

THE CHAMPIONSHIPS, WIMBLEDON

AELTC COMMUNITY INVESTMENT PROGRAMME 2009

The All England Club and The Championships maintains an extensive community investment programme of donations, charitable contributions and other benefits directed primarily at helping the local community, especially the London Boroughs of Merton and Wandsworth.

This is in addition to the fact that every year the All England Club passes over the financial surplus of The Championships to the Lawn Tennis Association for the development of tennis.

‘The Road to Wimbledon’

In April 2001, the Club launched *‘The Road to Wimbledon,’* a combined local and national junior tennis initiative aimed at giving thousands of juniors the chance to play tennis and at the home of The Championships (*see information sheet - AELTC Junior Programme - for full details*).

Wimbledon Junior Tennis Initiative (WJTI):

- Part of *The Road to Wimbledon:* at local level, working with Merton and Wandsworth Councils, around 85,000 children have had the chance to have a go at the game in their school through the visit of a special All England Club coaching team.
- Coaching team have made 390 visits to schools in the area
- Around 300 children per day also attend free tennis coaching and skills sessions held at the Club 45 weekends a year.

HSBC Road to Wimbledon National 14 and Under Challenge

- The largest national junior grass court tournament involving some 20,000 young players.
- The National Finals, 64 boys and 64 girls, made up of the 44 County winners and 20 best runners-up are held on Wimbledon’s Championship grass courts in August

Museum Education Programme

- Part of *The Road to Wimbledon* - launched in September 2001.
- In the last year nearly 4000 children have taken part in activities (total of 15,500 since 2002).
- Programme caters for 5-18 year olds and consists of Museum workshops, tours of the grounds and education room workshops directly linked to the National Curriculum.
- The Primary School Programme is fun, interactive and hands-on.
- Secondary School Programme, developed to meet the needs of students studying for GCSE and A-Level courses in Leisure and Tourism and PE, is very popular.

***'Playing for Success'* Study Support Centre**

- Operating since early 2003, the *Playing for Success* Study Support Centre is a joint initiative between the Club, the London Borough of Merton and the Department of Children, Schools and Families.
- Occupying a high-tech learning zone set in No. 1 Court, the SSC offers a stimulating after-school programme for pupils in Merton focussing on numeracy, literacy and IT and confidence raising activities.
- Firm links established with over two-thirds of Merton's local primary schools and the Centre also works with most secondary schools in the Borough.
- In the last six years, around 2100 students have graduated at PfS award ceremonies at the end of their courses.
- Around 500 pupils have attended holiday learning programmes during school breaks.

Young Ambassadors

- Ten young people from secondary schools in Merton have the opportunity to become tennis ambassadors by embarking on a year-long leadership and volunteering project in a joint venture between the All England Club and the Merton School Sports Partnership.
- The 10 tennis ambassadors, nominated by their PE teachers, are already learning their skills from some of the country's top tennis coaches as they support the development of the junior tennis players taking part in the Club's Wimbledon Junior Tennis Initiative (WJTI).
- On completion of the project, the ambassadors will have a recognised qualification in tennis leadership which they can use not only at their school, but also within the Borough. As importantly, they will walk away with leadership skills that can be transferred to any sports setting.

Wimbledon Park Tennis Courts

- The Club paid for the resurfacing of 10 artificial grass courts in Wimbledon Park in May 2003, having originally renewed 15 tennis courts in Wimbledon Park in 1988.

Wimbledon Village Summer Fair

- The Club has been the main sponsor of the Wimbledon Village Summer Fair since 2003.
- WJTI children will again provide a demonstration of their skills at the Fair.

Wimbledon in bloom

- Every year the Club sponsors the abundance of hanging baskets and planters that dress and beautify Wimbledon Village and Southfields.

Wider benefits to the area

- Increase in trade for certain local businesses during the course of the year and opportunities for employment for local people.
- Financial donations to local charities
- Contribution to installation of CCTV scheme in Wimbledon town centre, to Wimbledon and Putney Commons Conservators to assist in the publication of a book on the natural history of the Common and to the restoration of the azalea dell in Cannizaro Park, Wimbledon.
- Donation towards the St Mary's Church, Wimbledon Village, Renewal Appeal for the renovation of the 19th Century organ. Earlier donation towards the floodlighting of St Mary's Church.
- Use of Covered Courts offered for use by local tennis clubs and schools.
- Benefits to local community arising from Section 106 Agreement relating to the Club's Long Term Plan (eg improvement to public transport access at Wimbledon Mainline Station; financial assistance to Merton Borough's tennis development programme; floodlighting for tennis courts in Wimbledon Park; refurbishment of public lavatories in Wimbledon Park).
- Raynes Park Sports Ground facilities offered for use by local schools and sports clubs.
- Merton Youth Concert Band and Jazz Orchestra play on both semi-final days of The Championships.
- Monies from sale of hydrangeas donated to local children's charities.
- Alexandra Rose Day Collection (usually on first Tuesday of The Championships).
- Use of courts for certain charity tennis events (eg finals of the Save the Children Fund national tournament).

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June 2009