

Woodend Community Sponsorship Proposal

June 2024

Context

Woodend is keen to support engagement with tennis for all ages and abilities. To this end, it is proposing to launch a community sponsorship programme to directly benefit the development of tennis on the refurbished courts in Victoria Park in partnership with Glasgow Life and the Woodend Coaching Team.

As we continue to address club finances and put in place measures to ensure financial sustainability, introducing a community engagement strand of work is viable and a worthwhile and visible contribution to our locale. In the last year, Woodend has raised around £4k for the club via various activities and none has gone to benefit others (with the exception of a £400 donation to Jordanhill School's Playground Project comprising of raffle income from the Christmas Fair and fundraising by a junior member) - this proposal seeks to further support our positioning as a community club.

Seed Funding

It is proposed that Woodend provides a set-up donation of £500 to establish a free tennis offering in Victoria Park which runs immediately after Junior parkrun on a Sunday. This would be in collaboration with Glasgow Life and will pay for some initial coaching to get the programme off the ground. Julie Gordon would give her time to oversee this for free. Once established this would open the door for further funding bids via the LTA and the Lottery's Awards for All. Woodend would be the main community tennis partner.

Phase 1

Julie will oversee delivery by accredited coaches whilst a bank of volunteers are identified and trained to deliver the sessions. First event scheduled for during Wimbledon (Sunday 7th July) post Junior Parkrun.

Juniors who show promise will be encouraged to engage with tennis programmes at Woodend, Scotstoun or Broomhill.

A pilot session is scheduled for Sunday 7th July – volunteers are needed for this. Contact Julie at woodendtenniscoaching@gmail.com if you are interested.

Phase 2

Woodend will be the host club for an inter-school tennis tournament for primary aged children. Nothing like this exists in Glasgow (or Scotland). Julie Gordon will lead the schools networking activity to recruit local schools to enter (e.g. Jordanhill, Broomhill, Hyndland, Whiteinch, Scotstoun).

The concept will follow the precedent established at [Newlands Park](#) and [Maryhill Park](#) both of which have received funding from Western.

Benefits to Woodend Members/Club

- Preferential rates on Victoria Park Courts (£5 per hour = 50% reduction) - helping to alleviate pressure on the busy court periods at Woodend.
- A branded presence in Victoria Park promoting Woodend's involvement.
- A new pipeline to boost junior membership and positive local exposure for the club.