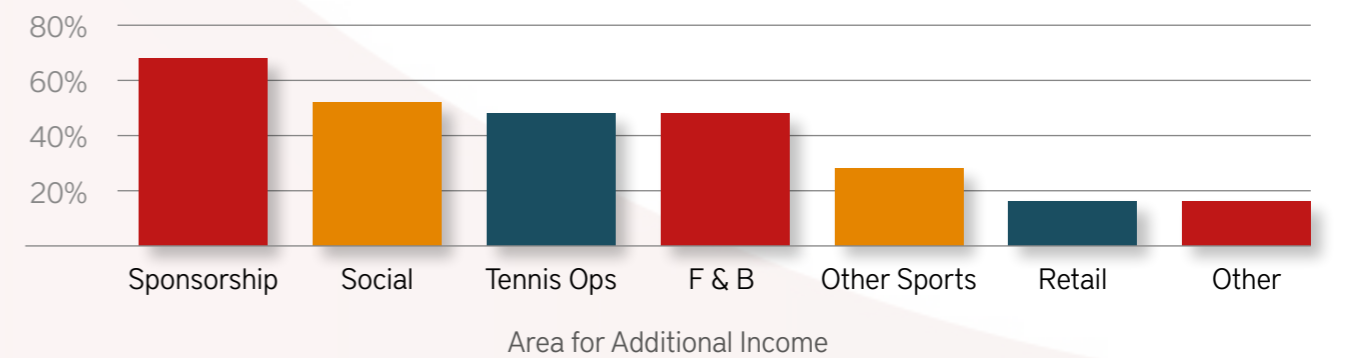
Revenue - Based on 35 clubs

Have you taken or do you plan to take measures to raise additional income to combat higher prices and rising inflation?



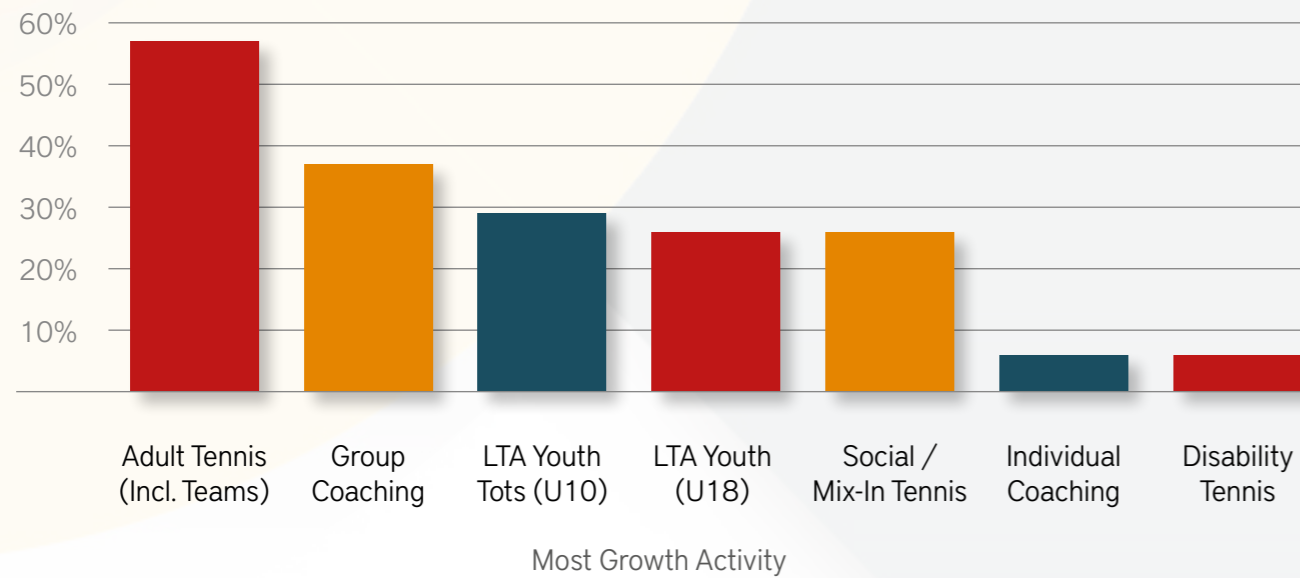
Revenue - Based on 25 clubs

In which areas are you hoping to raise additional income?



Tennis Operations - Based on 35 clubs

Over the past 24 months, which 2 sectors have seen the most growth?



Tennis Operations - Based on 35 clubs

Do you offer courts to non-members?



Tennis Operations - Based on 25 clubs

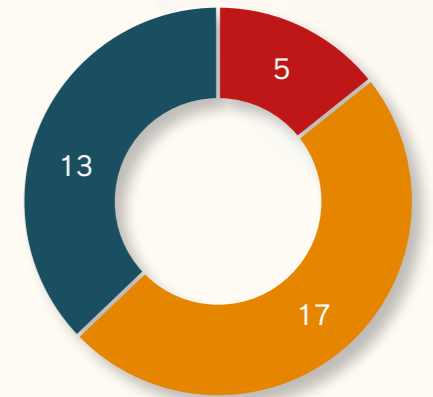
How many hours are offered/available for non-member use?



Tennis Operations - Based on 35 clubs

Has your club considered introducing Padel?

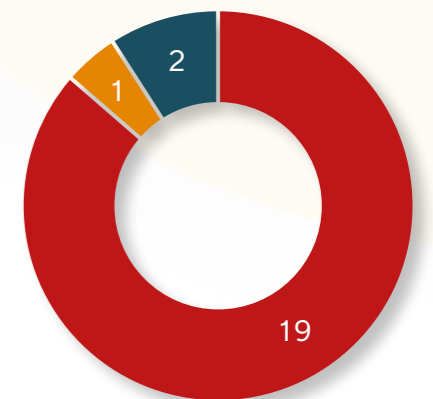
- We already have Padel courts: 5 Clubs
- Yes we're considering introducing Padel: 17 Clubs
- No, it is not being considered: 13 Clubs



Tennis Operations - Based on 17 clubs

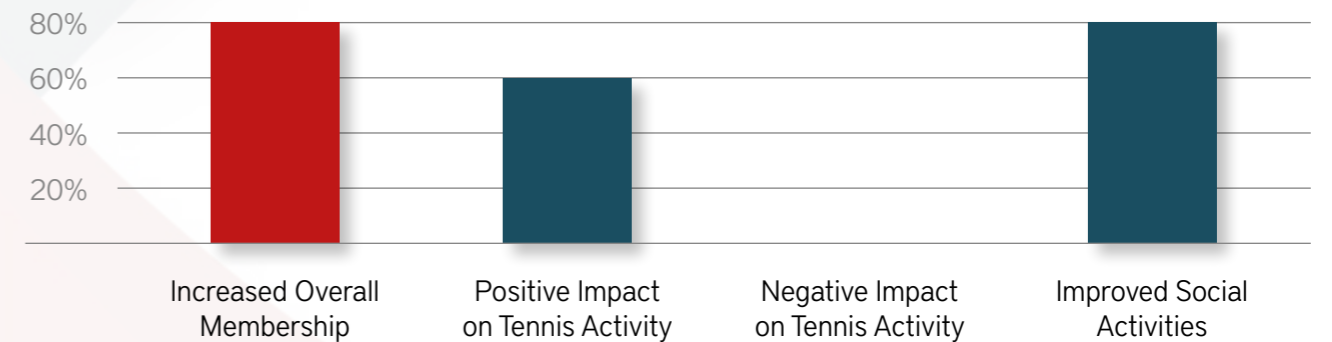
If you are considering Padel, what is the status of the project?

- Strategic Planning / Business Case: 14 Clubs
- Planning Application Stage: 1 Club
- Constructions Stage: 2 Clubs



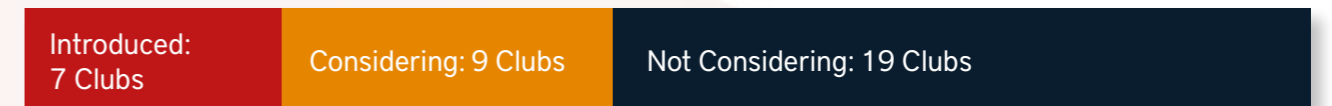
Tennis Operations - Based on 5 clubs

If you have introduced Padel, how has this benefitted the club?



Tennis Operations - Based on 35 clubs

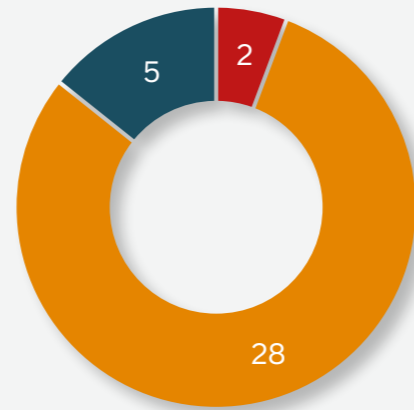
Has your club considered introducing Pickleball?



**Coaches & Coaching** - Based on 35 clubs

Are your coaches employed?

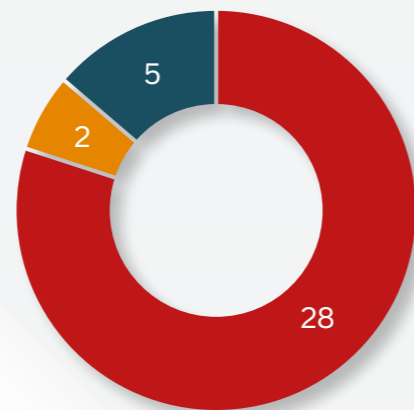
- All / most are employed by the club 2 Clubs
- All / most are self-employed 28 Clubs
- A mix of employed & self-employed 5 Clubs



**Coaches & Coaching** - Based on 35 clubs

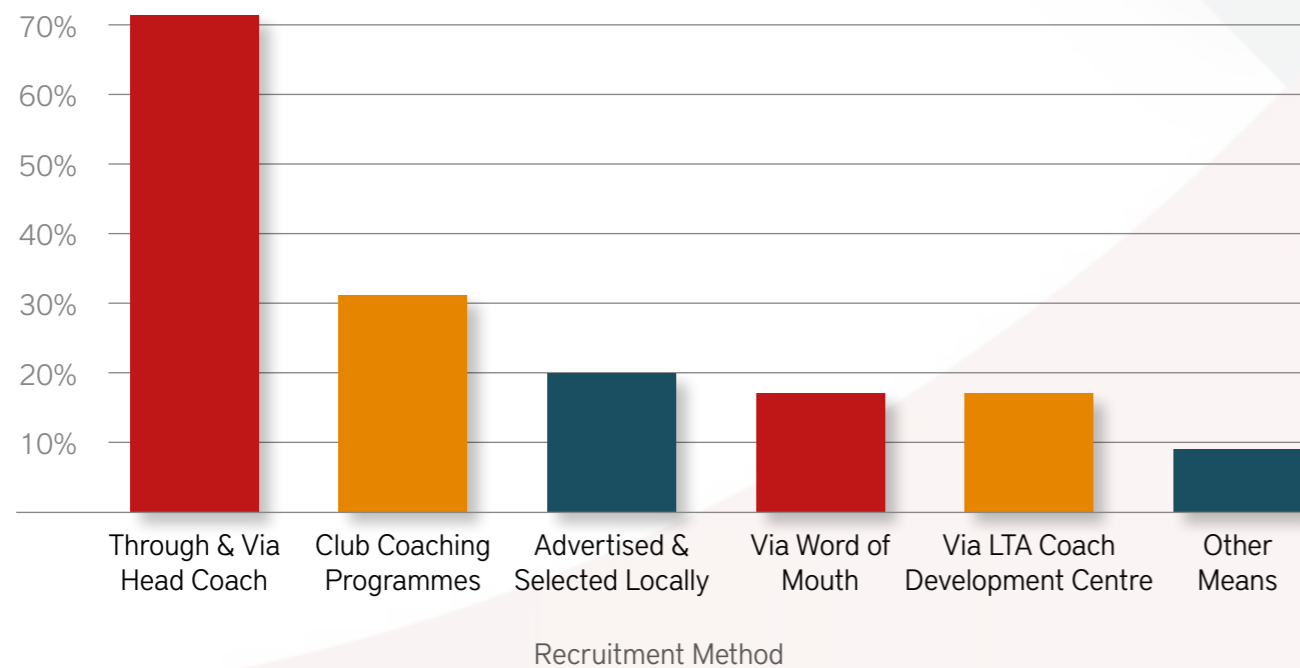
Do you pay an external company to deliver any coaching activity?

- All coaching is delivered in-house 28 Clubs
- Some coaching is delivered by an external company 2 Clubs
- All coaching is delivered by an external company 5 Clubs



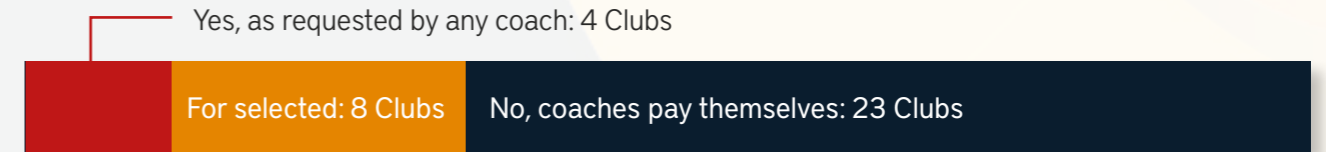
**Coaches & Coaching** - Based on 35 clubs

How are coaches recruited?



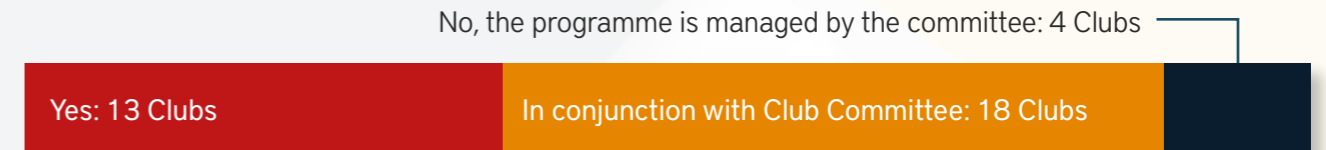
**Coaches & Coaching** - Based on 35 clubs

Does the club pay for professional development training for its coaches?



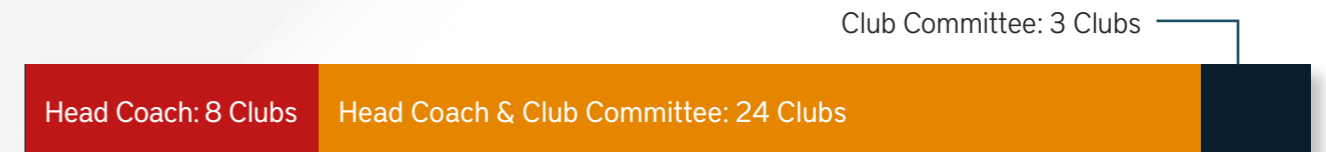
**Coaches & Coaching** - Based on 35 clubs

Is the Head Coach solely responsible for developing and managing the coaching programme?



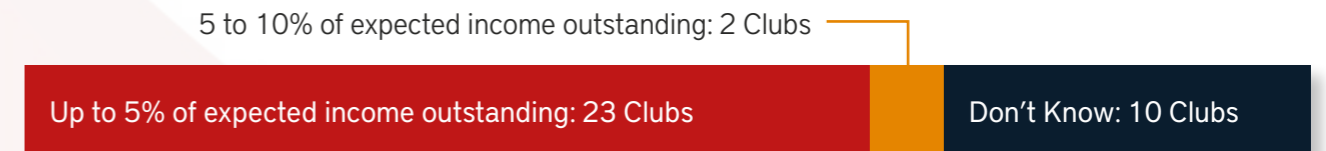
**Coaches & Coaching** - Based on 35 clubs

Who monitors the coaching programme to assess value and success?



**Coaches & Coaching** - Based on 35 clubs

What is the estimate of overall debt on income from coaching fees? (i.e. money outstanding)



**Coaches & Coaching** - Based on 35 clubs

Do you have an adequate number of coaches with the appropriate skills for the club's needs?





**Facilities - Based on 35 clubs**

Over the past 24 months, which 2 sectors have seen the most growth?

Outdoor Tennis Courts		35 Clubs
Changing Facilities		32 Clubs
Bar		28 Clubs
Function Room		26 Clubs
Practice Wall		23 Clubs
Cafe or Restaurant		21 Clubs
Club Shop		18 Clubs
Conference Facilities		18 Clubs
Indoor Tennis Courts		16 Clubs
Gym		14 Clubs
Squash Courts		14 Clubs
Racketball		13 Clubs
Sports Injury Suite		10 Clubs
Padel Courts		7 Clubs
Pickleball		5 Clubs
Snooker Room		4 Clubs
Wellness Suite		2 Clubs
Swimming Pool		2 Clubs
Other		4 Clubs

**Facilities - Other Facilities**

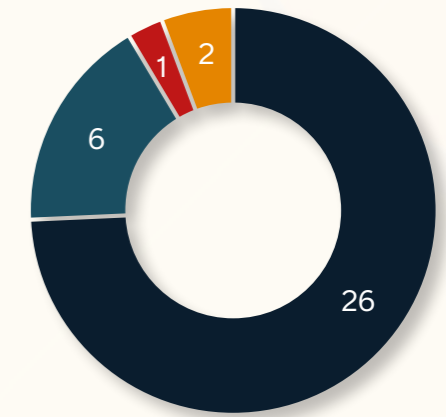
What other facilities are provided?

Basketball / Netball	Art Gallery	Workshops
Creche	Hockey Pitch	Multi-Sport Area
Table Tennis	Croquet	Petanque

**Facilities - Based on 35 clubs**

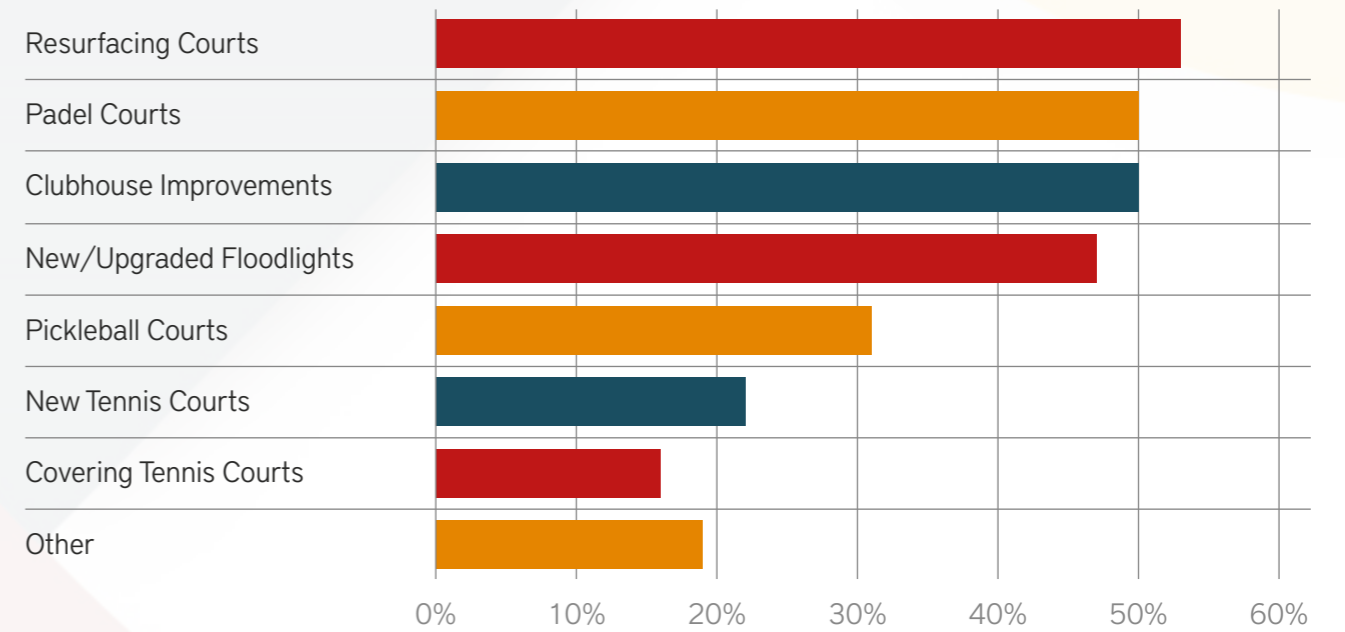
Are there plans to improve facilities in the next 2-3 years?

Yes	26 Clubs
Possibly	6 Clubs
No	1 Club
Undecided	2 Clubs



**Facilities - Based on 32 clubs**

What type of works are planned or envisaged?



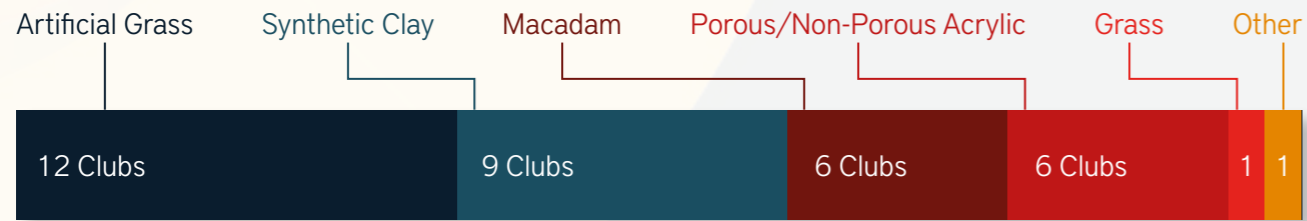
**Facilities - Based on 32 clubs**

What other type of works are planned or envisaged?

Art Trail	Maintenance Area	Increase Size of Gym
Repainted Courts	Solar Panels	

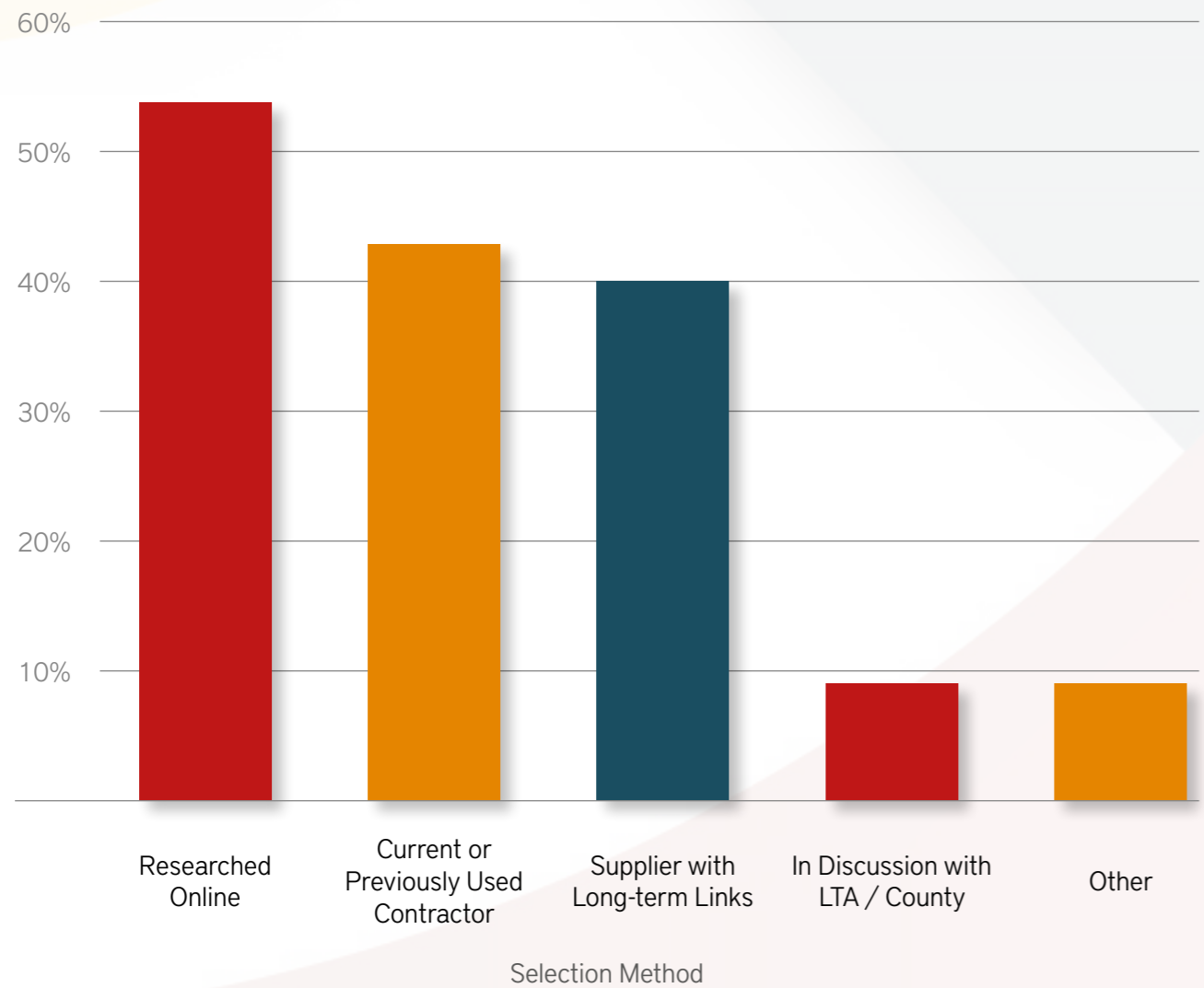
**Facilities** - Based on 35 clubs

What type of tennis court is the most popular at your club?



**Facilities** - Based on 35 clubs

When purchasing court equipment and court furniture, how is the supplier selected?



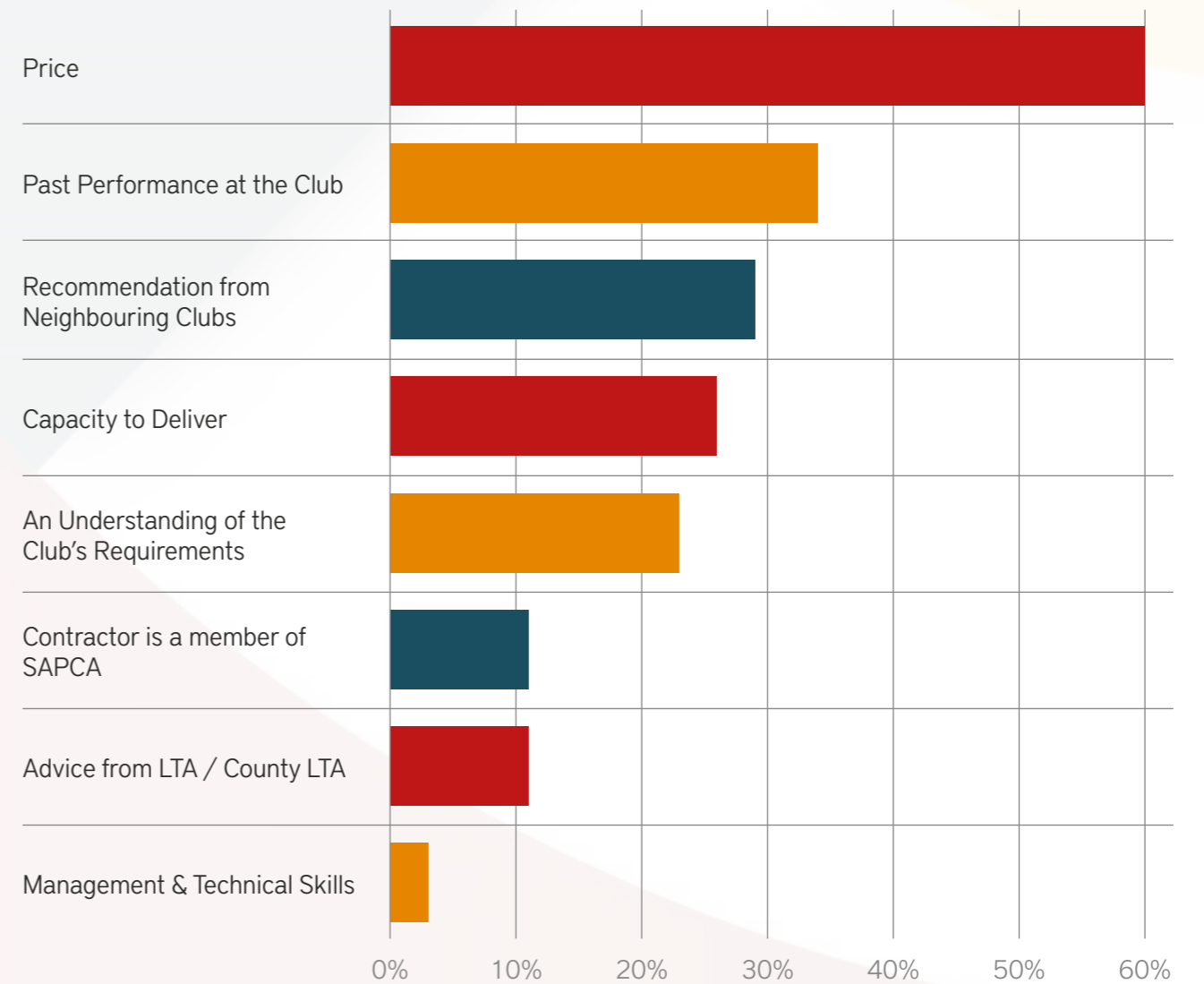
**Facilities** - Based on 35 clubs

Are you interested in accessing a central resource to select and purchase items of court equipment?



**Facilities** - Based on 35 clubs

When looking to undertake major tennis court works, what are the most important factors in selecting a contractor?



# SPRING FORUM 2023

## PROVIDES TENNIS GROWTH INSIGHT

The TIA UK Spring Forum, sponsored by Pinsent Masons LLP was held in April 2023. The aim of the Forum was to assess the current health of GB tennis through a number of key indicators.

This is a summary of 5 indicators:

- Participation growth
- GB comparison with Europe
- Tennis profitability in the commercial sector
- Racket and ball sales
- Investment in innovation.

## PARTICIPATION SHOWS GROWTH

Source: LTA

According to the LTA children playing yearly, monthly and weekly are all up from December 2021. Adults playing monthly is significantly up from the same date.

### Children Playing Monthly:

December 2021	13.9% - 1.26 Million
March 2023	15.0% - 1.36 Million

### Adults Playing Monthly:

December 2021	1,280,546
March 2023	2,129,038

## COMPARISONS WITH EUROPE

Source: European Tennis Association

### Players as Percentage of Population:

France	7.2%
Spain	6.6%
Italy	5.2%
Great Britain	4.9%
Germany	4.2%

### Average Courts per Club:

Spain	10.14
Germany	5.21
France	4.39
Great Britain	4.25
Italy	2.94

### Average Players per Court:

Italy	308
Spain	229
Great Britain	197
France	146
Germany	76

### Average Coaches per Club:

Spain	10.14
Germany	5.21
France	4.39
Great Britain	4.25
Italy	2.94

## TENNIS PROFITABILITY

Source: Virtus Leisure Management

Tennis in the private sector has been good for increasing participation but commercially challenging. The David Lloyd chain has grown from its first club opened in 1982 to 102 clubs in the UK by 2022. However its mix of facilities and the reduction in the number of tennis courts has changed significantly.

### THEN

24 Tennis Courts (15 In, 9 Out)	1,000 sq ft Gym
4 Squash Courts	1 Studio
15m Indoor Pool	Creche
	Food & Beverages



### NOW

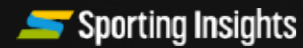
6 Tennis Courts (3 In, 3 Out)	4 Studios
2-3 Padel Courts	Spa
25m Indoor Pool	Kids Facilities
25m Outdoor Pool	Creche / Nursery
10,000 sq ft Gym	Food & Beverages

Some key challenges in the private sector and in the public sector operated by leisure management companies include the better utilisation of space by other sports; low margins on tennis; high overheads and a lack of tennis expertise to maximise activity and income.

# EUROPEAN RACKET & BALL SALES

Source: Sporting Insights

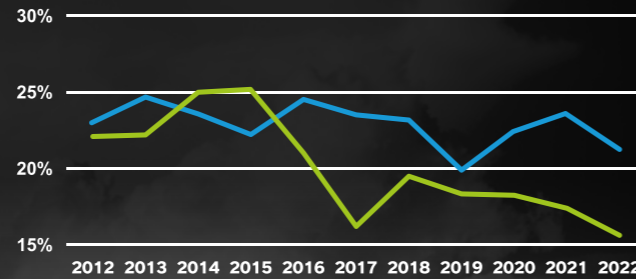
According to the LTA children playing yearly, monthly and weekly are all up from December 2021. Adults playing monthly is significantly up from the same date.



The UK represents a strong, but slightly declining, proportion of the European tennis market in terms of wholesale tennis ball and racket units sold.

N.B: Europe (total) includes UK, Austria, France, Germany, Italy, Netherlands, Spain, and Switzerland.

UK as a percentage of European Wholesale Market



Ball sales have grown sharply in Europe over the past 2 years but plateaued in the UK. Compared to pre-Covid-19, UK ball sales are down 8.5% whereas Europe overall is up 7.5%. Compared to pre-Covid-19 in percentages, 2022 saw UK racket sales UP 31.2%. The UK represents 21% of European rackets shipped.

# TENNIS INNOVATION INVESTMENT

Source: Pinsent Masons LLP

Growing in importance, innovation is an indicator of health and a mark of continuous progress and confidence. There are signs that tennis is picking up pace in this area and realising that innovation and technology is the key to engaging the youth and growth of the tennis industry.

Pinsent Masons LLP stated that there are 1 billion tennis fans worldwide and that it is the world's 4th most popular sport with a global market valued at US\$6.06 billion in 2020. However, studies show that the average tennis fan is 61 years old. Some examples of what tennis is doing about it:

**ATP 'One Vision' - "Tennis is more than a sport- it's an entertainment brand."**

**Hawkeye Live**- Initially used during Covid-19 to reduce the number of people on court. Now all Grand Slams (except Roland-Garros) and the majority of ATP events use electronic line calling systems and are slowly dispensing with line judges, with the aim to move to a fully electronic system by 2025. This is intended to provide a fairer playing field with more integrity.

AI based apps shaping the tennis world, for example:

- MatchBeats
- Court Vision
- IBM Watson

New / alternative tennis formats:

- Ultimate Tennis Showdown
- Fast4
- Thirty30

Alternative Competitions:

- World Team Tennis
- Laver Cup

**Virtual Reality Trainer:**

Realistic and immersive experience - hone the mental aspects of the sport- appeals to a younger audience.

**Tennis Apps:**

To boost economic investment- increase visibility of the sport- attract new fans and players- provide access to partners and courts- improve game play in turn creating better players- modernise tennis and encourage innovation.



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We are always looking to increase participation in tennis. Our coaches deliver fun and engaging sessions to players across the country to spread our love for tennis to new people

**DIVERSITY & INCLUSION**

Our Diversity & Inclusion initiative is a high priority area for us and we are very proud of the work we do with the LTA Open Court programme

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**WE ARE LOOKING FOR LOCATIONS TO BUILD THRIVING PADEL CENTRES**

PADEL PROJECT UK IS A LEADING OWNER AND OPERATOR OF PADEL CENTRES IN THE UK. WE BUILD, OWN AND OPERATE PADEL CENTRES FOR THE ENJOYMENT OF THE ENTIRE COMMUNITY.

Court availability is the biggest barrier to entry for players. We need locations to build thriving padel centres. We are looking for 12,500-30,000 sq. feet internal or external space with ceiling height of over 8 meters.

Padel is a racket sport that mixes tennis and squash. Invented in Mexico in the 1960s, it is now Spain's second most popular sport and growing very fast in continental Europe. Court availability is the biggest barrier to entry for players. Padel Project UK is solving this by providing high quality courts for all.

PASSIONATE ABOUT BRINGING PADEL TO YOUR LOCAL AREA



GET IN TOUCH IF YOU CAN HELP PADEL PROJECT UK BUILD A PADEL COMMUNITY AND BRING MORE PEOPLE TO YOUR VENUE

[info@padelprojectuk.com](mailto:info@padelprojectuk.com) [WWW.PADELPROJECTUK.COM](http://WWW.PADELPROJECTUK.COM)

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- Full range of surfaces including artificial grass, artificial clay, colour sprayed asphalt and acrylic.

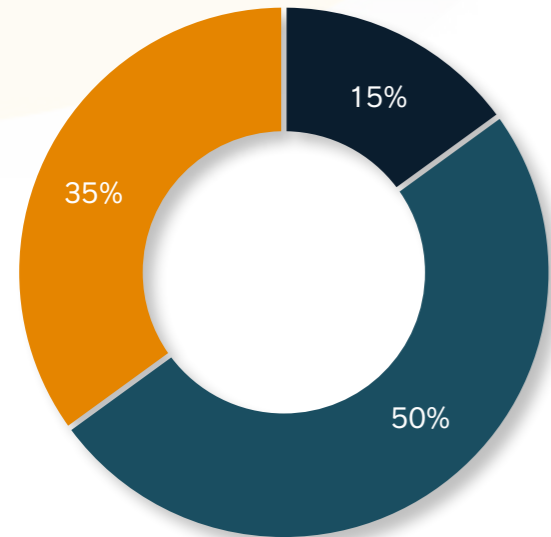
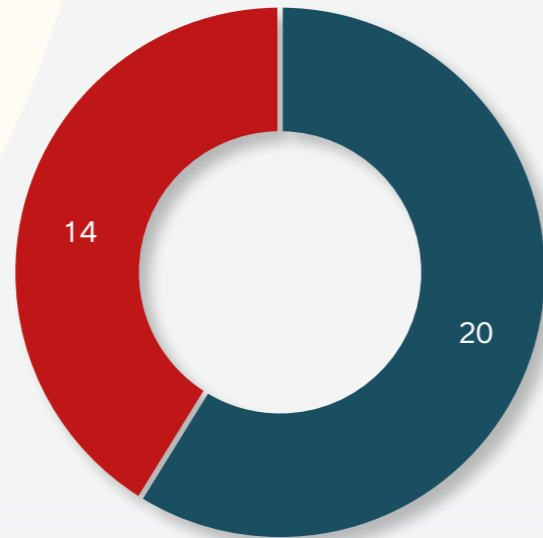


Chiltern Sports Contractors Ltd  
Honours Yard, Lodge Lane, Chalfont St. Giles, Bucks HP8 4AJ  
T: **01494 766673** E: [sports@thechilternngroup.co.uk](mailto:sports@thechilternngroup.co.uk)  
W: [www.chilternsportscontractors.co.uk](http://www.chilternsportscontractors.co.uk)

**Workforce** - Based on 34 clubs

Does the club pay someone to manage or administer the club's affairs (excluding accountants)?

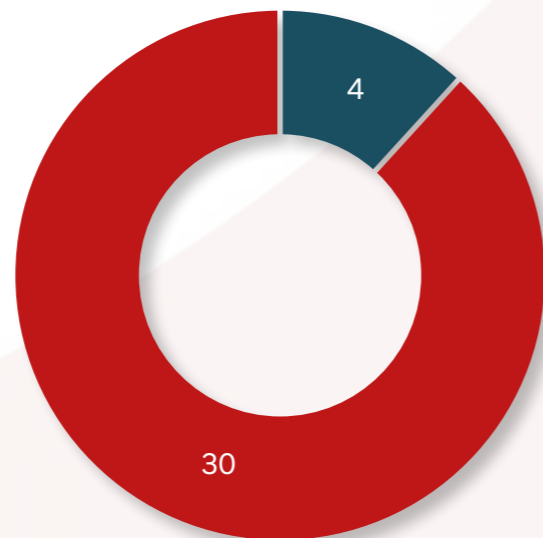
Yes 20 Clubs  
No 14 Clubs



**Workforce** - Based on 20 clubs

How many receive a fee/salary for this?

1 Person 15%  
1-3 People 50%  
3-5 People 0%  
Over 5 People 35%



**Workforce** - Based on 34 clubs

Do you organise or fund any type of training scheme for club managers or administrators?

Yes 4 Clubs  
No 30 Clubs

**Workforce** - Based on 35 clubs

Would you be interested in a training scheme specifically for tennis club managers?



**Workforce** - Based on 35 clubs

Does the club thank / reward volunteers for their efforts on a regular / annual basis?



**Workforce** - Based on 35 clubs

Give examples of what do you do to thank your volunteers:





### Operating Systems - Based on 35 clubs

Do you use an on-line booking system?



### Operating Systems - Based on 35 clubs

Is the court booking system part of the wider club management system for membership data, fees, analytics, other club operations etc?



### Operating Systems - Based on 35 clubs

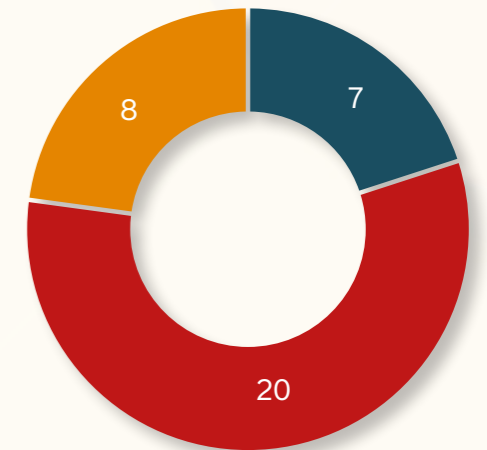
Name of operating system used.

System/Supplier	Court Booking System		Wider Management System	
ClubSpark		16 Clubs		15 Clubs
Elite Live		1 Club		0 Clubs
In-House Bespoke		1 Club		0 Clubs
MyCourts		1 Club		0 Clubs
courtbookings.org.uk		1 Club		0 Clubs
Manage Our Club Aella		1 Club		1 Club
Sport Insight		1 Club		0 Clubs
Payne Automation		1 Club		1 Club
MyCourts & ClubSpark		1 Club		0 Clubs
Ebooking		2 Clubs		1 Club
Skedda		1 Club		0 Clubs
ASP Systems		2 Clubs		1 Club
Mindbody		1 Club		1 Club
Manage Our Club by ServeSport		0 Clubs		2 Clubs
Clockworks		0 Clubs		1 Club
Various Systems for Different Sectors		0 Clubs		1 Club
ClubSpark & TennisBiz		0 Clubs		1 Club

### Operating Systems - Based on 35 clubs

Does the club undertake profiling and reviews of its membership? (i.e. attitude to services, lifestyle changes etc)

Yes: 7 Clubs  
Occasionally: 20 Clubs  
No: 8 Clubs



### Operating Systems - Based on 35 clubs

Would you be interested in a profiling review of members showing your results against an aggregated total from other clubs for comparison?



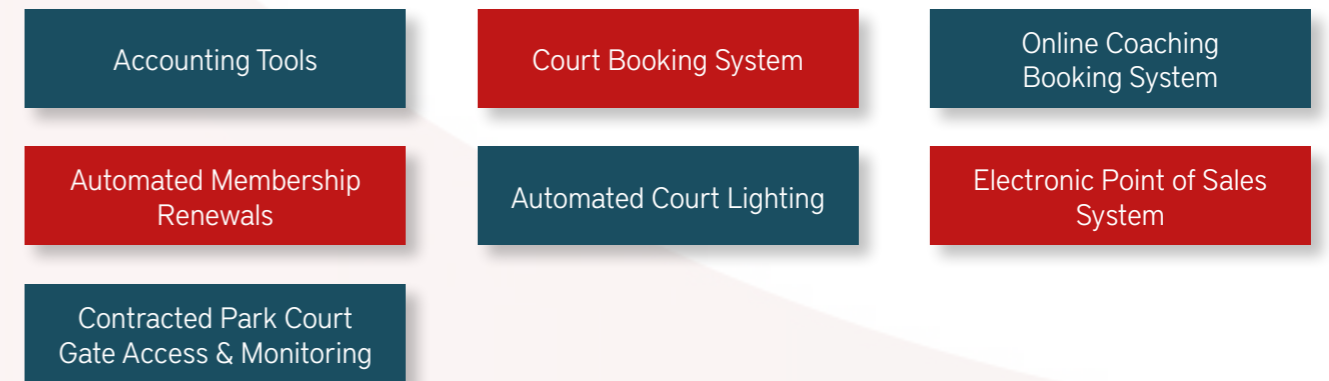
### Operating Systems - Based on 35 clubs

Has the club replaced elements of time-consuming manual work with automation / technology?



### Operating Systems - Based on 35 clubs

What type of work has been replaced with technology?



**Risk - Based on 35 clubs**

During the last 12 months have you encountered any issues requiring legal advice?



**Risk - Based on 13 clubs**

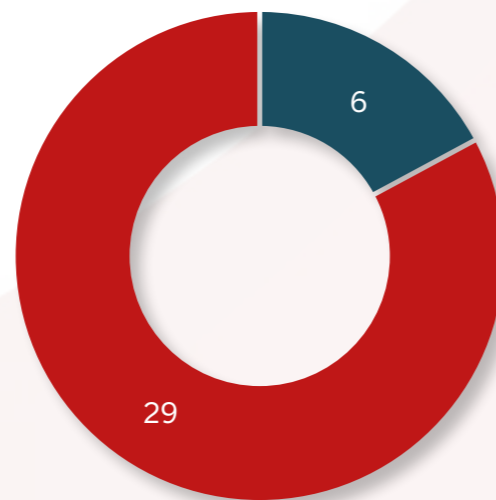
In which areas has legal advice been required?



**Risk - Based on 35 clubs**

Have you protected or considered protecting your intellectual property rights such as your club's name and logo?

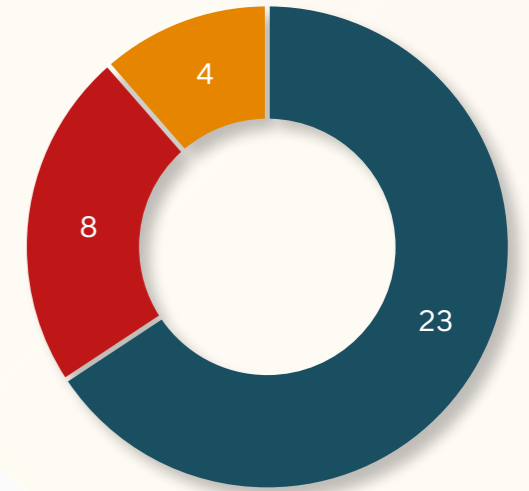
Yes: 6 Clubs  
No: 29 Clubs



**Risk - Based on 35 clubs**

Would you consider commercialising your IP rights? For example selling club-branded merchandise.

Yes: 23 Clubs  
No: 8 Clubs  
Don't Know: 4 Clubs



**Risk - Based on 35 clubs**

Are there any areas for improvement of insurance cover that you may be looking for at policy renewal time?



**Risk - Based on 3 clubs**

What might these improvement areas be?



**Risk - Based on 35 clubs**

Are you aware of any emerging risks, regulatory issues or liabilities that might impact your business/club in the future?



**Risk - Based on 3 clubs**

What might these improvement areas be?



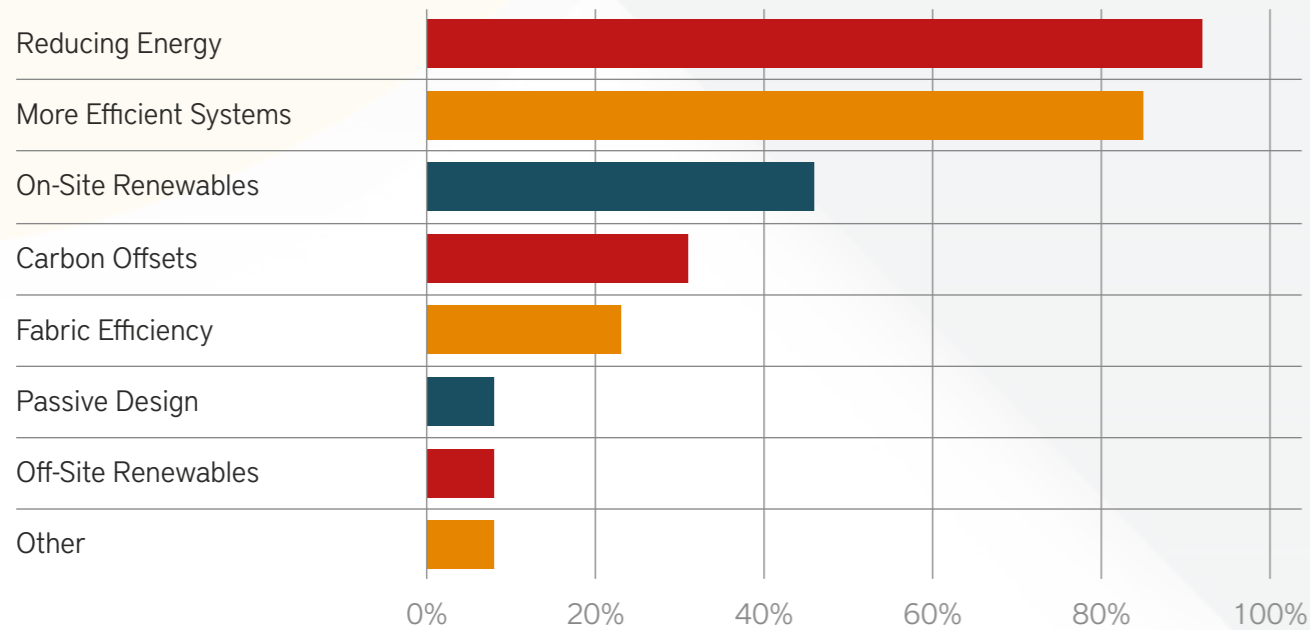
Sustainability & Energy - Based on 35 clubs

Has your club developed a sustainability strategy?



Sustainability & Energy - Based on 13 clubs

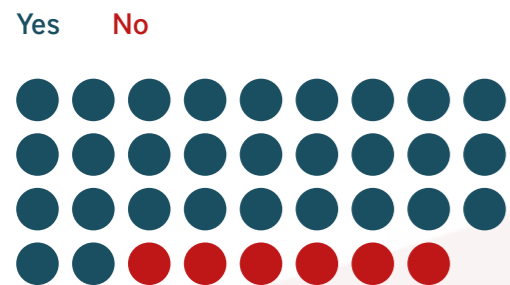
Which of the following has been included or considered as part of the strategy?



Sustainability & Energy

Based on 35 clubs

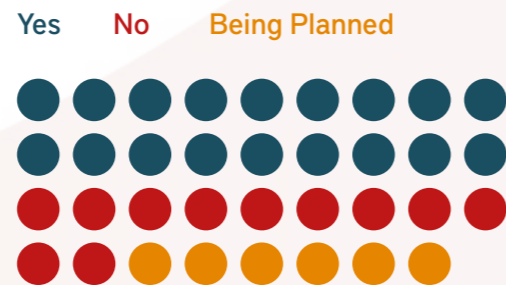
Would you be interested in receiving more advice on sustainability and how your club might address this issue?



Sustainability & Energy

Based on 35 clubs

Have you recently undertaken an energy audit to help assess where savings could be made?



Sustainability & Energy - Based on 17 clubs

Would a free-of-charge energy audit be of interest?



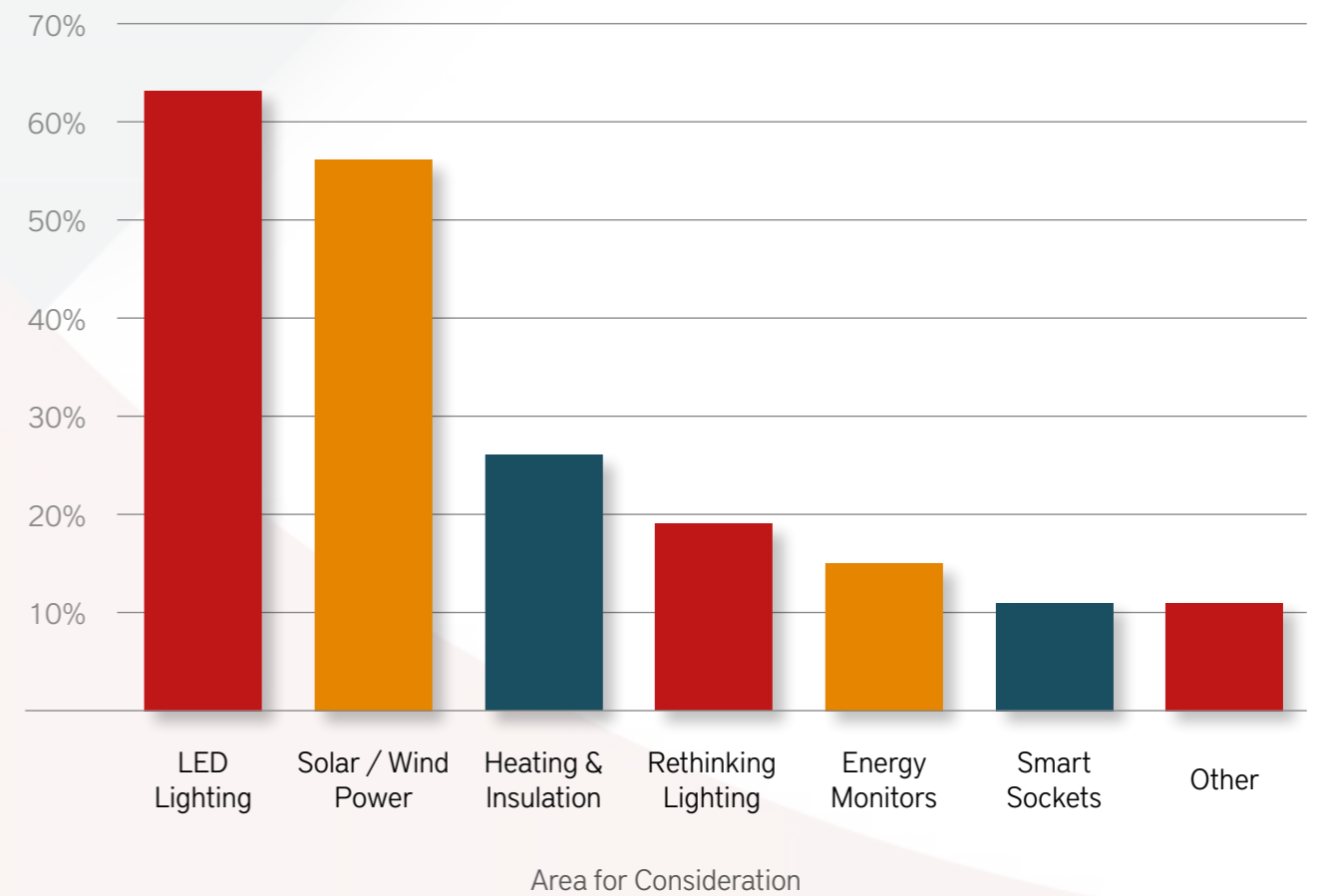
Sustainability & Energy - Based on 35 clubs

Do you have a plan to reduce energy costs?



Sustainability & Energy - Based on 27 clubs

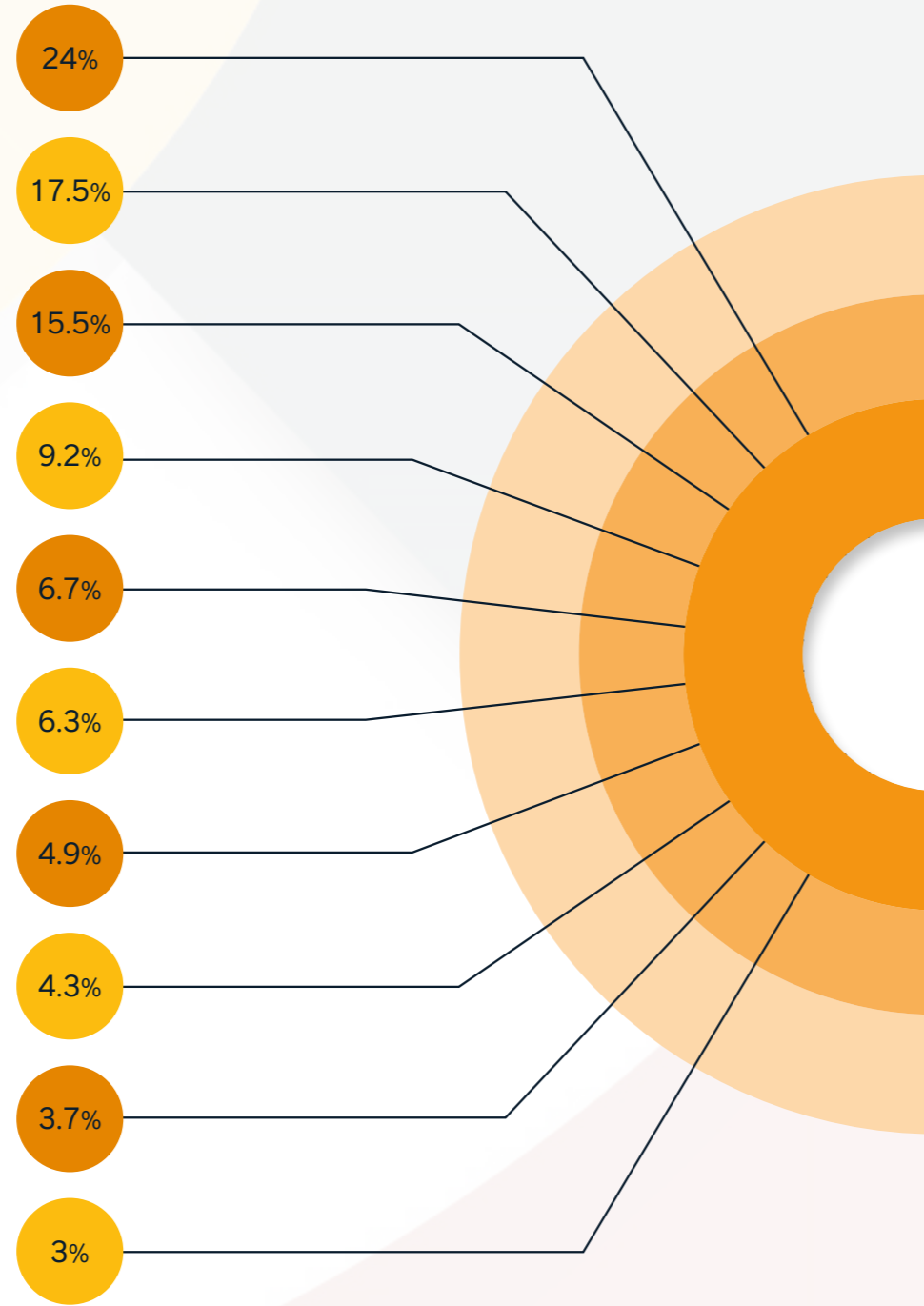
What areas are being considered/evaluated to reduce energy costs?



**Club Future - Based on 35 clubs**

What are the 10 key **OPPORTUNITIES** that could improve your club/business over the next 2-3 years?

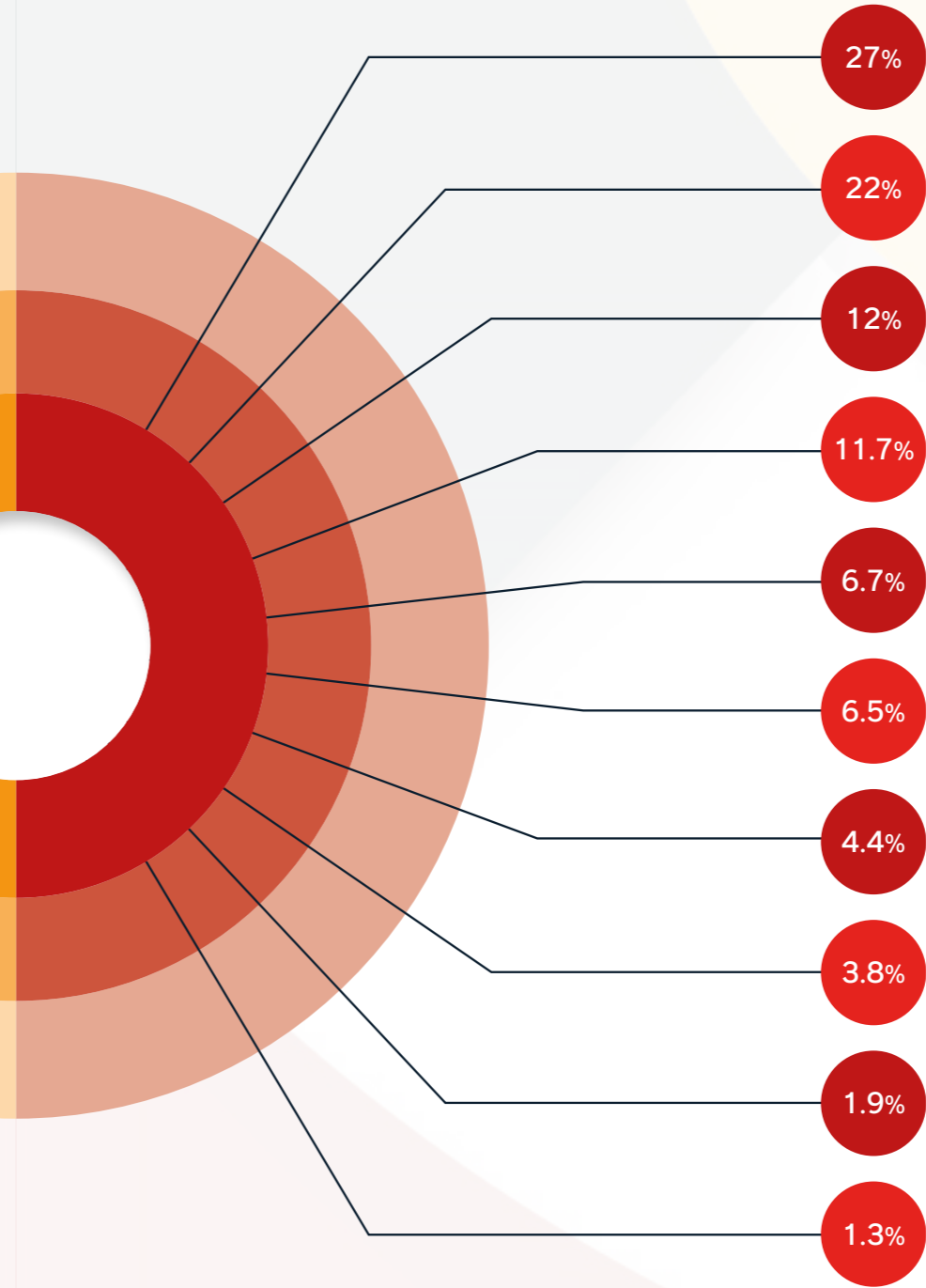
- Diversification via Padel and Pickleball
- Exploiting Opportunities to Increase Membership
- Delivering Enhanced / Diverse Tennis & Social Programmes
- Improving the Clubhouse
- Improving Tennis Courts & Reducing Maintenance Costs
- Installing New Floodlights to Increase Playing Time
- Developing Indoor Sports Facilities
- Improving Floodlighting
- Maximising Sustainability Options & Reducing Energy Costs
- Adding Additional Courts



**Club Future - Based on 35 clubs**

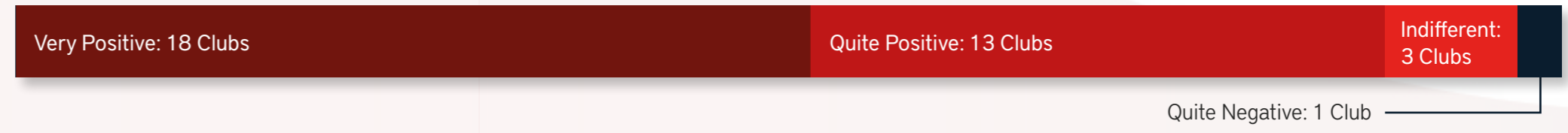
What are the 10 key **THREATS** to your club/business over the next 2-3 years?

- Increased Operational / Energy Costs
- Affordability of Membership & Cost of Living
- Competition with New Facilities in Locality
- Structural / Policy / Financial Internal Issues
- Lack of Volunteers
- Change in Demographics / Ageing Membership / Decline in Tennis Interest
- Lack / Loss of Coaches
- Cost of Maintaining Facilities & Ageing Estate
- Loss of Tennis Courts to Padel
- Bad Weather / Lack of Covered Courts



**Club Future - Based on 35 clubs**

How positive or negative do you feel about your club's future?





# JOIN TIA UK

The Independent Business Voice of UK Tennis

# JOIN US TO TENNIS

## WHAT WE DO

Work with **key partners** that aim to increase tennis participation.

Bring together **suppliers and buyers** through targeted networking events.

Promote **new tennis companies** / tennis products and services.

Spotlight **best practice** and innovation in the tennis economy.

Provide **information** and news flow to keep members informed on UK tennis matters.

Provide members with **opportunities to contribute** to the voice of the business of tennis.



## REASONS TO JOIN

Participate in our annual Tennis Club Business Report.

Increase **profile** through our monthly newsletter.

Promote **products** and services to key tennis customers.

Contribute to **initiatives** that aim to increase participation in tennis.

Work with **key partners** and companies to grow the UK tennis economy.

Gain **specialist support** from our Business Partners.



## OUR ANNUAL NETWORKING EVENTS

**SPRING:** Tennis Forum

**SUMMER:** Wimbledon Networking

**AUTUMN:** Workshop and Tennis Mart

**WINTER:** Industry Lunch



TIA UK is supported by the Lawn Tennis Association and by The All England Lawn Tennis Club.

**Membership** is open to all those with business interests in tennis - from global brands to sole traders.

Membership is also open to tennis clubs and venues and to organisations involved in tennis.

Suppliers can join as Industry Members from as little as **£21 per month.**



## HOW TO APPLY

Visit our website **tiauk.org**

Click the page **'JOIN'**

Download an application form - complete the form on-line and click **SUBMIT** - we will do the rest.

Notification of membership approval will normally take less than 14 days.

## MORE INFO

To discuss membership or for more information email **phil@tiauk.org** or call **07786 390 855**

We look forward to welcoming you to the business voice for UK tennis.



## CONTACT DETAILS

Phil Sandilands, General Manager

**E** phil@tiauk.org **T** 07786 390 855 **W** www.tiauk.org

**X** TennisIndUK **@** tia\_uk\_

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# BE PART OF THE BUSINESS VOICE OF UK TENNIS

### Notes

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### Get in Touch

If you have any queries on the content of this report or on joining the TIA UK, please contact:

Phillip Sandilands  
 General Manager  
 Tennis Industry Association UK  
[phil@tiauk.org](mailto:phil@tiauk.org)  
 +44 (0) 7786 390855

Watch out for details of the 2024 Spring Forum on our website: [www.tiauk.org](http://www.tiauk.org)

### Thank You




- To all the **participating clubs** that contributed to the report’s findings.
- To our Insurance partner **Gen2 Group** for sponsoring the production of this report.
- To **Sporting Insights** for its strategic support and evaluation expertise.
- To the **LTA** for its on-going support and co-operation.
- To **Rebel Creative Media** for the creative design and production of the report.



**Gen2 is delighted to be the TIA UK’s appointed insurance partner and to sponsor the Tennis Club Business Report 2023.**

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