



TIA UK

INDUSTRY REPORT 2025/26

Tennis - Padel - Pickleball



CONTENTS

Introduction	
State of Play	01
Facilities	05
Padel Development	08
Court Equipment	09
Rackets	12
Tennis Balls	13
Padel & Pickleball Equipment	14
Meeting Key Challenges	15
Atlantic Racquet Club: Building A Robust Volunteer Workforce	18
East Glos Club: Diversifying The Membership Offer	21
Roehampton Club: Implementing A Long-Term Sustainability Plan	25
Bromley Tennis Centre: Strengthening The Coaching Workforce	29
TIA UK and the Tennis Landscape 2025/26	33
Member Directory	35

INTRODUCTION

The TIA UK Industry Report 2025/26 continues a series of publications first launched in 2019, which have examined the business operations of established tennis clubs and explored the factors influencing their economic sustainability—both before and after the COVID-19 pandemic.

This latest report provides an updated overview of activity across tennis, padel, and pickleball in the UK. It highlights current market trends and analyses some of the primary drivers shaping the tennis economy. Through a series of case studies, the report also showcases practical examples of how clubs are addressing ongoing challenges.

In addition, the report includes a directory of current TIA UK members, outlining the products and services each organisation provides. Our members play an active role in shaping the independent voice of the tennis industry and share a collective commitment to growing the sports of tennis, padel, and pickleball across the UK.

Acknowledgements

We extend our thanks to:

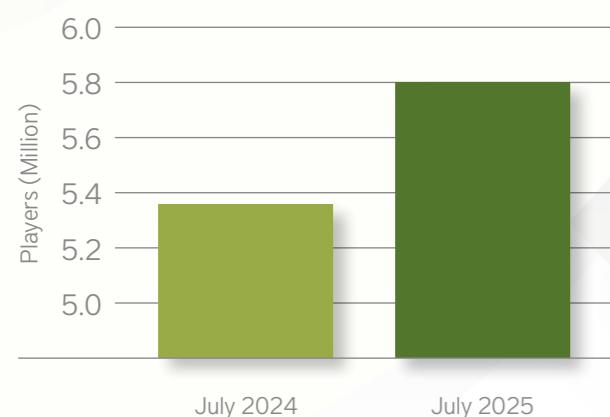
- All our contributors
- The Lawn Tennis Association (LTA) for its ongoing support and collaboration
- Rebel Creative Media for their creative design and production expertise

Contact

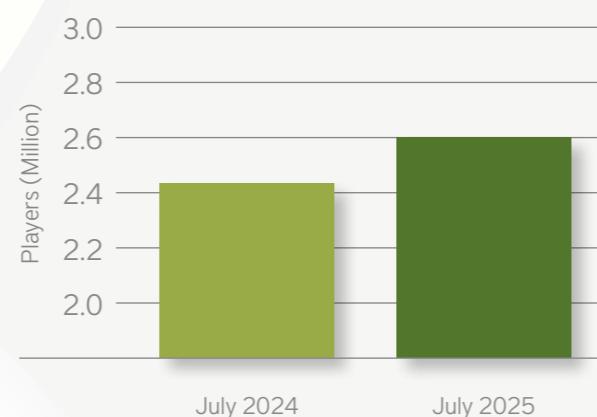
Phillip Sandilands
General Manager
Tennis Industry Association UK
phil@tiauk.org
+44 (0) 7786 390855

Participation & Delivery

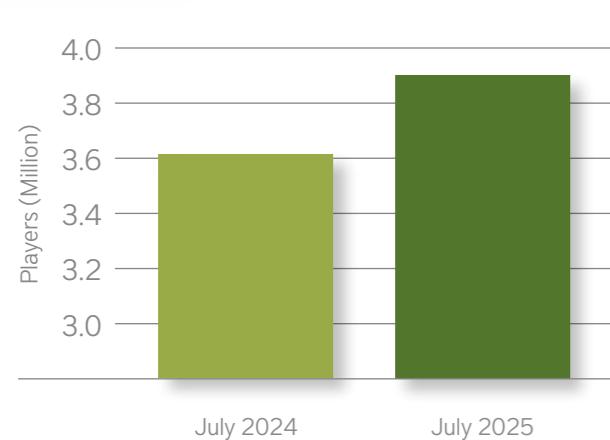
Yearly participation in adults - up ↑ 8%



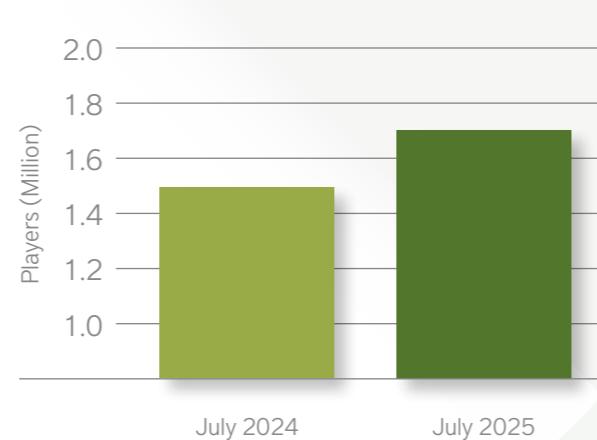
Monthly participation in adults - up ↑ 7%



Yearly participation age 4 to 15 - up ↑ 8%



Monthly participation age 4 to 15 - up ↑ 16%



Venues - Clubs

Number of LTA Registered Tennis Clubs (July 2025) - **2,254**

Total Players at Registered Clubs (self-declared) - **963,581**



Player change since 2024 - **up 10.8%**

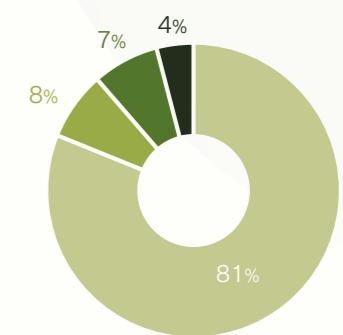
Parks - Overall Court Numbers & Playability

4463 courts at 1452 locations in **good/playable condition**

413 courts at 170 locations in **un-playable condition**

403 courts at 186 locations **quality unknown**

224 courts at 105 locations **changed to MUGAs or removed**



LTA Parks Investment Programme:

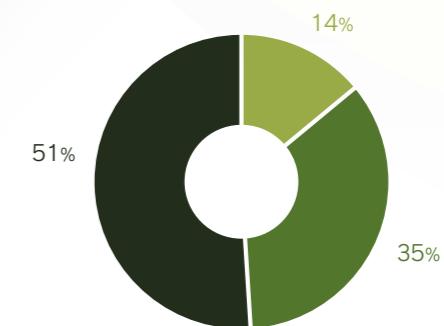
3,200 courts at **1,000** parks improved, with **£43,000,000** invested in total.

Parks - Venue Management

In-House

In-House with External Coaching

Operations Fully Contracted



Padel - Players, Venues, Courts



325 venues with **1,000** courts

Coaches & Activators

7,100 LTA Accredited Coaches, of which **85%** are **self-employed**



3,871 trained Activators



LTA Targets & Actions - 2025/26



End of 2026 annual target is 10 million (4 million kids + 6 million adults) - an additional c. 300,000 from the July 2025 total participation.



Enhanced relationship building with National Padel Operators.



Detailed mapping to support padel development to prevent areas of over-saturation and to support sustainability.



Rollout of padel activators, coaches and referees to compliment increased padel courses and programmes.



A focus on addressing coach retention challenges.



Ongoing support for registered clubs through a comprehensive venue support toolkit, regular communication, and targeted volunteer and workforce engagement initiatives to help manage, develop, and grow your club.

Sporting Insights

Serving the tennis industry for over 40 years

We turn insights into tailored recommendations to grow your organisation.

Research and insights
Market intelligence
Data visualisation



Chiltern Sports Contractors



Advantage Pro



Artificial Clay



Coloured Asphalt

- “**Design and build of tennis courts to an exceptional quality, delivered on time and on budget by a company you can trust**”.
- Established since 1999 and now one of the country’s leading tennis facility providers.**
- New build, resurfacing, renovation including all ancillaries such as fencing and floodlighting where required.**
- Full range of surfaces including artificial grass, artificial clay, colour sprayed asphalt and acrylic.**





Richard Shaw
Chief Executive, SAPCA

SAPCA's Code of Practice for sports construction is built on 30 years of experience of tennis court construction and reflects the established nature of the market, where highly regarded companies work to high standards.

This year, SAPCA's Tennis Division restricts membership to companies building a minimum number of tennis courts per year to ensure members maintain relevant skills and a continued commitment to tennis.

Padel development has created challenges for the established construction industry with demand continually outstripping supply. While this has led to innovation and a culture of entrepreneurship within the sector, we have seen issues with courts not being suitable for the UK climate and consumers encountering padel courts which look and feel a long way from the marketing promise.

At SAPCA we have been updating our Code of Practice to reflect the changes within the market such as including noise mitigation measures and the maintenance of courts. As always, the updates are based on a combination of best practice, advice from governing bodies, learnings from issues that have arisen and our own experiences of visiting facilities.

The introduction of Pickleball in the UK has generally been played on existing tennis courts as well as in indoor sports halls and the sport's growth feels more organic when compared to the investment model that padel has seen. However, some pickleball-focused centres have been developed with a greater investment in facilities. SAPCA is in the process of developing pickleball guidance that will help sustain its growth and provide guidance on the repurposing of existing facilities.

The next 12 months will be exciting, as the three sports vie for players, ground space and coverage. With different cultures, governing bodies and funding mechanisms, the future is hard to predict and can feel daunting to people commissioning projects. Please be assured, however, that the SAPCA badge will always represent the best of the industry and will be proudly displayed by those companies who are committed to supporting people on their journey.



Planning to develop a tennis or padel facility?

Make sure the companies you work with are SAPCA members!

- **Members must meet strict membership criteria**
- **All SAPCA members are continually vetted by SAPCA**
- **Members are committed to the SAPCA Professional Standards**
- **Members must also comply with the SAPCA Codes of Practice**
- **Members have proven extensive expertise and experience in their field**

The “SAPCA Member” badge is a stamp of quality

Often imitated, never matched



TigerTurf Tennis products are engineered to deliver exceptional performance, providing optimal playing conditions for players of all abilities.

With outstanding durability and ease of installation, every TigerTurf Tennis court is built to last.



Experience the unmatched quality & performance of TigerTurf tennis surfaces



Ray Algar
Founder, Oxygen Consulting

Padel is rapidly gaining momentum from curiosity to a cornerstone in the UK's racket sport landscape. National court occupancy is exceptionally high, investment is flowing, and clubs are looking to diversify. But with rapid growth comes a deeper strategic question: What kind of sport is being created?

England has installed the vast majority of the padel courts in operation (91%) with the remaining 9% shared between the other nations. But the south of England accounts for nearly half of England's

courts, highlighting a significant north/south infrastructure divide.

One critical issue is pricing. At some venues, the per-player cost for an hour of padel is equivalent to a month's gym membership – just £22 at PureGym in the South East of England. This matters because for many people, the question is not "Which padel venue?" – it is what else that same spend could buy across the wider sport and fitness landscape. That is why we should be asking: What is the fair price for padel? A price that enables operators to run sustainable facilities while keeping the sport accessible to a broad and diverse audience.

For clubs exploring padel for the first time, this is unfamiliar territory. What is a fair rent for land? Who owns the padel courts? What does a good padel operating model look like? Without experience or independent guidance, there's a risk of entering into agreements that appear commercially sound yet limit long-term access, flexibility, or community value.

As more courts become available, people will select not only by location but also by the sense of place – how the venue is activated, its welcoming atmosphere, and its overarching purpose – even if, in the short term, some clubs must prioritise revenue to secure their future.

As the market matures, it's worth asking: What kind of playing environment are we cultivating? Success is not just about the bottom line – it is about who is playing, and how lives and communities are being changed. That is the measure that will matter most over the long term.





Kerry Foote

Sales Manager, Edward Sports

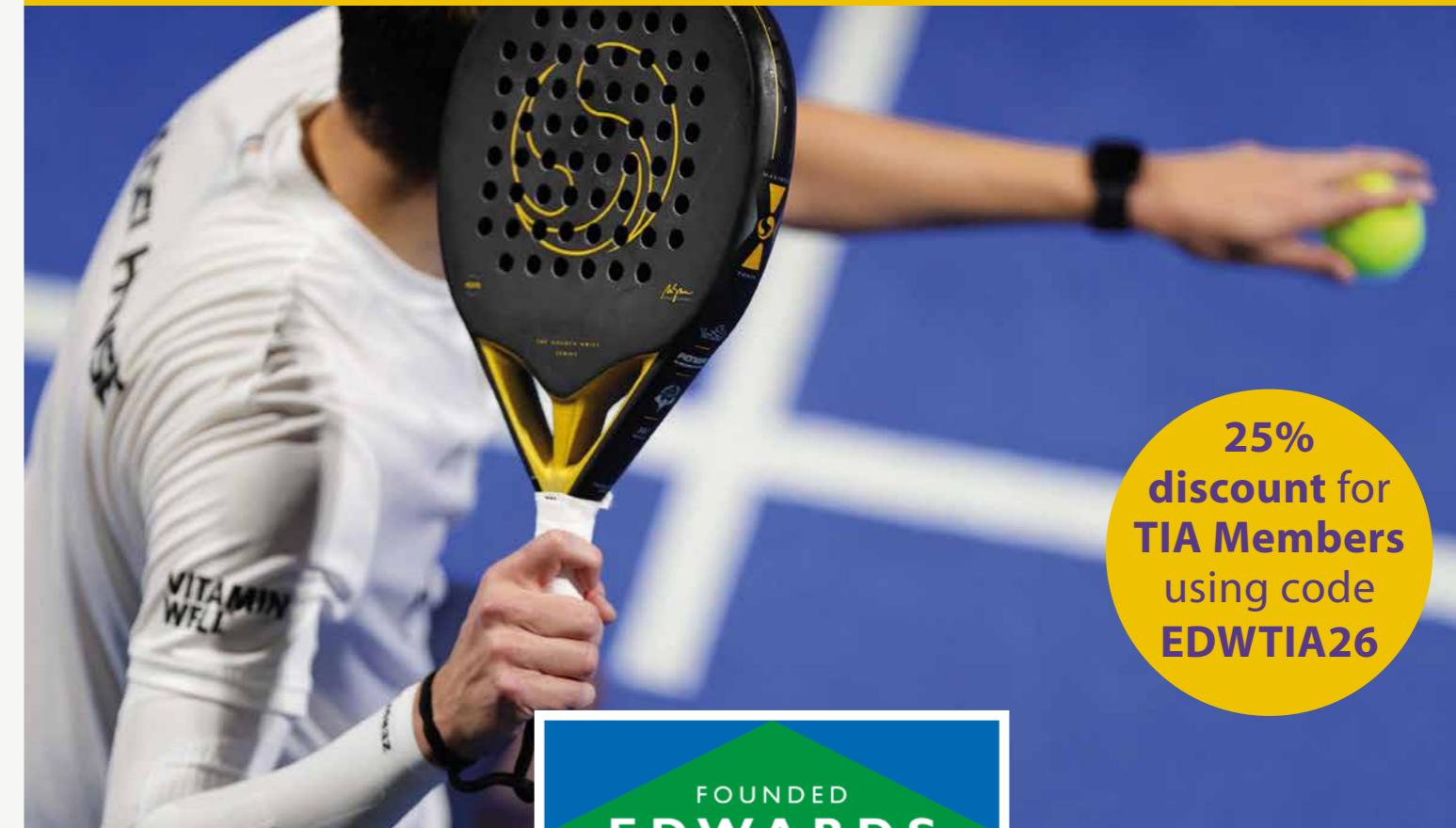
The rise of padel and pickleball is reshaping how clubs think about court infrastructure. For equipment manufacturers, about designing multi-sport solutions that meet the evolving needs of venues. Durability, flexibility, and ease of conversion are now top priorities.

Additionally, the rise of temporary and mobile courts particularly for padel events and pop-up pickleball tournaments create demand for lightweight, transportable equipment that maintains professional standards. Manufacturers are responding with new materials, such as powder-coated aluminium and reinforced composites, which offer durability without compromising portability.

The industry is also seeing increased collaboration with court builders and surfacing specialists, as integrated systems become more desirable. Lighting, fencing, and post systems are now being designed as part of holistic packages, rather than standalone products.

For UK-based manufacturers, this evolution presents both a challenge and an opportunity: to lead in multi-sport innovation, support the growth of emerging racket sports, and future-proof their product lines for a more diverse and dynamic market.

For Tennis Clubs large or small...



RECYCLE YOUR BALLS WITH DYUCE



DYUCE

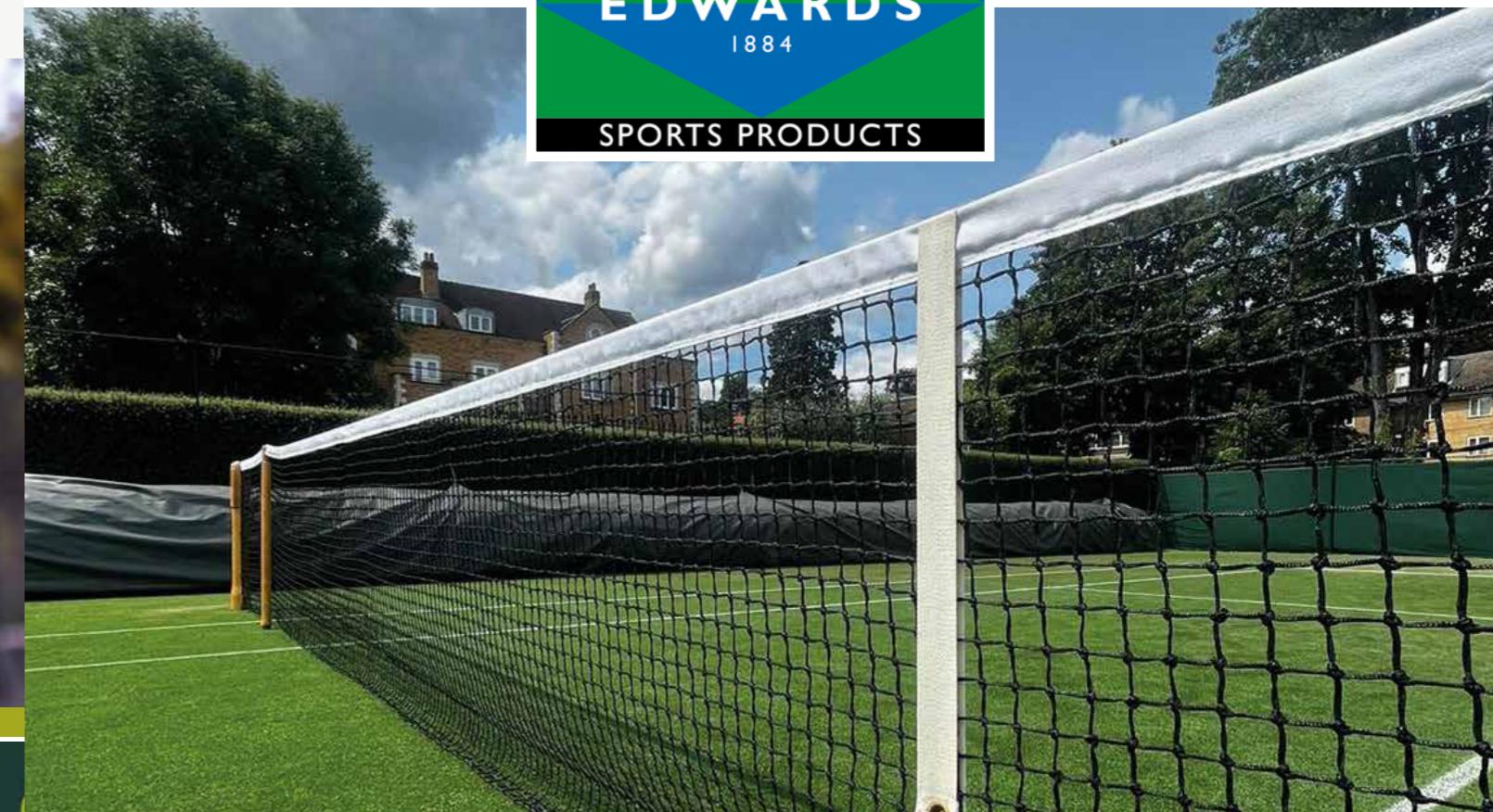


LTA YOUTH TENNIS COURSES

PLAY YOUR WAY

Term time coaching sessions for ages 4-16 years at **Park Sports** in Central and West London.

Sign up now at parksports.co.uk



www.edsports.co.uk • 01308 424111 • sales@edsports.co.uk





As Britain's leading supplier of airhalls, Bridome can supply you with a fast, flexible and cost-effective facility to suit all indoor tennis facilities.

Whether you are looking to cover existing outdoor courts or embarking on a totally new project Bridome can supply the airhall to meet your specific requirements.

CONTACT US NOW:

01932 350365

info@bridome.com



www.bridome.com

UP TO 50% SAVING COMPARED TO A TRADITIONAL STRUCTURE



- All surface types
- Maintenance programmes

- Line marking - synthetic & hard surfaces
- Court rejuvenation
- Moss prevention
- Residential, Clubs & Schools



Justin Kraushar

Tennis Promotions, Yonex UK

Europe is a diverse market with strong tennis traditions and benefits from a well-organised club system. The prestige of Grand Slam tournaments consistently fuel interest and participation in the sport. The UK tennis racket market size is estimated to be around £120m in 2025.

Top Tennis Racket Brands in UK:

Yonex, Wilson, Babolat, Head, Dunlop, Tecnifibre

UK Trends & Drivers - Tennis Rackets



Growth through youth programs and gender-specific equipment.



More accessible entry points for women and children.

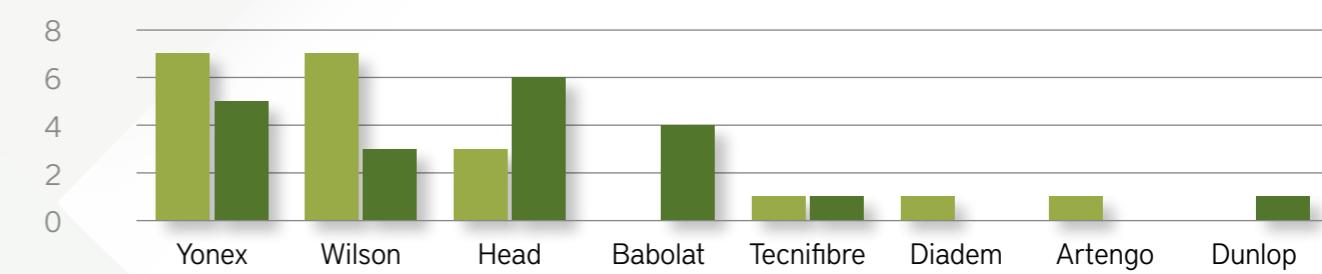


Increased participation, particularly at beginner level, has lead growth in racket purchases.



Increased visibility of pro players inspiring participation.

Pro Player Racket Usage - Top 20 WTA vs Top 20 ATP



UK Trends & Drivers - Tennis Rackets



Social media engagement broadening audience reach.



Racket sports positioned as full-body workouts.



R&D focus on performance and durability.



Strong alignment with rising health-conscious lifestyles.



Expanded product ranges for beginners through to professionals.



The growth of padel is influencing overall racket sport interest.



Louise Price

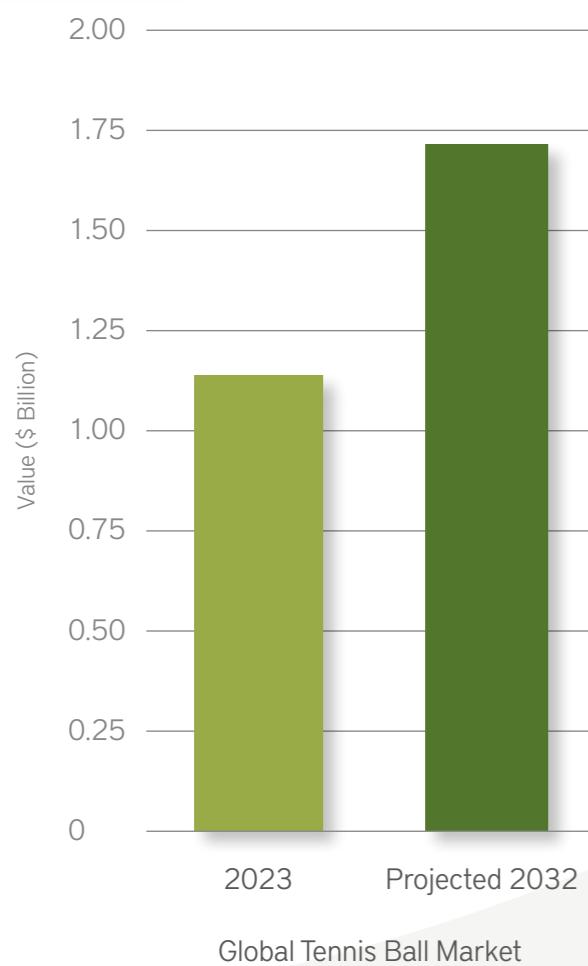
Managing Director, Price of Bath

The global tennis ball market, **valued at \$1.15 billion in 2023**, is projected to reach **\$1.72 billion by 2032**. In the UK, the market is estimated at **£41-£45 million**, though growth has been inconsistent over the past decade.

While most (previously UK-based) manufacturers have offshored production for cost efficiency, Price of Bath remains the UK's sole tennis ball manufacturer, maintaining domestic production and craftsmanship.

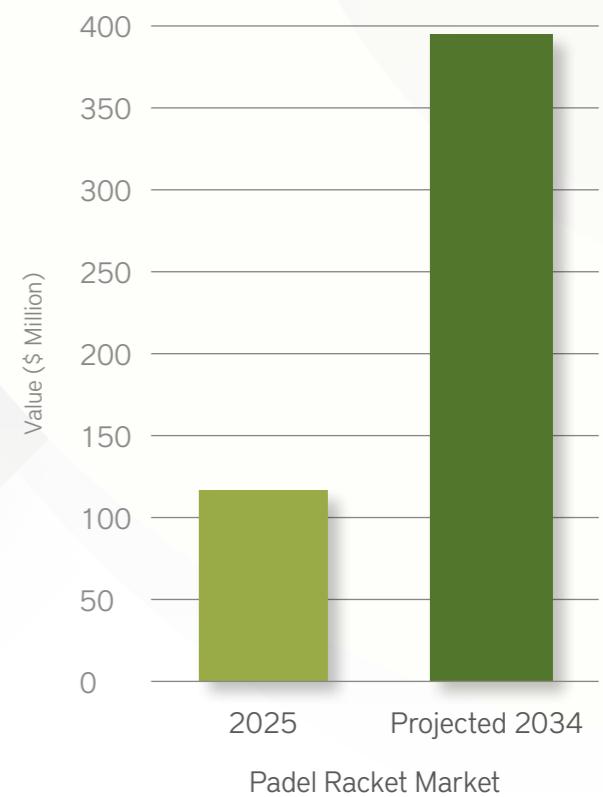
Sustainability is an increasing priority across the industry. UK initiatives include Circularball, which repurposes old tennis balls, and Price of Bath's Phoenix ball—an innovative product that fully recycles used balls into premium-quality replacements.

Although surface-specific balls exist, this does not appear to be a significant driver for UK consumers. Instead, price sensitivity and frequent replacement cycles remain the dominant challenges impacting sales of premium tennis balls.



There are at least **30 main padel racket brands** with many more specialist products ready to enter the market to meet demand. The global market for padel rackets is valued at **\$116.5m** and projected to reach **\$395.5m by 2034** (courtesy Padel Tonic - Sept 2025).

Pickleball paddles are produced by some **20-25 main brands** but there are estimated to be some **900 different smaller brands** globally (courtesy DinkPickleball).



tennis court supplies

Quality drag brushes and drag mats for all tennis court surfaces.

Not sure which brush or mat is right for your court? Contact us for friendly advice and service.

We also supply top-up infill for tennis and padel courts.

shop online at tenniscourtsupplies.uk

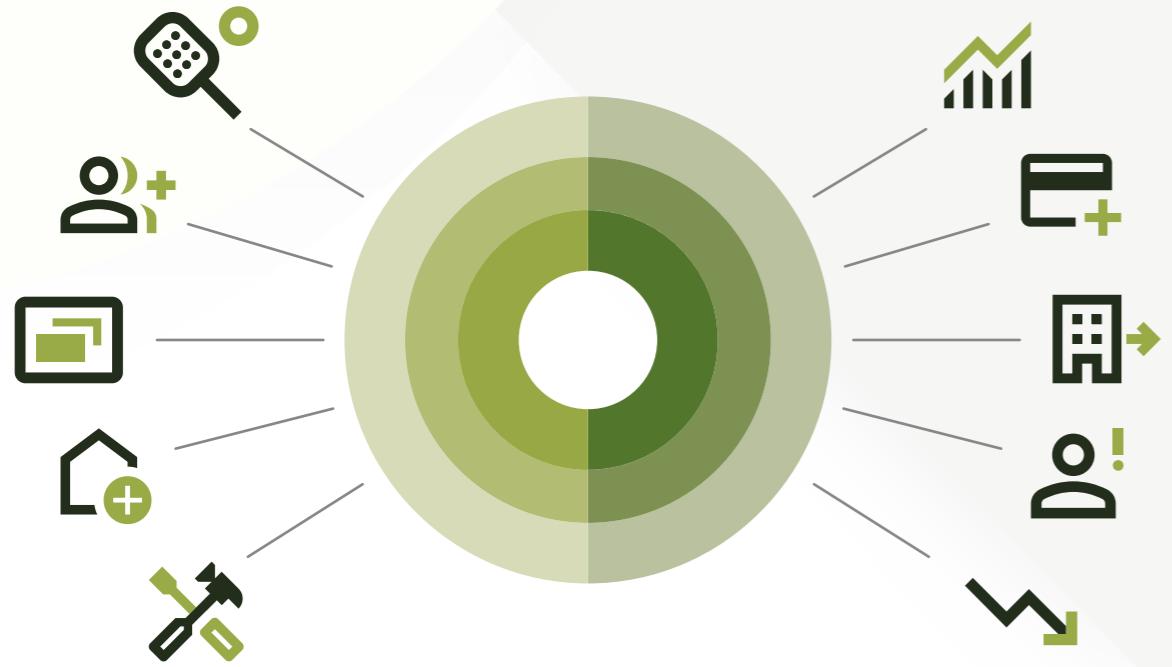
email: info@tenniscourtsupplies.co.uk

phone: 0203 372 5791

Since 2019, TIA UK has undertaken a series of surveys to evaluate the economic performance and operational resilience of leading UK tennis clubs. The research focuses on the key drivers of financial sustainability, member retention, and growth within an evolving leisure landscape.

During the pandemic, tennis was among the few sports permitted to continue. The resulting surge in participation—particularly from beginners and returning players—led most clubs to report renewed optimism about their future outlook.

The emergence of padel and pickleball has created a clear market divide. Clubs embracing diversification view these sports as strategic opportunities to broaden membership appeal, while others may perceive padel as a direct competitive threat to traditional tennis operations.



Top 5 Opportunities - 2024

- Diversification through padel and pickleball.
- Attracting new and returning members.
- Delivering enhanced tennis and social programmes.
- Upgrading clubhouse facilities.
- Improving courts and reducing maintenance costs.

Top 5 Threats - 2024

- Rising operational and energy costs.
- Membership affordability and cost-of-living pressures.
- Competition from new local facilities.
- Shortage of qualified coaches.
- Decline in volunteer engagement.

The following case studies demonstrate how leading clubs have implemented practical solutions to address some of the sector-wide challenges:



Atlantic Racquet Centre – Building a robust volunteer workforce



East Glos Club – Diversifying the membership offer



Roehampton Club – Implementing a long-term sustainability plan



Bromley Tennis Centre – Strengthening the coaching workforce

All Star Padel

Enjoy the fastest-growing sport in the world, right here in the heart of Wandsworth!

Everyone's welcome

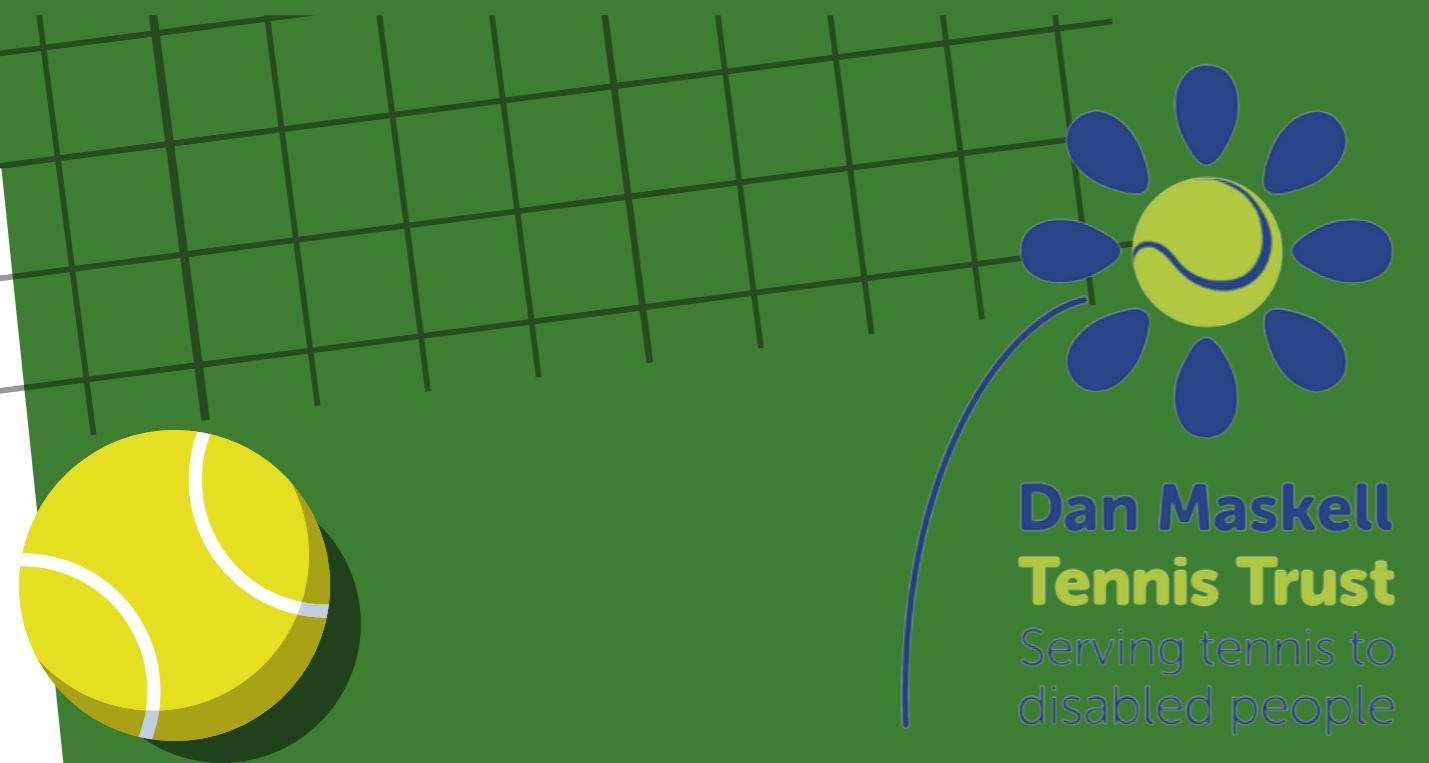
- Court Hire
- Adult courses
- Padel Drop In | Padel Social
- Membership options
- Free Play
- Junior Clubs | Holiday Camps
- Events & corporate hire

020 8871 4706
allstartennis.co.uk
info@allstartennis.co.uk

@allstartennis01
[/allstartennis](https://www.facebook.com/allstartennis)

ALL STAR TENNIS TRUST





Dan Maskell Tennis Trust

Serving tennis to
disabled people

**The Dan Maskell Tennis Trust is the
official Charity of the TIA UK**

**We are a grant giving charity that
supports disabled people to play
tennis. If you would like to choose
our charity for a fundraiser for
your Club or business, please get in
touch, or scan the QR code below
to make a donation via Justgiving**

www.dmtt.org.uk



Organisation Overview

Atlantic Racquet Centre (ARC) is a leading community racquet and fitness hub offering 10 tennis courts, 4 badminton courts, squash and pickleball facilities, and a full gym and fitness suite. The Centre serves approximately 1,500 members and welcomes an average weekly footfall of 5,750 visitors.

The Challenge

Transitioning from a private members' tennis club to a larger, professionally managed multi-sport facility presented a key challenge:



How to **retain and strengthen a culture of volunteering** within a more commercial and operationally complex environment.

The goal was to create a robust volunteer infrastructure that could deliver professional, customer-focused services in alignment with paid staff, while sustaining the centre's community-driven ethos.

Our Approach

ARC launched the Volunteer Programme, a structured initiative designed to professionalise and expand volunteering opportunities while maintaining accessibility for all community members.

The programme operates on two tiers:



Formal Volunteering: Structured roles mirroring employment best practices, including an application process, induction, training, and ongoing supervision.

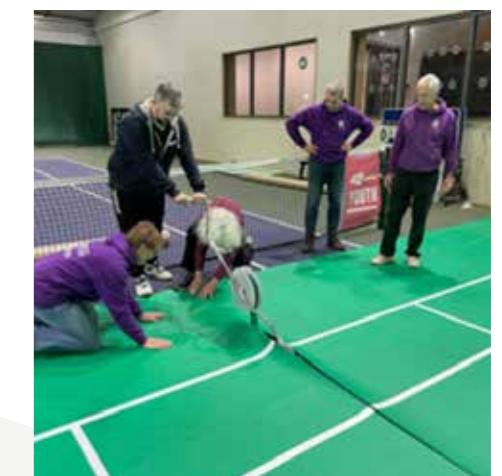


General Volunteering: Flexible, community-focused involvement with minimal onboarding.

Volunteer roles span multiple operational areas – including facilities maintenance, front-of-house (Welcome Team), session activation, coaching support, and event delivery. Participation is open to all, with no requirement for ARC membership.

The programme also acts as a community wellbeing initiative, accepting referrals from NHS Primary Care Networks and local charities to support physical and mental health outcomes.

Volunteers are guided by designated team leaders and supervisors, with engagement formalised through an annual volunteer agreement. The Youth Volunteering Programme provides structured development for younger participants, enabling them to gain experience, achieve coaching qualifications at 16, and transition into paid roles.



Outcomes & Impact

ARC's volunteer ecosystem now comprises:



all contributing collaboratively to the Centre's operational and community success.

Key Benefits



For Volunteers: Enhanced wellbeing, confidence, and sense of purpose; skill development and meaningful community engagement.



For ARC: Strengthened culture of shared ownership and service excellence; improved staff morale; expanded operational capacity; and access to skills typically beyond budgetary constraints.

In 2024, ARC volunteers delivered an estimated 5,000 hours of service, equivalent to 2.6 FTE positions or £60,000 in economic value.

The programme also serves as a talent pipeline, supporting workforce development and succession planning.

Critical Success Factors



Understanding volunteer motivations and aligning them with organisational goals.



Providing supervisors and paid staff with capacity to mentor and support volunteers effectively.



Recognising and celebrating contributions through social media and volunteer appreciation events.



Streamlining volunteer tasks to minimise barriers and enhance engagement.



Managing expectations around time commitment and skill requirements.



The Journey To Becoming an ARC Volunteer



Spot one of our volunteer role adverts



Submit an application form



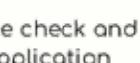
Meet with us for a consultation



Reference check and DBS application



Attend a volunteer induction session



Attend a role specific training session



GO LIVE AS AN ARC VOLUNTEER!



ATLANTIC
RACQUET CENTRE
Exercise. Socialise. Learn. Together.

VOLUNTEERING AT ARC
#JoinTheTeam

Key Takeaway

Through a strategic, well-supported volunteer framework, Atlantic Racquet Centre has embedded volunteering as a core pillar of operational delivery, community engagement, and workforce development, ensuring both social and commercial sustainability.



Contact

Tom Vinall,
General Manager
tom@atlanticracquetcentre.co.uk

Club Overview

East Glos Tennis Club is a multi-sport racquets facility featuring:

- 17 Floodlit Tennis Courts
- 9 Grass Courts
- 4 Squash Courts
- 7 Floodlit Padel Courts
- 1 Pickleball Court

The club is led by full-time Club and Racquets Managers, supported by two additional full-time staff and a flexible team of part-time and casual workers. Governance is provided via a Board of Directors and various sports committees.

Strategic Challenge

To remain competitive in a saturated leisure market, East Glos recognised the need to modernise its infrastructure and expand its offering beyond traditional tennis. The aim was to:

 Maintain tennis as the core proposition

 Diversify the racquets offering to attract new demographics

 Enhance member retention and financial resilience

Strategic Response

 Facility Expansion

- Padel and pickleball courts, supported by specialist coaching staff
- Educated members on the benefits of a diversified racquets club

 Cultural Shift

- Positioned the club as an inclusive, multi-racquet sports community
- Fostered cross-sport participation and intergenerational engagement

 Programme Development

- Rolled out a comprehensive padel programme: Organised teams, social play, coaching, competitive structures

 Digital Communication

- Leveraged WhatsApp and other channels to enhance member-to-member connectivity and social engagement

 Workforce Investment

- Upskilled existing coaches to deliver padel coaching
- High performance, prioritising staff development and recognition

Key Outcomes



Membership Growth

Increased from 1,500 to 2,300 members in under five years. The club is now considering a membership cap due to sustained demand.

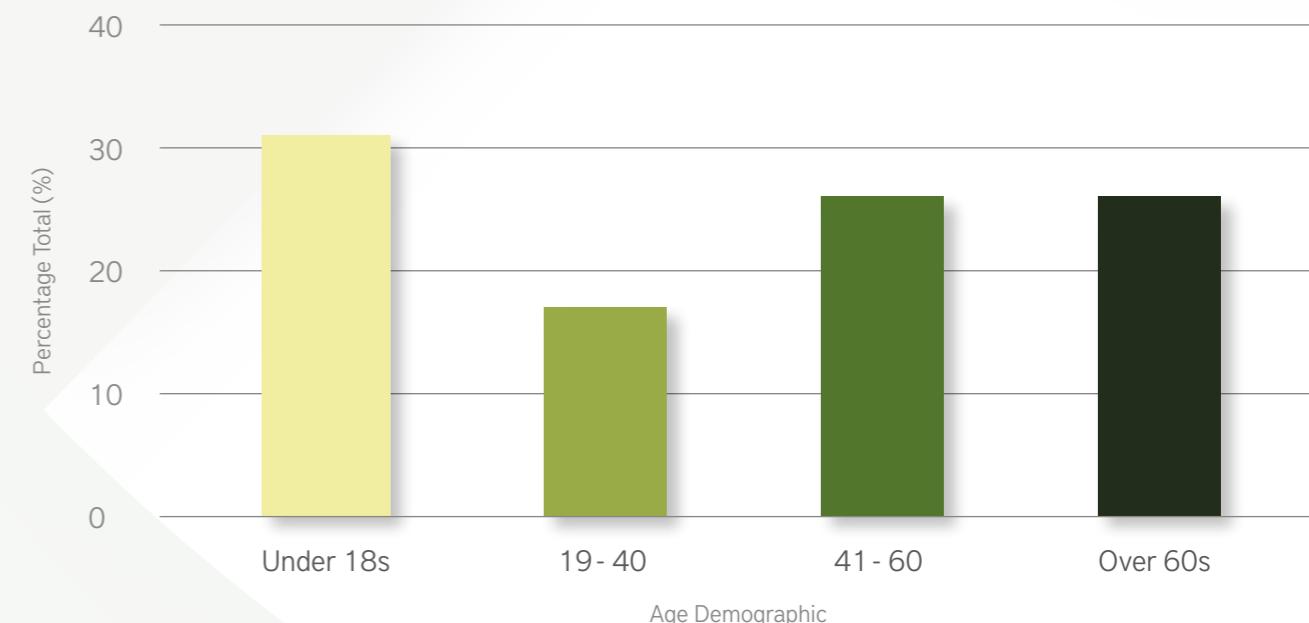
Padel Expansion

Launched with 3 courts in 2021; 80% occupancy achieved within 6 months. In response to high demand, expanded to 7 courts (including a singles court) by mid-2025, maintaining over 80% occupancy.

Demographic Diversification

Significant growth in younger members, attributed to padel's popularity.

Current membership demographic:



Enhanced Member Experience

Broader sport offering has increased participation across all age groups. Community-led culture has strengthened retention and member advocacy.

Coaching Evolution

Multi-disciplinary coaching team now delivers across tennis, squash, and padel.

Financial & Strategic Considerations

Membership Model

£525/year + £4/hour for padel court usage.

Padel Court Investment

- Groundworks: £60–70k per court (subject to existing baseworks)
- Court construction: £40k per court
- Lifecycle planning:
 - 5-year resurfacing cycle
 - 20-year structural lifespan

External Support

- Strategic guidance from the LTA Investment Manager proved vital in planning and execution.
- LTA quick access loan scheme support for original project - now paid off.

Competitive Advantage

Despite local competition, East Glos retains high demand due to its competitive pricing, member-focused approach, and comprehensive racquets offering.

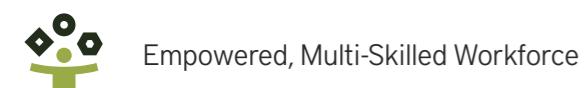
Key Success Drivers



Community-First Culture



Targeted Infrastructure Investment



Empowered, Multi-Skilled Workforce



Contact

Darren Morris,
Club Manager
clubmanager@eastglos.co.uk

Austronet Tennis Windbreaks

Exclusive UK Distributor



Loughborough University

Used across the UK's top courts

Austronet 203 and 204 are professional-grade tennis windscreens that improve playing conditions and elevate the look of your courts. Highly durable, easy to brand, and trusted by clubs nationwide, they're made to perform season after season.

Two options to suit your site

Austronet 203 - Higher air-transfer, ideal for more exposed locations.

Austronet 204 - Denser and more opaque for added privacy.

Both come in a range of colours and can be screen printed for bold, lasting results.



LTA National Tennis Centre

Tailored end-to-end support

Whether you're looking to refresh your existing courts, or are planning on adding professional branding for the first time, we are on hand to provide guidance on artwork, layout, colours and materials.

Get in touch with a member of the team to discuss your courts today.



Epsom College

0208 988 9100
www.sunbaba.co.uk
info@sunbaba.co.uk



Club Overview

Roehampton Club is a premier multi-sports and social club, offering a wide range of facilities including:

30 Tennis Courts	18 Hole Golf Course
6 Squash Courts	1 Comprehensive Health Club with Pools
2 Padel Courts	1 Sports Injury Clinic and a Beauty Salon
4 Croquet Lawns	

Strategic Challenge

To design and implement a comprehensive, long-term sustainability strategy aimed at:

 Enhancing energy efficiency	 Encouraging responsible resource consumption	 Preserving and protecting natural resources across the club's estate
--	---	---

Key Strategic Actions Taken

 Appointed a dedicated Board member to lead the sustainability agenda	 Deployed energy monitoring systems for data-driven decision making
 Established an Environmental Committee to identify opportunities and drive implementation	 Developed mid-to-long-term strategies with associated cost/benefit analyses
 Conducted an initial carbon footprint assessment	 Incorporated sustainability investments into the Club's master plan
 Set long-term sustainability goals in alignment with Board objectives	 Piloted targeted projects to evaluate scalability and impact
 Identified and executed early-stage initiatives ("quick wins")	 Rolled out key capital projects with phased implementation

Initial Wins (Quick Wins)

Delivered early measurable improvements through low-cost, high-impact interventions:

 Engaged members to build awareness and support	 Installed a pool cover and implemented energy-saving protocols
 Reduced single-use plastic consumption	 Completed LED lighting transition across the estate
 Introduced on-site food waste composting for use as fertiliser	 Rolled out Passive Infrared (PIR) lighting controls
 Improved water efficiency measures	 Piloted solar energy initiatives
 Implemented paper and towel usage policies	 Expanded real-time energy monitoring systems
 Developed policies for food suppliers to encourage sustainable sourcing	

Major Initiatives (In Progress & Planned)

Significant investments made in infrastructure and technology:



- Installation of electric vehicle (EV) charging stations
- Upgrades to golf course drainage to improve water retention and reduce runoff
- Installation of solar arrays across suitable rooftops
- Transition to fully electric kitchen appliances
- Electrification of grounds maintenance machinery
- Redesign of golf course bunkers to reduce material use and ongoing maintenance
- Enhanced biodiversity management across the estate

Outcomes & Tangible Benefits

- Improved working environment in the kitchen and faster food service
- £100,000+ annual reduction in energy expenditure
- Lower operational costs and reduced noise pollution from electric grounds machinery
- Enhanced availability of golf course due to improved drainage and weather resilience



Next Steps on the Sustainability Roadmap

- Replace propane air-handling unit in the indoor tennis centre
- Replace diesel-powered frost protection units for seasonal structures
- Explore and implement battery storage solutions
- Install lightweight solar array on the indoor tennis centre roof
- Integrate air source heat pumps (ASHP) for pool and building heating
- Transition health club and clubhouse heating systems from gas to ASHP
- Maintain focus on continuous monitoring and reduction of energy and resource consumption

Next Steps on the Sustainability Roadmap

The programme's success has been underpinned by:

- Clearly defined goals with measurable outcomes
- Strong Board-level commitment and member engagement
- Focused delivery of fast, visible improvements
- Transparent and consistent communication of progress and benefits
- Efficient, sustainable supply chain development
- A shared sense of ownership among a committed group of sustainability champions



Contact

David Burditt,
Director - Environment and Sustainability
davidburditt@hotmail.com



CREATE INCREDIBLE SPACES
TO PLAY TENNIS & PADEL
THROUGHOUT THE YEAR



Indoor facilities allow you to run a full programme of tennis and padel no matter what the weather or time of day, as well as retain quality coaches and boost participation for everyone.

We can design and build a unique structure that suits your specific usage requirements and the surrounding environment.

- > Individually designed to meet SAPCA, LTA and Sport England building standards and guidelines
- > Exceptional quality & durability
- > Superior galvanised steel & sustainably sourced glulam wood frames
- > Full turnkey solution
- > Free site surveys

For a site visit or quick quote:
call us on 01380 830 697
[email sales@coprisystems.com](mailto:sales@coprisystems.com)
[visit www.coprisystems.com](http://www.coprisystems.com)



Overview

Strategically located adjacent to a leading girls' grammar school in Kent, **Bromley Tennis Centre** features ten courts (including six indoor courts) and a state-of-the-art fitness facility. The centre is operated by **Virtus LM**, which also manages high-performing venues in Aldershot and High Wycombe.



The Challenge

Amid rising demand for premium coaching and an evolving tennis participation landscape, Bromley Tennis Centre identified the need to expand its coaching capacity and strengthen its coaching workforce.

The strategic ambition:



Position the Centre as a flagship destination for tennis coaching and player development, catering to all abilities – from grassroots beginners to elite competitors – while maintaining a strong sense of community and inclusivity.

Strategic Approach

Bromley Tennis Centre implemented a holistic growth strategy focused on:



Programme Innovation: Expanding coaching pathways to meet diverse player needs.



Talent Development: Investing in continuous staff and coach professional development.



Community Integration: Building deep partnerships with local schools and community groups.



Facility Enhancement: Upgrading infrastructure to support growing participation.



Digital Engagement: Leveraging online platforms to increase visibility and member engagement.

This integrated approach aimed to drive participation, boost member retention, and reinforce Bromley's reputation as a premier hub for tennis excellence.

Key Outcomes



Membership & Participation

- Achieved a **40% increase in coaching enrolments** over three years.
- Attracted a broad demographic, from junior players to adult beginners and seasoned competitors.
- Expanded reach within the local community through inclusive programmes and open-access initiatives.



Diversified Coach Portfolio

- Introduced tailored programmes including **junior development pathways, beginner clinics, adult social sessions, and performance training**.
- Successfully engaged members aged 3 to 88, driving inclusivity and lifetime participation.



Strengthened Workforce

- Established a **dedicated, professionally qualified coaching team**, supported by ongoing training and mentoring.
- Fostered a high-performance culture with a focus on continuous improvement and player-centric delivery.



Enhanced Outreach

- Built strong partnerships with local schools and organisations through school fairs, outreach programmes, and open days.
- Promoted accessibility and awareness of tennis across diverse community groups.



Facilities Investment

- Upgraded playing surfaces, lighting, and dedicated coaching areas.
- Added indoor strength training zones and modern equipment to support comprehensive player development.



Digital Communication

- Leveraged social media and digital channels to promote coaching programmes, share success stories, and deepen member engagement.
- Strengthened brand presence and community loyalty through consistent digital storytelling.



Coach Education Hub

- Designated by the **Lawn Tennis Association (LTA)** as a key venue for **Virtus Coach Education** programmes.
- Hosts multiple accredited coach education courses annually, reinforcing its role as a centre of coaching excellence.

YOUR NO1 SPORTS COURT SUPPLIER

Key Success Drivers



Early recognition that coaching growth directly correlates with operational excellence and customer satisfaction.



A unified team culture built on shared goals and a strong sense of loyalty and purpose.



Appointment of a **full-time Programme Manager** and dedicated programme team to ensure operational efficiency.



Leadership under an **experienced Head of Tennis**, focused on recruitment, mentorship, and coaching quality assurance.



Strategic investment in coach development to attract, retain, and empower a high-performing in-house coaching team.



Contact

Sarah Langford,
General Manager

sarah.langford@virtuslm.co.uk



**PADEL - TENNIS - FOOTBALL
MUGA - PERIMETER - SECURITY
LIGHTING - SPORTS COURTS**

UK perimeter specialists.
Made in Britain for British climates.
Ask for nothing less than the **best** for your court,
ask for **JB Corrie**.

Since 2017, the UK tennis landscape has transformed. Back then, participation was static and the LTA had just begun implementing its new strategy. Eight years on, participation has risen across all categories, with more people playing more often. LTA Advantage membership has tripled—from 580,000 to over 1.5 million—and investment in park and school programmes has expanded significantly.

Meanwhile, **padel tennis** and **pickleball** have surged in popularity, driving demand for new facilities and diversifying the racquet sports sector.

The **UK tennis economy** is valued at over **£1.5 billion**, with continued growth expected—especially if padel is included in future assessments. Wimbledon remains the single biggest contributor to the sport's UK economic impact, complemented by substantial annual investment from the LTA. The industry's strength lies in its diversity: from equipment and facilities to coaching, clubs, tournaments, sponsorship, and venue operations—all contributing to a dynamic, interconnected ecosystem.

TIA UK represents this evolving industry. As the not-for-profit trade association for tennis, padel, and pickleball—recognised and supported by both the **Lawn Tennis Association** and the **All England Lawn Tennis Club**—our mission is clear:

To unite companies, clubs, and individuals with business interests across the racquet sports sector.

Membership is open to all organisations and venues involved in tennis, padel, or pickleball, including **Operators** and **Affiliates**.

If your business is part of this growing industry, you should be part of **TIA UK**.

Visit www.tiauk.org to learn more and apply for membership.

Applications are quick and straightforward—approvals are usually completed within **14 days**.



REMADE FROM RECYCLED TENNIS BALLS

 A green-themed advertisement for Phoenix Tennis Balls. In the center is a glass jar with a wooden cap, labeled 'phoenix' in white, with 'PLAY • RECYCLE • REPEAT' and 'Zero-Waste Tennis Balls' below it. Three yellow tennis balls are shown: one inside the jar and two on the surface in front of it. The background features a large, stylized green circular graphic. At the bottom, the text reads 'THE FIRST PLANET FRIENDLY PADEL & TENNIS BALL' in yellow and white. In the bottom right corner, there is a crest for 'PRICE OF BATH' and the website 'www.priceofbath.com'.

THE FIRST
PLANET
FRIENDLY
PADEL & TENNIS BALL

PRICE
OF BATH

www.priceofbath.com

Construction



www.chiltersportscontractors.co.uk



www.etcsports.co.uk



www.surf-tech.net



www.tigerturf.com/uk

Indoor Structures

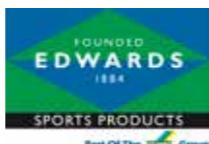


www.bridome.com



www.coprisysems.com

Court Equipment



www.edwardssports.co.uk



www.harrodsport.com



www.sunbaba.co.uk



www.tenniscourtsupplies.co.uk



www.jbcorrie.co.uk

Court Maintenance



www.cainmarkings.com

Balls & Ball Recycling



UK Ball Manufacturer Since 1936

www.priceofbath.com



www.deuce.com

Rackets & Equipment



www.goode-sport.co.uk



one hundred and ten percent

www.yonex.co.uk

Tennis Software



www.clubmatch.co.uk

Research & Consulting



www.sportinginsights.com



www.sfpad.co.uk



www.oxygen-consulting.co.uk



www.srsportsservices.com

Business Partners



PinSENT Masons

www.pinSENTmasons.com



insurance brokers

www.jameshallam.co.uk



www.ib3.uk

Clubs & Operators



www.wimbledon.com



www.allstartennis.co.uk



www.atlanticracquetcentre.co.uk



www.bromleytenniscentre.co.uk



www.caesareantennisclub.je



www.eastglos.co.uk



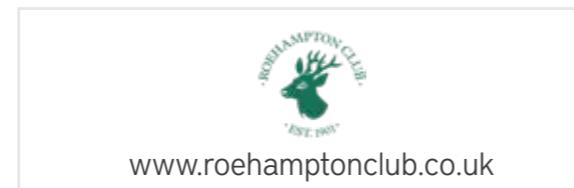
www.granthamtennisclub.co.uk



www.emmawellstennis.com



www.parksports.co.uk



www.roehamptonclub.co.uk



www.surbiton.org



www.queensclub.co.uk



www.wwc.org.uk



www.totton.tennis



www.wltsc.com



www.virtusleisuremanagement.co.uk

Affiliates



www.btca.org.uk



www.btja.co.uk



www.danmaskelltennistrust.org.uk



www.ersa-international.com



www.thegma.org.uk



www.lta.org.uk



info@tennisscotland.org



info@tenniswales.org



tennis@eceltd.co.uk



www.sapca.org.uk

Media



www.tennisthreads.net

Memorabilia



www.tennisgallerywimbledon.com



**Harrod
Sport**TM

The original since 1954

20%
DISCOUNT
FOR TIA MEMBERS:
HARRODTIA25



WITH OVER 70 YEARS
MANUFACTURING EXPERIENCE,
HARROD SPORT ARE PROUD
SUPPLIERS OF THE LAVER CUP

harrodsport.com

Facebook Twitter Instagram Harrod Sport

sales@harrod.uk.com • 01502 583515



Planning a Padel Project? Start with a Strategic Guide

Oxygen Consulting – author of the **UK Padel Report** – offers independent consultancy built on 25 years of sports-industry analysis. We help clubs plan, fund and operate **Padel** with confidence while protecting land value and strengthening their player community.

Request your free Executive Summary of the UK Padel Report.



Oxygen Consulting

www.oxygen-consulting.co.uk

ray@oxygen-consulting.co.uk

Get Ahead

We are a multinational full service law firm with headquarters in the UK with a strong reputation for delivering high quality and commercial legal advice across all practice areas.

Pinsent Masons Global Sports Group

As the only dedicated sports advisory team sitting within a full-service law firm, we deliver our clients seamless legal advice in the UK and globally. Our team of over 100 sports lawyers provide the full range of practical legal and commercial solutions to businesses and stakeholders across the business of sport. We are known for our deep sector knowledge; beyond our legal expertise, many of the team have held, or still hold, high level external positions across the business of wellbeing, sports and leisure, ranging from professional athletes to board advisory positions. We are passionate about the wellbeing, sports and leisure sectors, our industry clients and in pursuing excellence in every aspect of the parts we play.

Please contact us for further information on how we can help your business ace its legal protection and get ahead.

Pinsent Masons is delighted to be a sponsor of the TIA UK.



Désirée Fields
Legal Director, Risk Advisory Services,
Intellectual Property
+44 (0)20 7054 2524
+44 (0)7385 936 542
desiree.fields@pinsentmasons.com

www.pinsentmasons.com

© Pinsent Masons

 **Pinsent Masons**

A PURPOSE-LED PROFESSIONAL SERVICES
BUSINESS WITH LAW AT THE CORE

07786 390855

www.tiauk.org

@TennisIndUK

@tia_uk_

Tennis Industry Association UK Ltd

