

Will to Win Ltd is one of the leading providers of public tennis in the UK. Established in 1995, the Company has successfully developed and managed more than 100 courts across a number of London centres, located in public parks. A Tennis Foundation beacon, the overall mission of Will to Win Ltd is to get more people playing tennis more often and more easily all year round.

**Will to Win Regents Park Tennis Centre**

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**Will to Win**  
Community sport in action





## Introduction *Steve Riley, Founder*



When we started Will to Win we had one clear and definite goal – to create tennis centres that made sport affordable and accessible for everyone. With the help and support of key partners like The Lawn Tennis Association and The Royal Parks and by working closely with local authorities, we've been able to achieve that goal.

We've grown a lot as an organisation since those early days and I'm pleased to say that we are now the largest private provider of public tennis in the country. We're very proud of the fact that we now run 25 percent of the tennis courts in Greater London, but we're even more proud of the fact that we have stuck to our goal of giving more people of all ages, abilities and backgrounds the opportunity to enjoy sport.

Will to Win has been named Club of the Year by Middlesex Lawn Tennis Association for three years in a row and we try our best to offer something to everyone, whether it's kids' camps, drop-in sessions, adult coaching, court hire or cardio tennis

classes. It's not just tennis either, our centres offer a wide range of sports and serve as a social hub for the community.

People are at the heart of everything we do. We strive to make sure that every customer, whether they are new to Will to Win or one of our loyal regulars, has the best possible experience whenever they walk into our centres.

We work in partnerships; firstly with our staff and our customers and, of course we're incredibly fortunate to have the support of The Lawn Tennis Association and the Tennis Foundation. It's also fantastic to be able to work so closely with The Royal Parks (TRP) through our centres in Regents Park, Hyde Park and Greenwich Park and to be part of bringing these stunning public spaces to life. We've come a long way together, but there is also much to do.

Thank you for your interest in Will to Win. We're delighted to have you along for the ride!

## Community

Creating accessible, affordable places to enjoy sport is only part of our mission, because we also want to pro-actively engage the local communities around our centres so that they want to be part of what we do and are aware of all the options available to them at their local Will to Win sports centre.

We do that in a number of ways so that we can reach out to all age groups and sections of society, from providing tennis taster sessions and free coaching in local schools to helping initiatives like SilverFit, a great fitness programme for the over-60s.

We also provided mini-tennis and coaching at the very successful Super Saturday kids' sports day in Chiswick, which was hosted by Claire Balding and featured a range of activities designed to get youngsters excited about sport. Judy Murray's 'Set for Sport' roadshow, visiting our Lammas Park centre, gave us another opportunity to reach out. In addition, every Will to Win centre holds regular free Open Days.

Community is an important word for us, whether it's at a local level or even within our centres themselves, where we like to create warm, friendly environments that are all about inclusivity. That's why it made us especially proud when we were named 'Club of the Year' by Middlesex LTA in 2011, 2012, 2013 – ahead of some of the most celebrated private tennis clubs in the country.



## Olympic Live Sites

inspired  
by 2012

When the London 2012 Olympic and Paralympic Games were being held in summer 2012, there is no doubt that the Capital was alive with enthusiasm for sport and a strong sense of community. We wanted to use that opportunity – and be part of something amazing – so together with our partners at the Lawn Tennis Association and The Royal Parks, we helped make tennis part of the 'Have a Go' programme which ran at the BT London Live site at Hyde Park.

The Live Sites at Trafalgar Square, Hyde Park and Victoria Park – where entry was free – were an integral part of the Games, allowing those without tickets to feel close to the events. An estimated one million people used these live sites during the Games, mainly to watch the Games on big screens, but also to be part of a shared experience and to join in with the magical atmosphere which gripped the nation during that memorable summer.

Using six temporary courts and our teams of enthusiastic coaches, we held mini-tennis for kids and cardio tennis drop-in sessions for adults so they could 'Have a Go' at sport rather than just watch it. Our coaching team showed fantastic enthusiasm and worked hard every day to make sure that every person who dropped in and played, walked away having had an enjoyable, inspirational experience.

Since the BT Live site at Hyde Park was just a few hundred metres from our Will to Win centre on South Carriage Drive, we were able to provide a pathway for every single person we inspired to develop their skills and turn an inspirational one-off experience into, hopefully, good habits and regular exercise.

We helped make tennis part of the 'Have a Go' programme which ran at the BT London Live site at Hyde Park

## Belmont Primary School

Belmont school is one of the most successful, established and vibrant state primary schools in Chiswick. Belmont is a two-form entry primary school with 420 full-time places for 4-11 year olds and 52 part-time places for nursery-aged children. It takes children through four phases of education, from nursery, through Key Stage 1, Lower Key Stage 2, Upper Key Stage 2 (nursery, years 1-6 inclusive).

The school lists its values as; aspiration, belief, co-operation, creativity, fairness, integrity, resilience, respect and responsibility and “places a focus on sport, physical education and fitness to develop children’s lifelong habits for an active lifestyle”. Belmont’s values closely mirror our own, so a partnership through our Chiswick centre made perfect sense as part of our policy of proactively engaging schools and encouraging an active lifestyle for children of all ages.

We invited whole year groups to Chiswick to engage in and enjoy tennis taster sessions at their local park with coaching, equipment and support provided by the Will to Win Chiswick team. These tennis taster sessions have proven highly successful in introducing tennis and emphasising its accessibility and inclusivity. We run them at schools located around our centres and have extended this programme to include universities to help target players in their early 20s who may want to get back into tennis.

In Summer 2012 we also organised and ran the London Kids Tennis Challenge, when schools from 11 boroughs across the Capital competed in a London-wide mini-tennis competition. We also provided learning resources about tennis and pathways to continue playing, running heats in participating schools before a final at Will to Win Hyde Park. It was one of an elite group of projects awarded the marque “Inspired By London 2012” by LOCOG – the London Olympic Games Organising Committee.

Chiswick  
House Grounds  
A4 Entrance  
W4 2RP  
020 8994 1466



## Schools

Reaching out to local schools around our centres is a vital part of our community outreach programme. Our goal is always to pro-actively engage local schools with offers of free tennis for state schools and by running taster seasons in-school with the help of our experienced, enthusiastic coaching teams.

According to our partners at the Lawn Tennis Association (LTA), recent research in England alone shows that tennis in schools is growing, with 80% of schools offering tennis and 47% of schools having a link with a local place to play tennis. Driving participation amongst school children is a vital part of the LTA’s ambitions and we’re doing our best to see that the thousands of potential tennis players currently in education are given the opportunity to try and develop a lasting love of sport.

As well as reaching out to children via schools, we are committed to providing courts free for children and accompanying adults after school, 3-6pm every weekday, to enable children to develop their tennis skills at no cost to themselves or their parents. We will even lend them rackets and balls if needed.

We are also extremely proud of our mini-tennis camps and courses, designed to give children an understanding of competition and matchplay while still playing in a light-hearted and fun atmosphere. Mini-tennis uses smaller courts, nets and rackets and is internationally accepted as the best way to help children develop their tennis skills as they move through different age groups.

Mini-tennis comprises four age groups – Tots, aged 3-5; Red, aged 5-8; Orange 8-9 and Green, aged 10. Children can progress and compete at their own level before moving up, so building their skills and confidence until they are ready to play with standard tennis balls on a full-sized court. Our coaches are extremely experienced at helping children through this process.

# Map of Facilities

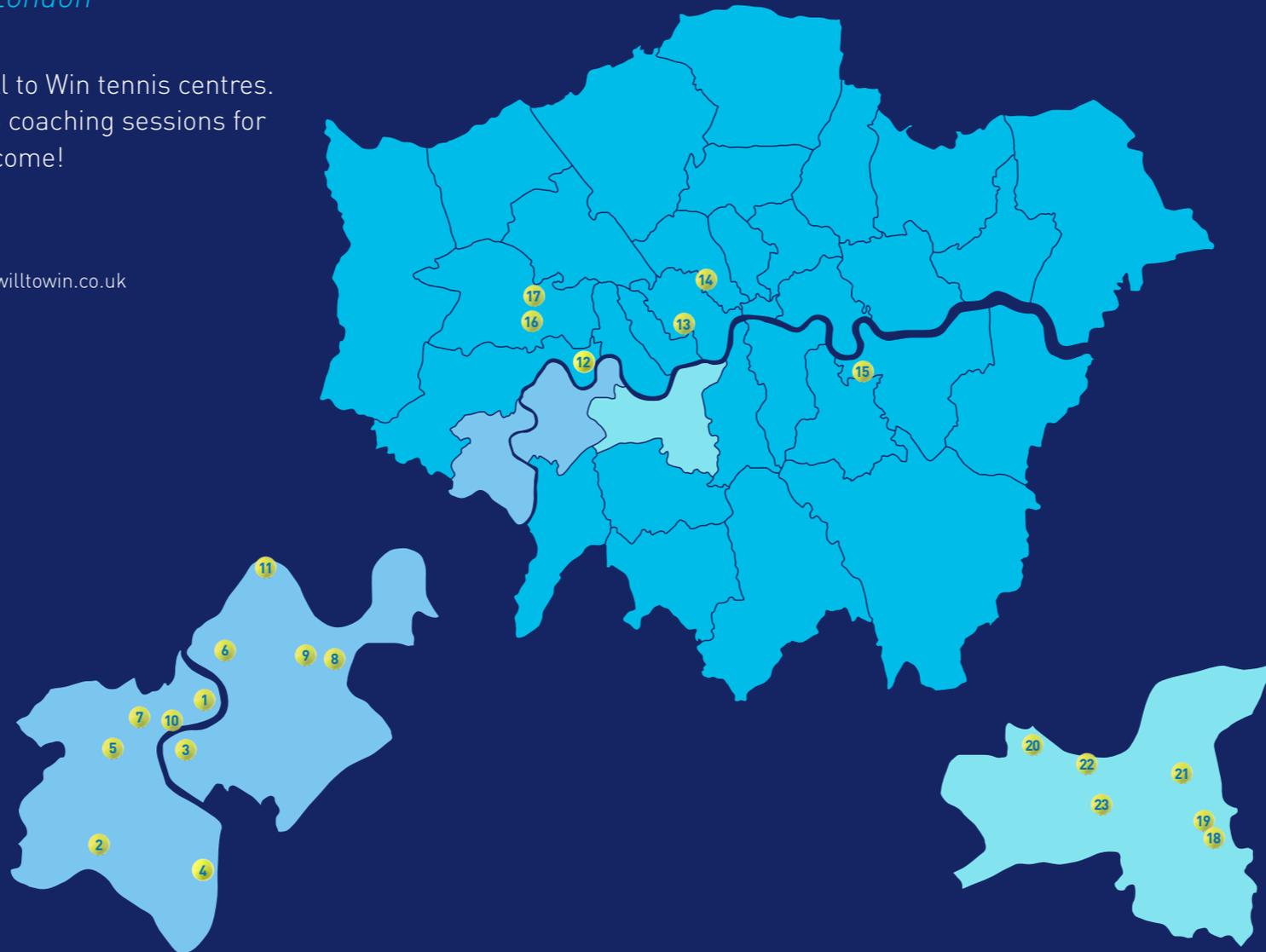
23 park venues throughout London

Enjoy all-year round tennis at Will to Win tennis centres. Pay & Play court bookings, group coaching sessions for juniors and adults. Everyone welcome!

## RICHMOND SITES

020 8892 3218 | 0845 319 0065 | richmond@willtowin.co.uk

- 1** Cambridge Gardens Clevedon Road, East Twickenham TW1 2TA 4 courts
- 2** Carlisle Park Wensleydale Road, Hampton TW12 2LP 7 courts
- 3** King Georges Field Ham Street, Twickenham TW10 7RS 4 courts
- 4** Kings Field Church Grove, Hampton Wick KT1 4AE 2 courts
- 5** Kneller Gardens Meadway, Twickenham TW2 6PH 4 courts
- 6** Old Deer Park Twickenham Road, Richmond TW9 2SF 5 courts
- 7** Moormead Recreation Ground, St Margarets TW1 1HR 4 courts
- 8** Palewell Common Palewell Common Drive, East Sheen SW14 8RF 4 courts
- 9** Sheen Common Fife Road, East Sheen SW14 7EW 4 courts
- 10** York House Gardens Sion Road, Twickenham TW1 3DD 4 courts
- 11** Westerley Ware Waterloo Place, Kew TW9 3AU 3 courts



## LONDON-WIDE SITES

- 12** Chiswick House Grounds (A4 Entrance) W4 2RP 7 courts 020 8994 1466
- 13** Hyde Park South Carriage Drive W2 2UH 6 courts 020 7262 3474
- 14** Regents Park York Bridge, Inner Circle NW1 4NU 12 courts (4 floodlit) 020 7486 4216
- 15** Greenwich Park London SE10 8QY 6 courts 020 8293 0276

## EALING SITES

- 16** Lammas Park Culmington Road W13 9NJ 12 courts (7 floodlit) 020 8840 0888
- 17** Pitshanger Park Meadvale Road W5 1LU 10 courts (4 floodlit) 020 8991 9844

## WANDSWORTH SITES

- 18** King Georges Park Burr Road, Wandsworth SW18 4SQ 10 courts 020 8875 0570
- 19** Furzedown Recreation Ground Ramsdale Road SW17 9BP 2 courts 020 8875 0570
- 20** Tooting Bec Common Dr Johnson Ave SW17 8JU 6 courts 020 8675 5824
- 21** Leaders Gardens Putney SW15 1LS 3 courts 020 8875 0570
- 22** Wandsworth Common Dorlcote Rd SW18 3RT 6 courts 020 8871 4706
- 23** Wandsworth Park Putney Bridge Road SW15 2PA 1 court 020 8875 0570

## Will to Win Lammas Park

We like to think that our thriving community sport centre in Lammas Park, Ealing provides the ideal model for creating facilities in public parks. Lammas Park is situated in a residential area with good public transport links and a socio-economic mix across the local community. Since first identifying the site ten years ago, we have created a centre with twelve floodlit tennis courts, seven of which are floodlit and designed for all-weather use. During that time the centre has evolved into a social and sporting hub which plays a vital role in driving sports and active lifestyles in local residents.

There's something for everyone with a comprehensive programme of Adult and Junior tennis drop-in sessions, courses, tournaments and events run all year round. Plus of course, public individual court bookings for tennis, five-a-side kids' and adults soccer, netball, changing facilities and a pavilion serving food and drinks and selling equipment and clothing.

Courts are also marked to allow for multi-sport use, which has allowed the centre to help drive participation in netball, amongst other sports. The centre also has a MUGA – a multi-use space to allow flexibility of use. Our Lammas Park centre also boasts two five-a-side football pitches, where coaching is provided in partnership with the City of London Soccer Academy.

**There's something for everyone with a comprehensive programme of Adult and Junior tennis**

**Will to Win Lammas Park**  
Culmington Road  
Ealing, London  
W13 9NJ

### Lammas Park by the numbers:

- WTW investment of £350,000
- LTA/TF funding of £50,000
- 12 courts
- Pavilion
- MUGA
- One full time and four part time staff
- Four full time coaches
- Over 400 regular players
- Local tennis leagues

### During 2012/2013

- Tennis participation up 150%
- Junior tennis players up 160%



## Facilities

**Creating top class sporting facilities in the middle of urban public parks can be a challenging business, so thankfully we have plenty of experience to draw upon. It can involve a sometimes daunting tendering process as well as working closely with local authorities and with partners such as the Tennis Foundation and Sport England. When it comes to creating facilities, those partnerships are invaluable, from providing essential financial help to advice and support.**

When we create or renovate facilities, our goals are always very clear and we work to a proven business model formed from all of our experiences. There are several clear tenets to this:

- Long lease on the facilities – minimum 21 years.
- Nominal lease agreement with full investment from our partners.
- Strong partnerships with our stakeholders and the local community.
- Schools engagement – including free access for state schools.
- Staffed with highly trained coaches and support staff.
- Create a pavilion as a social focal point.
- Optimum is six courts, at least two of which are floodlit.
- Option of multi-sport use.

The journey usually begins with us identifying a suitable – usually derelict – space. Once the ideal site has been found, we then go about securing a long lease to ensure that we can build a facility with a lasting legacy for the community. Once we have worked with our partners to secure the requisite investment, we then set about creating top quality courts and a pavilion that, in time, can become a social hub.

# Partnerships

Partnerships are at the heart of everything we do at Will to Win and we feel very fortunate to have found supporting partners whose values and goals we share.

## The Royal Parks

The Royal Parks manages London's eight Royal Parks and everything in them, including sports facilities used by millions of Londoners every year. We consider it a huge privilege to be able to help The Royal Parks in this vital role by running the tennis and sports facilities at Regents Park, Hyde Park and Greenwich Park.

## Tennis Foundation

The Tennis Foundation (TF) is Great Britain's leading tennis charity, with a vision to make the sport as inclusive and accessible to every kind of community. We share the TF's goal of encouraging people to play and maximise their potential through sport and we work with TF on schools outreach and driving disability tennis.

## Lawn Tennis Association

The Lawn Tennis Association (LTA) is the national governing body for tennis in the UK and is therefore responsible for all areas of the sport, from elite performance players to coach education, tournaments, facilities and much more. We are particularly grateful for the LTA's financial support in helping us to drive parks tennis forward in London.

## All Win Tennis

All Win Tennis is a joint venture between Will to Win Ltd and All Star Coaching, which joined forces in 2013 and jointly run tennis courts and parks facilities in Wandsworth, based at six different sites across the Borough.



## Local authorities

Since we are creating and running sports centres in public parks, having a successful working relationship with local councils is essential to what we do. The nature of the relationship varies depending on our role. In the London Borough of Richmond Upon Thames, for example, we manage all tennis courts across the borough on the Council's behalf; while in Wandsworth we are currently working, as part of All Win Tennis (see above) with the Council to create a flagship tennis centre in King George's Park right in the heart of the Borough.

## Clubs

Spreading the word about tennis and making sure that we maximise the number of people who can enjoy the sport depends on public and private tennis establishments working together. Sport, after all, has no barriers. Will to Win works with clubs by running tennis programmes for adults and children.

## Our Staff

We are very fortunate at Will to Win to be able to work with some extremely talented coaches. We want to empower our coaches to instill their enthusiasm and skills to others and encourage a lasting love of sport. Our support staff also do everything they can to create an enjoyable and welcoming experience for each and every one of our customers. It is important that every member of the Will to Win team is made to feel like a valued partner in what we are trying to achieve.

A special and very heartfelt thank you to all our partners. With their continued support we can achieve even more!

## Performance

**Watching Andy Murray become the first British man to win the 2013 Wimbledon singles title for 77 years was a very special moment for everyone who has ever been involved in British tennis, from the fans on Henman Hill to those, like us, who work hard every day to help the sport grow.**

We see ourselves as part of the effort to create players in Murray's image; creating a larger base of players by driving participation is a huge part of this, but there also needs to be a performance pathway so gifted players from that base can consistently develop and improve.

Driving grass roots tennis is our 'bread and butter', but we also feel that it is our responsibility to help create that pathway, so that talented players from public tennis facilities like the ones we run are given as many opportunities to flourish as those who start playing at private clubs.

Our Junior Performance squads for young players are grouped according to the LTA Junior Competition age groups and are designed to give the more accomplished players an opportunity to develop their skills and matchplay at an accelerated rate. The squads are by invitation only as they require a big commitment from children and parents, but we assign only our most accomplished and experienced coaches to nurture these fledgling talents.



## Foundation

The Will to Win Foundation is a registered charity and is the charitable, not-for-profit arm of Will to Win Limited. The aim of the Will to Win Foundation is to raise money for and distribute grants to individuals, organisations and clubs to enable people of all ages and abilities to play sport. By doing this, it hopes to promote the enrichment of active lives through sport and to help engage all sections of the community through a shared enjoyment of sport, which in turn will encourage social cohesion.

### Will to Win Foundation and Kids Company

Kids Company is one of the projects which has been directly helped by the Will to Win Foundation. Kids Company provides practical, emotional and educational support to vulnerable inner-city children.

In August 2013, Kids Company and the Will to Win Foundation brought twenty children, aged between 5 and 14 for free tennis lessons at Regents Park. They enjoyed four two-hour coaching sessions as part of a joint initiative to give the children a positive experience of learning new skills, being active and enjoying sport during the school holidays. Kids Company has identified the long summer break from school as a time when vulnerable children often need support and activities to take part in while they are away from the protection and comforting routine of school life.

"It's fantastic to see these kids playing tennis because before it might have been a sport that they thought was out of their league or not for them. These kids have stayed together, got on well, come together to form teams, listened to instruction and after two hours they are still on board, still excited and still listening. They're out of their comfort zone but they're being challenged in a really positive way." *Audrey West, Kids Company*