



# 2024/2025 AGM

4<sup>th</sup> January 2026  
6.30pm via Zoom

# AGENDA

- Welcome
- Minutes of the last AGM
- Restructuring Process status
- Bylaws Acceptance
- Director Vote Result
- Chair's Report
- Financial Review
- PickleBook
- The Vision
- Roadmap
- AOB



# RESTRUCTURING PROCESS STATUS



SGM in May members approved:

- A new Regional Committee will be established, comprising the 7 Regional Directors;
- One of the Regional Directors will be nominated by the Regional Committee to serve on the Board of Directors;
- The Board of Directors will comprise 6 National Directors, each selected for their relevant skills and experience, and 1 Regional Director nominated by the Regional Committee;
- The necessary amendments to the Articles of Association to give effect to this restructure will be drafted and circulated to members in due course for separate approval.
- An extension to the deadline to host the AGM

## TO GROW PARTICIPATION by developing grass-roots pickleball

### Regional Steering Committee

<b>Regional Directors</b> <ul style="list-style-type: none"> <li>• NW, NE</li> <li>• WM, EM</li> <li>• SW</li> <li>• SE(N), SE(S)</li> </ul>	<ul style="list-style-type: none"> <li>• Responsibility and accountability to grow participation</li> <li>• Co-ordination across regions, meet quarterly, volunteers</li> <li>• Key role to fill County Reps posts with engaged, active and visible volunteers</li> <li>• Regions Committee chair on main BOD</li> <li>• Autonomy through delegated budget based on participation metrics to cover equipment, expenses, ...</li> </ul>
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Maintain Alignment

### County Reps / County Associations

<ul style="list-style-type: none"> <li>• Template bylaws</li> <li>• PbE Guidelines for affiliation</li> <li>• Competition format</li> </ul>	<p><i>Taskforce to define more.</i></p> <p><i>Opportunity to improve communications</i></p> <ul style="list-style-type: none"> <li>- <i>Info share</i></li> <li>- <i>Best practices</i></li> <li>- <i>Discussion around challenges, problem solving</i></li> </ul>
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### Acceleration Areas/Committees expansion

<ul style="list-style-type: none"> <li>• <b>Curriculum Development</b> <ul style="list-style-type: none"> <li>• Coaching</li> <li>• Refereeing</li> </ul> </li> <li>• <b>Facilities Development</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Grass Roots Volunteers</b> <ul style="list-style-type: none"> <li>• Club Leaders</li> <li>• Event volunteers</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Participation and ED&amp;I</b> <ul style="list-style-type: none"> <li>• Schools/Junior Development</li> <li>• Deaf Action Group</li> <li>• Wheelchair Action Group</li> <li>• Adaptive Pickleball</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Elite Player Development</b> <ul style="list-style-type: none"> <li>• Junior</li> <li>• Adult</li> <li>• Senior</li> </ul> </li> <li>• Identify opportunities</li> </ul>
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## TO ENABLE GROWTH by providing the national infrastructure

### PbE Board of Directors

<ul style="list-style-type: none"> <li>• Chair</li> <li>• Region Steering Committee Chair</li> <li>• National Director 1</li> <li>• National Director 2</li> <li>• National Director 3</li> <li>• National Director 4</li> <li>• National Director 5</li> </ul>	<ul style="list-style-type: none"> <li>• Chair of Regions Board</li> <li>• Non-Executive volunteers</li> <li>• Chair elected from Non-Execs</li> <li>• NDs ideally have skill specialisms in areas of most need for our development</li> </ul>
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### Business Hires

<ul style="list-style-type: none"> <li>• Finance &amp; Curriculum</li> </ul> <p>Trevor Robinson</p>	<p><b>NEED TO HIRE OTHERS WHEN WE HAVE A SOLID PLAN TO GENERATE SUFFICIENT INCOME</b></p> <p><b>Event Management</b></p> <p><b>Administrator (to keep track of actions and follow ups, first line comms)</b></p>
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# BYLAWS ACCEPTANCE

## 2025 AGM

SAVE THE DATE – Sunday 4th January 2026 via Zoom.

Don't forget to vote for 3 National Directors. The vote will close at 11:59 on Sunday 21st December 2025. If you are in the SW or the EM please vote for your choice of Regional Director. The results of the vote will be announced at the AGM.

During the AGM we will be asking members to approve the updated Articles of Association which reflect the restructure approved at the SGM in May. We have also used the opportunity to make some changes:

- Chairman becomes Chair
- Propose reducing the number of days for the election process (reflecting that it is an online process not postal)
- Clarifying who the voting members are
- Added a membership termination clause.

Click [here](#) for proposed Articles of Association.

Please review and if you have any questions or concerns about the changes please advise by emailing [pbe2025election@pickleballengland.org](mailto:pbe2025election@pickleballengland.org).

Director Nominations 



- Bylaws reflect re-organization *plus*
- Chairman becomes Chair
- Propose reducing the number of days for the election process (reflecting that it is an online process not postal)
- Clarifying who the voting members are
- Added a membership termination clause.

*VOTE  
YES to Approve  
Comment or Abstain*

# NATIONAL DIRECTOR VOTE RESULTS

***We had a great candidate pool. Members voted and the three candidates with most votes were:***

*We are excited to start working with all three successful candidates.*

*The remaining 3 candidates all polled well just didn't come top 3. We have asked them to consider working with us on certain initiatives.*

*Ian, Kelly & Sue join, Martin, James, Karen and the Chair of the Regional Steering Committee to form the updated Pickleball England Board of Directors.*



Ian Banks  
Hertfordshire



Kelly Olsen  
Peterborough



Sue Sutton  
Rugby



# REGIONAL DIRECTOR VOTE RESULTS

***We had more than one candidate for the East Midlands and the South West Region, necessitating a vote.***

Kate Vincent & Tim Spurway were voted in as EM and SW Regional Directors. With only one candidate for the NE, Ryan Amos is formally confirmed for that region.

The successful candidates will join the Regional Steering Committee joining Christine Neyndorff SE(N), David Hughes SE(S), Michael De Groot WM and Elaine Shallcross NW.

*The Regional Steering Committee's first task will be to elect their Chair of the Regional Steering Committee so that person can also be on Board of Directors.*



Kate Vincent EM  
Northamptonshire



Tim Spurway SW  
Exeter



Ryan Amos NE  
Sheffield

We want to thank all the candidates for being willing to serve as a Regional Director and hope that the unsuccessful candidates will still continue to awesome things for pickleball.

# THANK YOU – OUTGOING REGIONAL DIRECTORS

*We want to take this opportunity to thank Val, Richard and Pep for their service.*



## VAL VLADEA – NE REGION

### Regional Director

01

Val joined PbE Board late 2021, juggling her responsibilities with a full-time job and family. Val brought sports industry insights and regional representation working with County Reps..

### PLC Tutor

02

PLC tutor since 2021 and was a tutor for 6 in the NE in 2024 and 6 in 2025. Became L1 tutor and tutored 2 in 2024 and 5 in 2025. We hope Val will continue as a PbE tutor..

### Events & Doubles League

03

Val held the first NE Festival in 2022 and followed it up in 2023. Doubles Leagues were introduced in 2022 with the venue moving around the region.

## RICHARD THOMS – SW REGION

### Regional Director

01

Joining the PbE Board at the same time as Val, Richard juggled his responsibilities with full-time job involving travel and family. Richard was on Selection Committee for the EPC England Team.

### PLC Tutor

02

PLC tutor since 2021 and conducted 1 in 2024 and 2025 (travel for work made more impossible) We hope Richard will continue as a PbE tutor..

### Events & Doubles League

03

Richard introduced the Doubles League into the SW in February 2022, with rotating venue locations to engage as many players as possible.

## PEP GIULIANO – EM REGION

### Regional Director

01

Joining the PbE Board Feb 2024 juggling his own business and family. Now travelling so much with his pickleball coaching Pep has stepped down.

### Event Support

02

Pep was a valuable part of the events team in 2025. He was a huge part of the 2024/25 English Nationals Singles event and 2025 English OPEN.

### EPC Rome Team England Coach

03

Pep was selected as the Team Coach for the 18+ team defending their title. His positivity was amazing. We hope Pep will play a role at the next EPC.



# Chair Report

## 2024 Highlights

- Almost 80% Growth in membership and 60% club numbers
- Dec 17<sup>th</sup> we received confirmation **Sport England recognised pickleball and recognised PbE as the NGB for the sport** in England (our pre-application was submitted 2021 and the full application April 2023, so full process almost 4 years with the LTA and David beat Goliath!)
- Recognition was the result of 18 months of collective effort by PbE, Clubs, Players influencing the outcome. A question was asked in Parliament, Unofficial Podcast discussing sovereignty of pickleball among many highlights.
- Sam Basford & Rob Williams, our Directors of Coach Education (non FTE) created the L1 Club Coach and after 2 pilot workshops it was rolled out.
- Team England won the inaugural European Pickleball Championship hosted in Southampton in November 2024.
- PbE partnered with the Seikh Games to offer pickleball taster sessions at Trafalgar Square.
- Martin Smith developed a 5 year financial model for PbE to help guide planning
- Developed a robust Safeguarding Plan (that helped secure recognition)
- Trevor Robinson joined the team (self employed basis)



Today we've announced that the home nation sports councils have recognised pickleball as a sport and we've recognised [Pickleball England](#) as its national governing body in England.

Pickleball, which was invented in the USA in 1965, combines elements of badminton, tennis and table tennis, and is played both indoors and outdoors.



*With recognition secured we could refocus all resources on growing the game.*



# Chair Report



## 2024 Highlights continued

- Deaf Pickleball Action Group formed in partnership with PbE with excellent immediate results
- PLC with BSL interpreter organised
- Pickleball SLAM pop up event held in Kingston, Surrey
- English OPEN and English Nationals smash all recorders. Nationals at Bolton was limited to Doubles Events.

## 2025 Highlights

- PbE Board approved PickleBook as our CRM platform; Frank Arico managed the data cleansing and migration process
- PbE Restructure accepted by members at May SGM; Director Nominations/Elections conducted
- Collaborated with Derbyshire County Rep to develop County Association pilot
- Held 2024/6 English Nationals Singles tournament in May in addition to English OPEN & English Nationals that smashed previous records
- Appointments – Scott Tift announced as Director of Schools Development. Scott joins Sam Basford & Rob Williams, Directors of Education Development for PbE. These are non-FTE positions.
- Pilot and Implementation of L2 Coach qualification including the Implementation of eTrainU as our Learning Management System (LMS)
- Team England came 2<sup>nd</sup> in European Pickleball Championship Held in Rome in September 2025
- Adaptive Pickleball Guide developed with input from multiple sources
- Continued to create strong partnerships with sponsors and other organisations.



*Except for one contractor who will move to FTE everyone in PbE is a volunteer. Together we have achieved a LOT!*

# GRASS ROOT DEVELOPMENT

## PICKLEBALL LEADERS CERTIFICATION



Year	# Workshops	% Increase
2021	8	
2022	13	63%
2023	22	69%



- PLC continues to be our biggest grass root support initiative; developing confidence in players to teach people how to play pickleball.
- We have added a number of tutors to our tutor pool to minimise the number of miles travelled by tutors
- We plan to make some amendments so that there is no overlap with L1
- We will collaborate with Scott Tift to develop a version of the PLC for young leaders to be able to show their peers how to play in school, university and after school settings.
- Another version will also be created for School CPD sessions
- We know that lots of clubs have been introducing pickleball into schools; we don't have a way to track that yet.
- Scott Tift has a database of all English schools. We plan to send an email with some survey questions to try to identify those that are already playing and those that are interested in introducing the game.

Region	2024	2025
North West	3	13
North East	9	16
West Midlands	7	17
East Midlands	3	10
South West	5	16
South East	19	37
TOTAL	46	109
% Increase	109%	137%

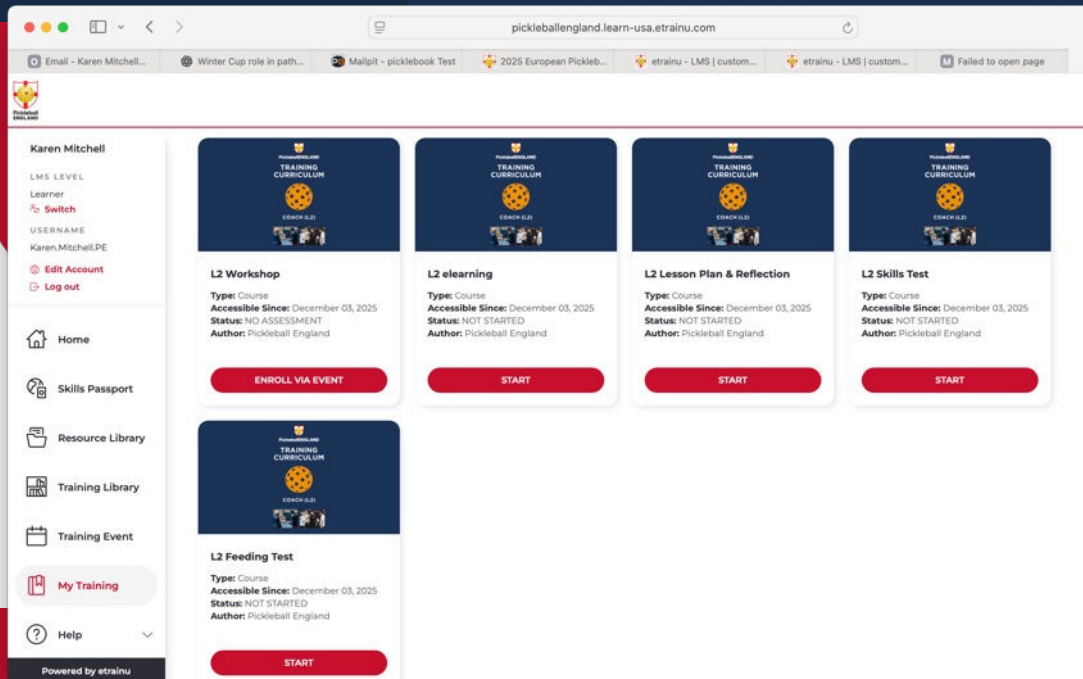


# GRASS ROOT DEVELOPMENT



- We know that there are hundreds of people doing an amazing job growing pickleball – the growth in the number of players is proof of that. Today we want to highlight one case study.
- Last AGM we told you about Steve Pisano who wanted to play pickleball in South London and reached out to PbE to get started.
- Our County Rep David did two taster sessions in Brixton which were very successful. Steve buddied up with Emanuel Otu and they have now worked with Lambeth Council to set up pickleball at several venues.
- Steve and Emanuel are now PbE London Ambassadors and they supported the March 2025 Twickenham Taster Sessions.
- Steve and Emanuel secured the gift of a roll out pickleball court used at the Brand Licensing event at ExCel in October in return for running taster sessions during the 3 day event.
- The court is now installed at a GLL venue in Crystal Palace they play at.
- What will the Lambeth Pickleball team do next?

# CURRICULUM DEVELOPMENT



- At the last AGM we were planning to pilot L1 in April 2024. After some tweaking, it was rolled out to all regions with 17 workshops in 2024.
- Demand for L1 was high in 2025 with 45 workshops being completed.
- We are actively 'qualifying' new tutors.
- Rob & Sam also worked on the development of L2 which was piloted in May 2025
- Due to resource conflicts eTrainU the Learning Management System (LMS) we need for online modules for L2 was delayed but implemented prior to the December weekend workshop.



## L2 elearning

**Type:** Course

**Accessible Since:** December 03, 2025

**Status:** NOT STARTED

**Author:** Pickleball England

START

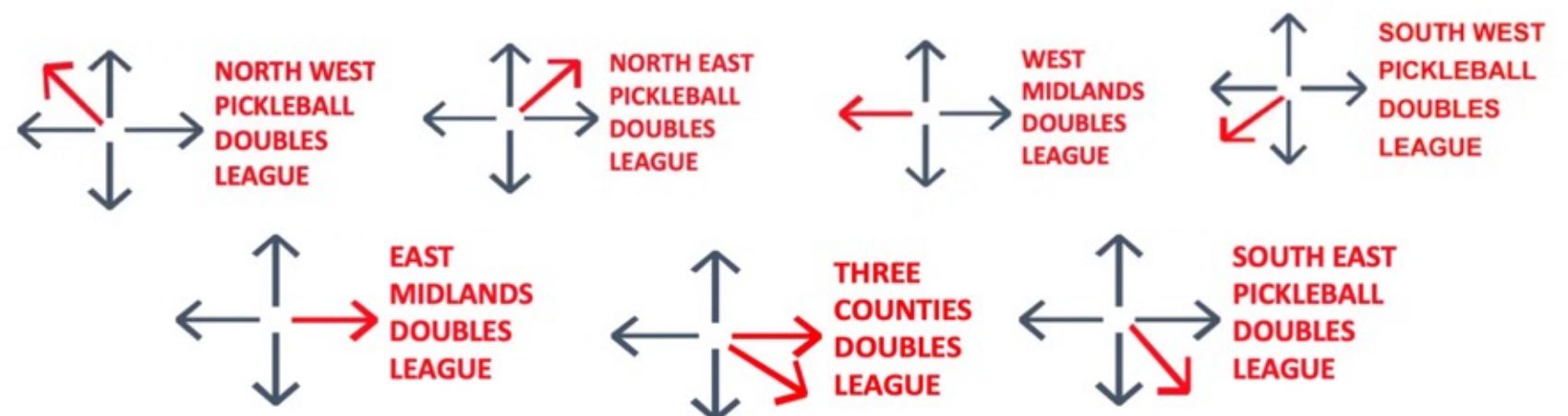
L1 by Region	2024	2025
North West	1	3
North East	4	6
West Midlands	1	5
East Midlands	2	5
South West	4	9
South East	5	17
<b>TOTAL</b>	<b>17</b>	<b>45</b>
% Increase		165%

L2 by Region	2025
North West	
North East	
West Midlands	1
East Midlands	
South West	
South East	2
<b>TOTAL</b>	<b>3</b>

# COMPETITION DEVELOPMENT



- The vast majority of players are happy to play for recreation only. We estimate that this is around 70% of all players.
- The other 30% want to play against other players at other clubs. This can be in the form of inter club play, leagues or tournaments.
- There has been a significant increase in the number of leagues and tournaments in the past 2 years.
- There are several regular tournament operators that have been established, PickleB, TournamentsUK, DinkSpace, Game Set Match, etc.
- Last year in one weekend there were 5 events in one weekend across the country!
- English Pickleball League is now managed through PickleBook and from January, Doubles Leagues will be added to PickleBook.
- THANK YOU to all the League Directors for running these events.

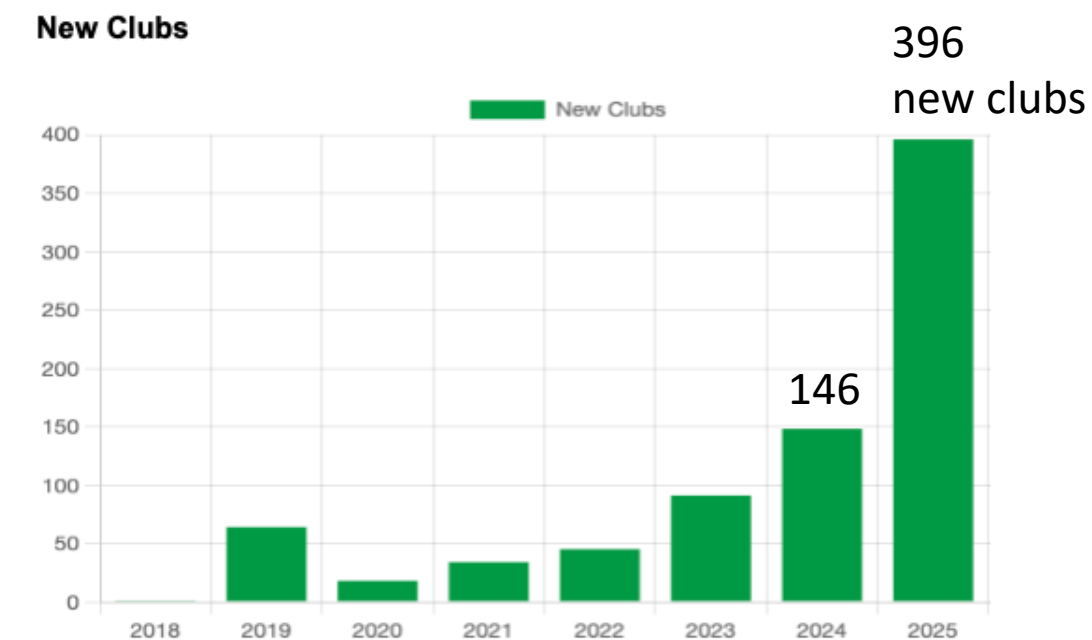
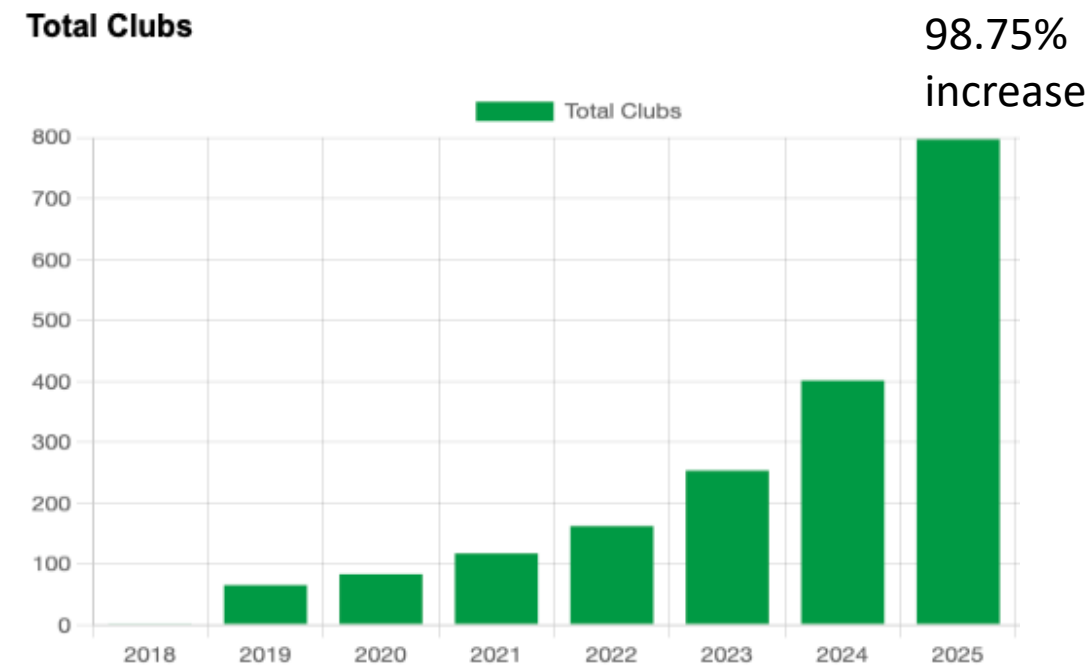


# Club Growth

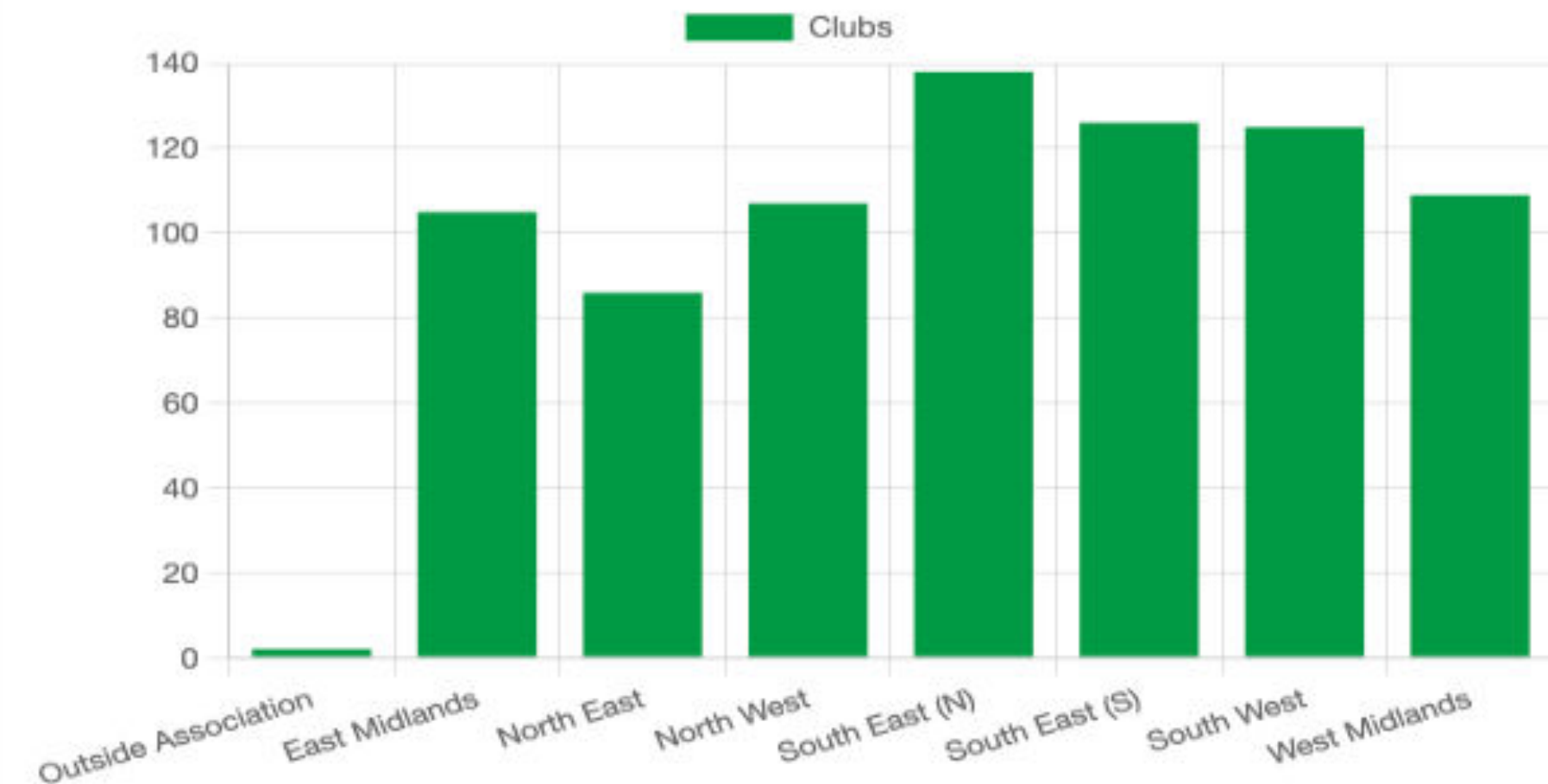


**Pickleball being recognised by Sport England seems to have turbo-charged club creation!**

Cumulative build by year:

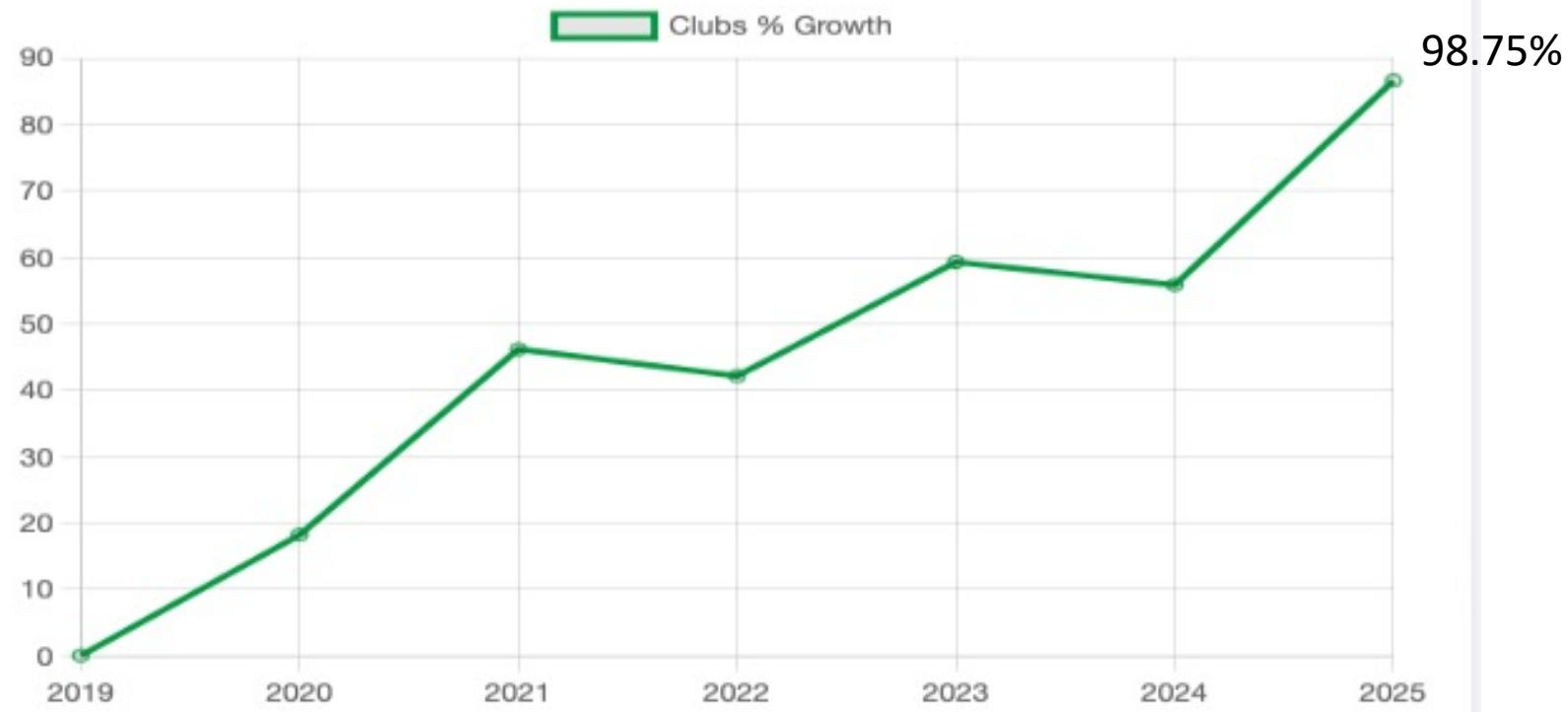


## Club Regional Distribution

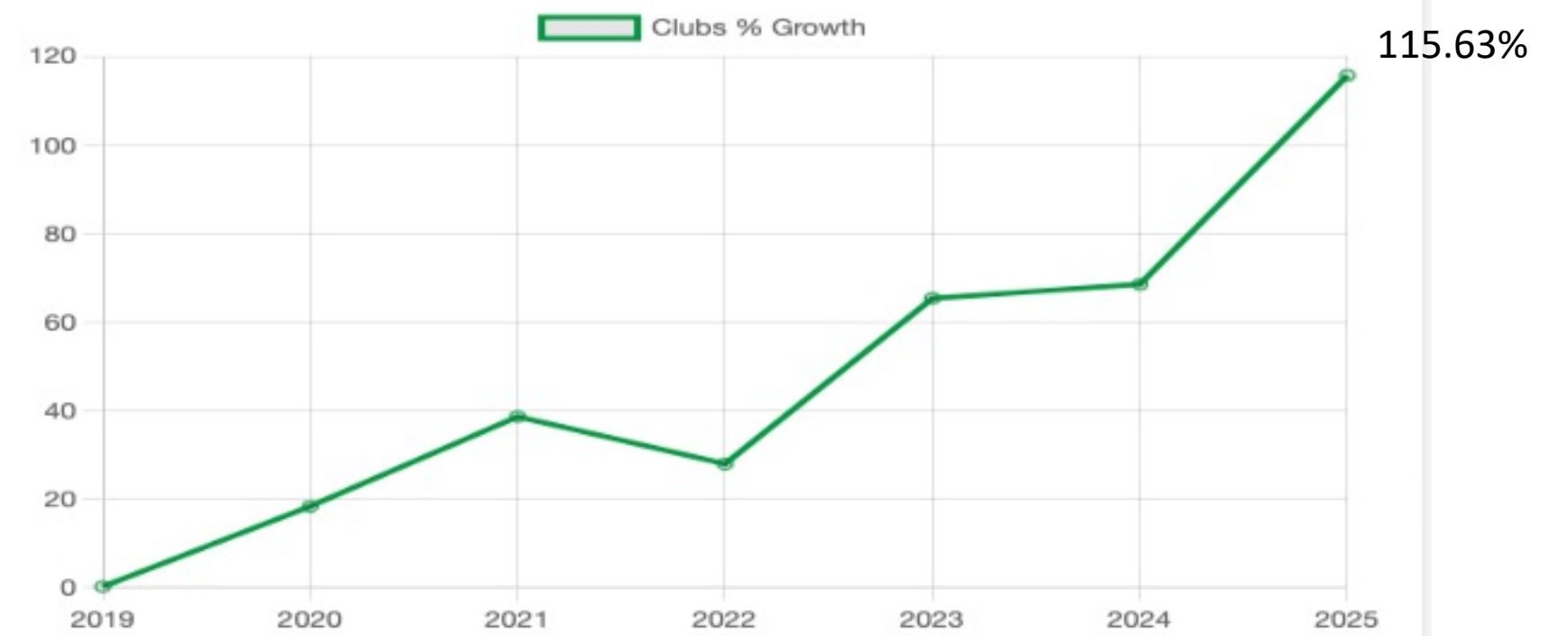


# Club Growth is strong in all regions with several seeing over 100% growth

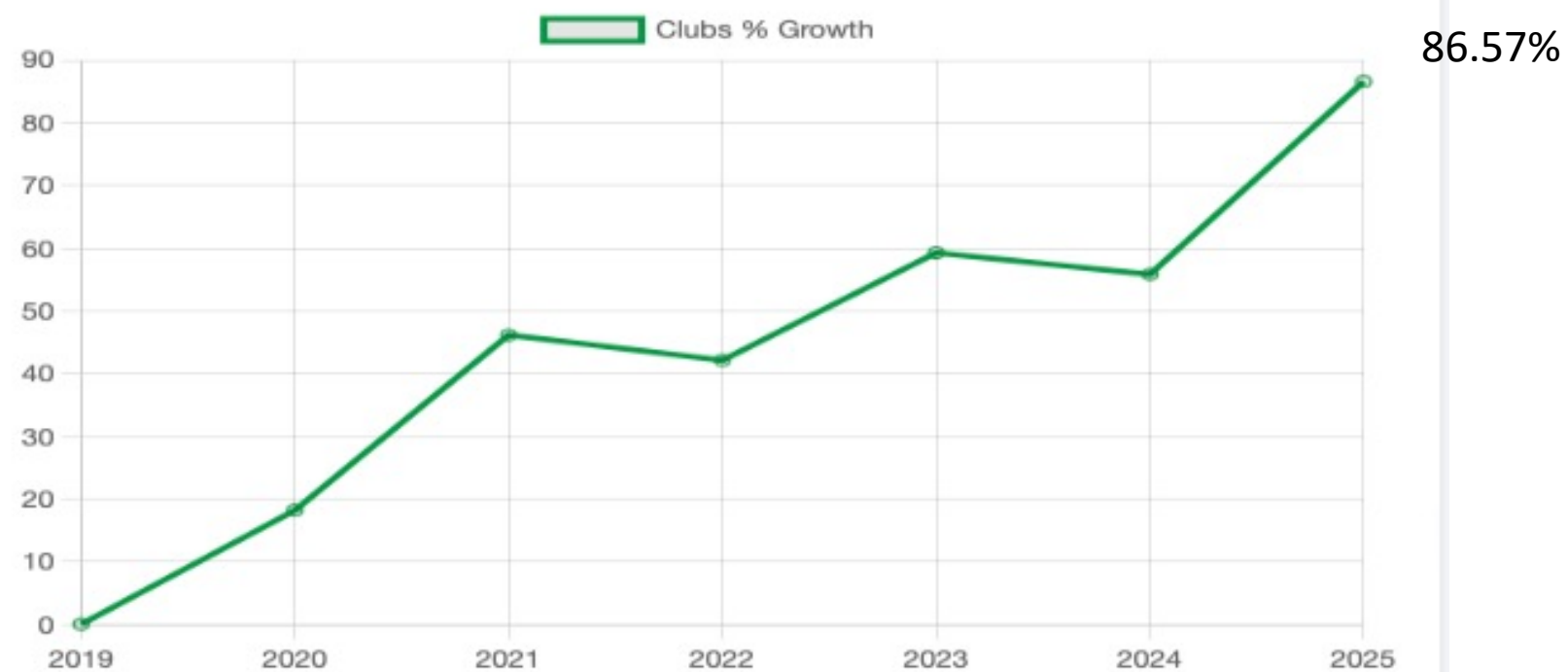
Club Growth % All Regions



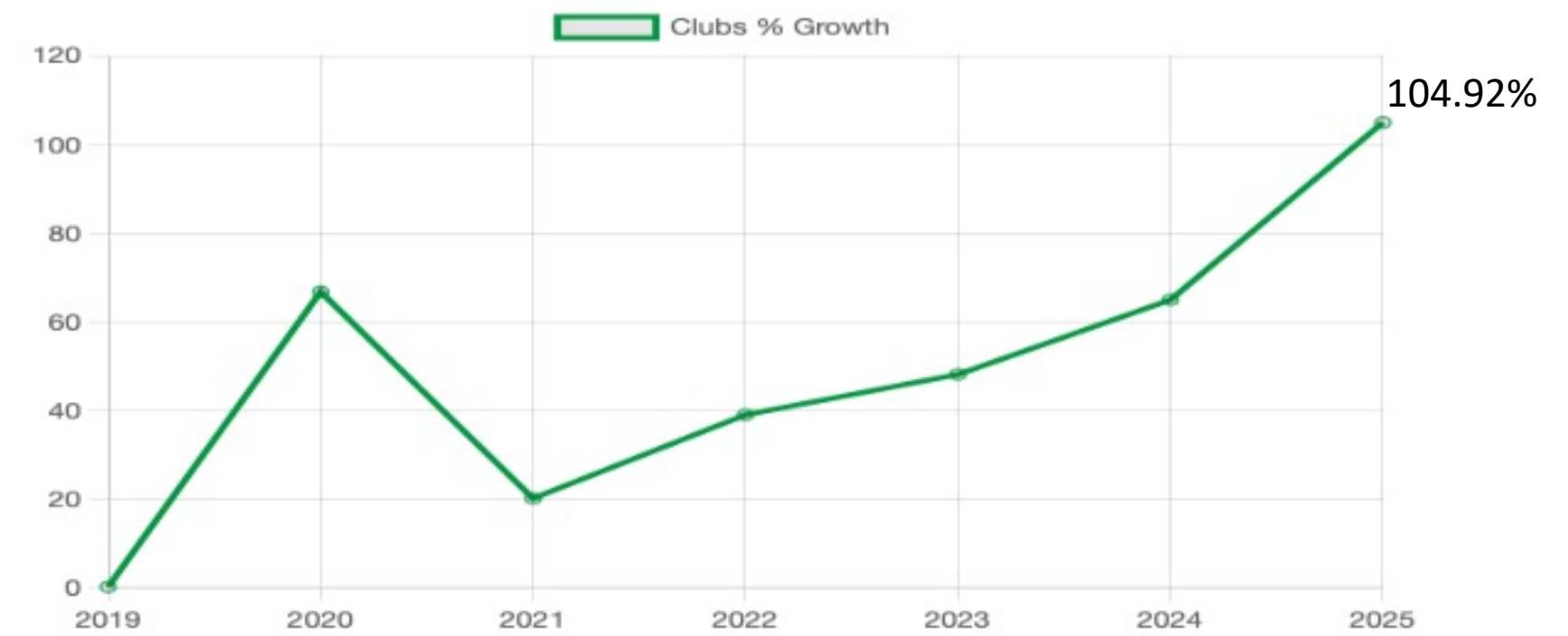
Club Growth % South East (N) – Christine Neyndorff



Club Growth % South West – Richard Thoms

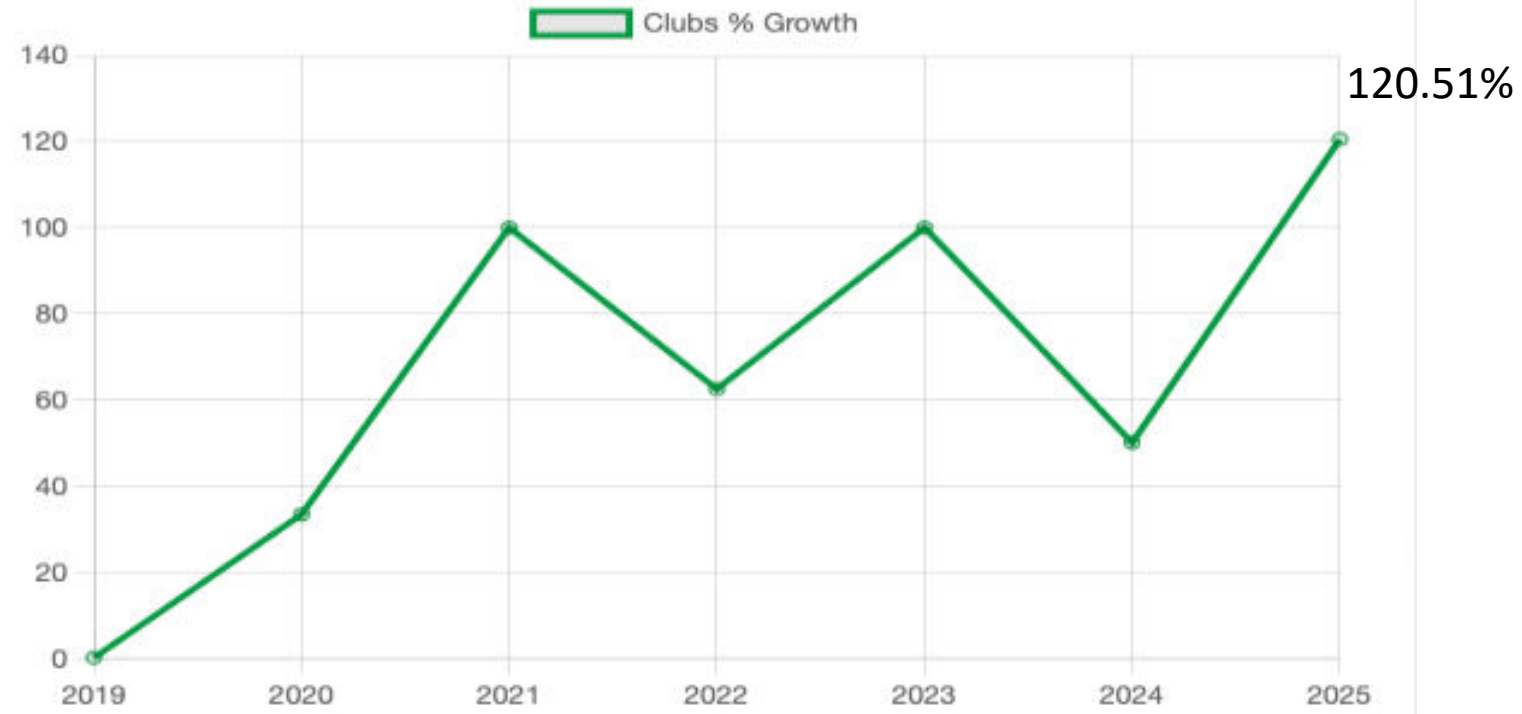


Club Growth % South East (S) – David Hughes

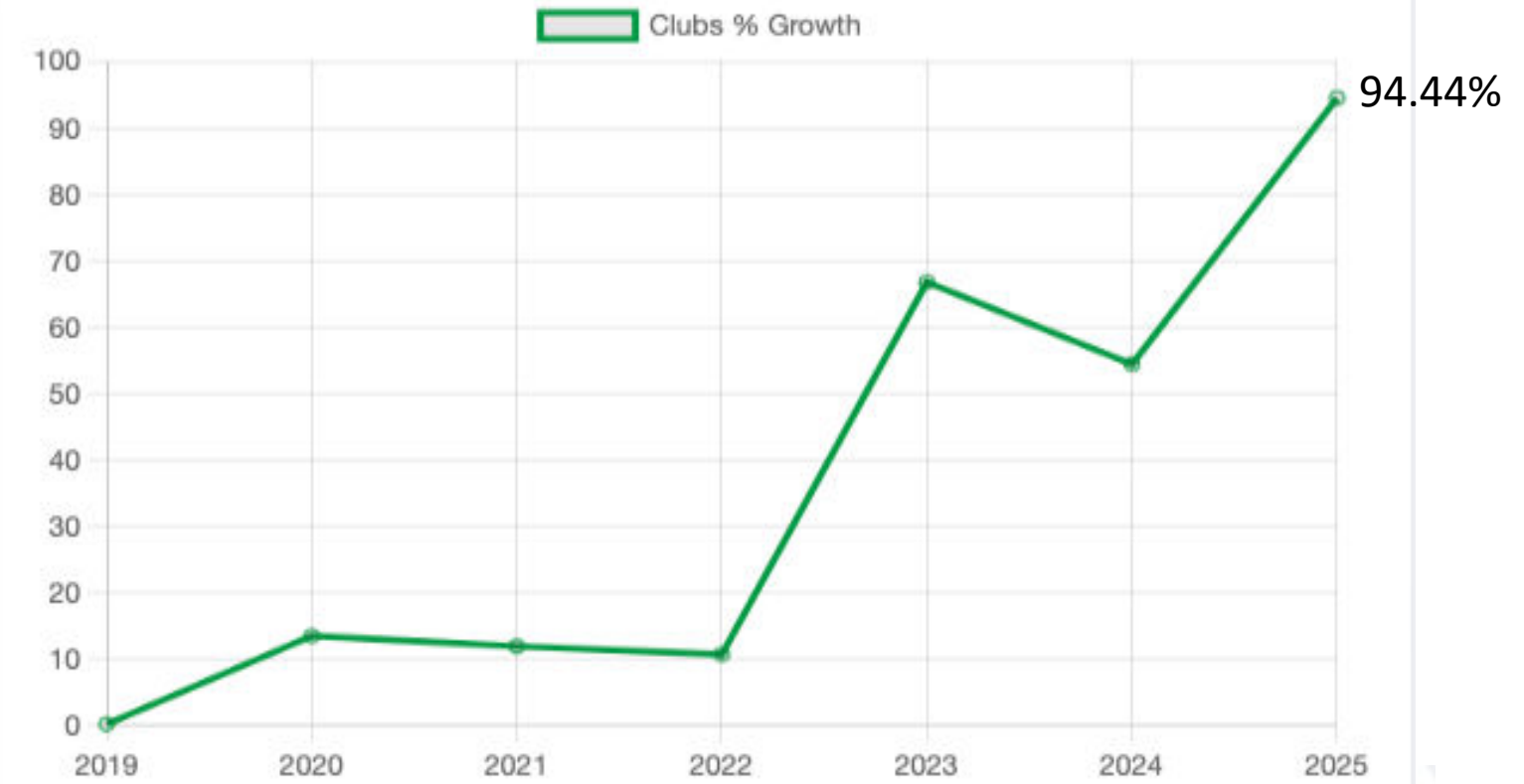


# The North East Region Club growth was 120% in 2025!

Club Growth % North East – Val Vladea



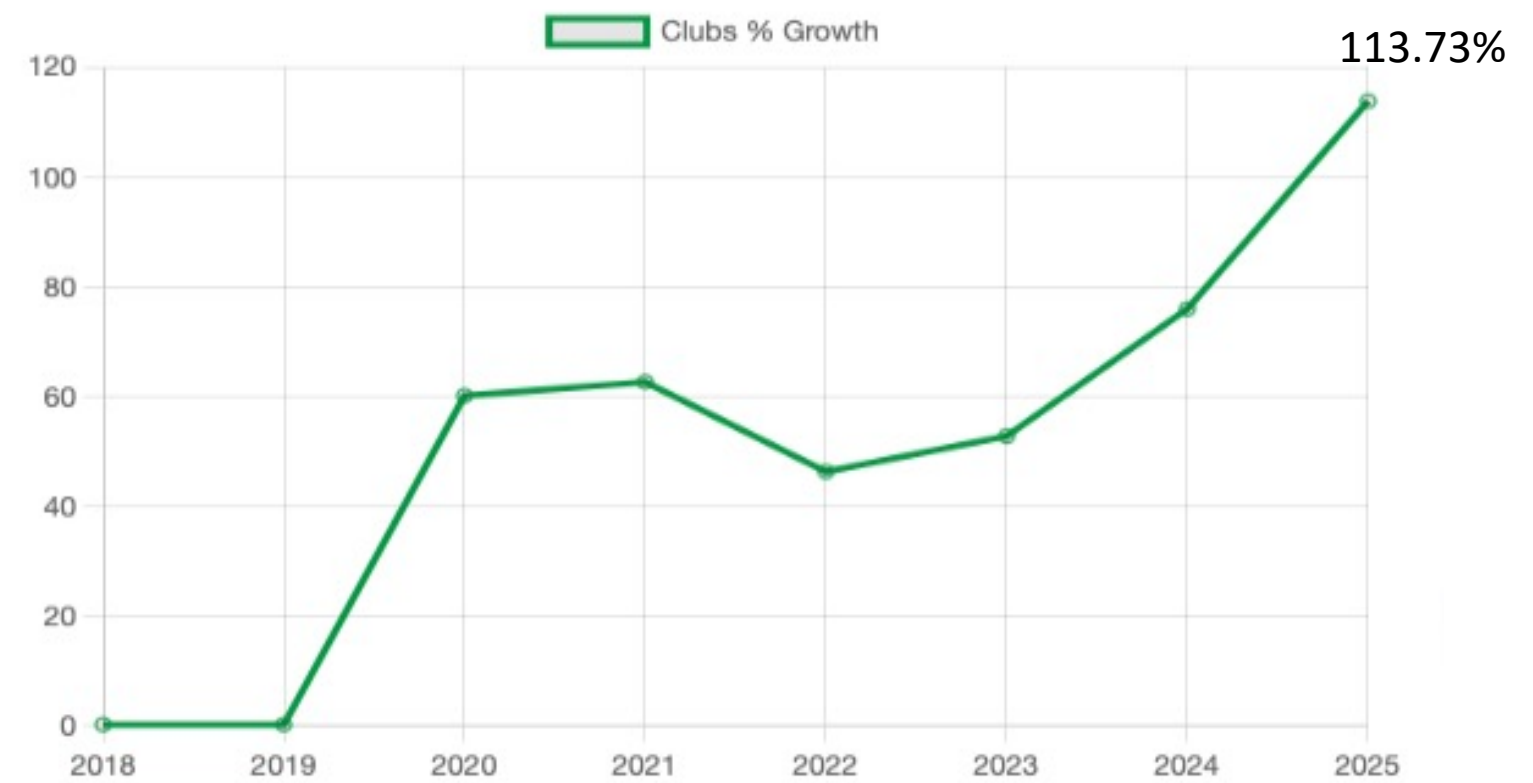
Club Growth % East Midlands – Pep Giuliano



Club Growth % North West – Elaine Shallcross



Club Growth % West Midlands – Michael de Groot



**1** Telford Pickleball Centre  
Telford, Shropshire  
TF3 3AT  
Opened: August 2023  
No of courts: 6  
Type: Roll-out  
Padel: No  
Café: by arrangement

**2** Doncaster  
South Yorkshire  
DN2 5TB  
Opened: February 2024  
No of courts: 3  
Type: Painted  
Padel: No  
Café: No

**3** The PicklePad  
Mudford, Dorset  
BH23 4HD  
Opened: August 2024  
No of courts: 4  
Type: Acrylic  
Padel: 2 courts  
Café: Yes

**4** Peak Pickleball  
Sheffield, South Yorkshire  
S8 0NA  
Opened: August 2025  
No of courts: 3  
Type: Roll-out courts  
Padel: No  
Café: Yes

**5** Pickleball Shed  
York, North Yorkshire  
YO61 1ET  
Opened: November 2025  
No of courts: 5  
Type: Proflex  
Padel: No  
Café: Yes

**6** Courtside Pickleball UK  
Stourbridge, West Midlands  
DY8 1JN  
Opened: December 2025  
No of courts: 8  
Type: Proflex  
Padel: No  
Café: Yes

**7** We Do Pickleball  
Kingston-upon-Hull,  
East Yorkshire  
HU7 0YH  
Opened: January 2026  
No of courts: 6  
Type: Proflex  
Padel: No  
Café: Yes



## DEDICATED INDOOR PICKLEBALL FACILITIES



For more information visit Pickleball England's website:  
<https://www.pickleballengland.org/pickleball-club-locator-england/>

**8** Hurlands  
Farnham, Surrey  
GU9 9NN  
Opened: January 2026  
No of courts: 8  
Type: Proflex  
Padel: 5 courts  
Café: Yes

**9** Dinks  
Eastleigh, Hampshire  
SO53 4SE  
Opened: February 2026  
No of courts: 7  
Type: Proflex  
Padel: No  
Café: Yes

**10** Cotswold Pickleball Project  
Worcestershire  
Opening: Planning Stage  
No of courts: 3  
Type: Roll-out  
Padel: No  
Café: Yes

**11** Club Pickle  
Greenwich  
Greater London  
Opening: Planning Stage  
No of courts: 12  
Type: tbc  
Padel: No  
Café: Yes

**12** Thornbury  
Gloucestershire  
Opening: Planning Stage  
No of courts: 6  
Type: tbc  
Padel: No  
Café: Yes

**13** Just Dink  
Carlisle  
CA1 1TF  
Opening: Planning Stage  
No of courts: 10  
Type: tbc  
Padel: 2 courts  
Café & Retail: Yes

### KEY

- Open facilities
- Opening soon
- Planning stage

# Dedicated Facilities

## *Momentum started*

- 2023 – 1 facility in Telford\*
- 2024 – 3 facilities (+2)
- 2025 – 7 facilities (+4)
- 2026 – 14+ anticipated

• As we noted at Feb 2024 AGM, the tipping point is here!

- \*Mike Lynch shared his experience with others interested in setting up a dedicated facility
- We invited Mike, Andre, APP to present at our Seminar Day at the English OPEN.
- One of the attendees recently opened the Pickleball Shed in York

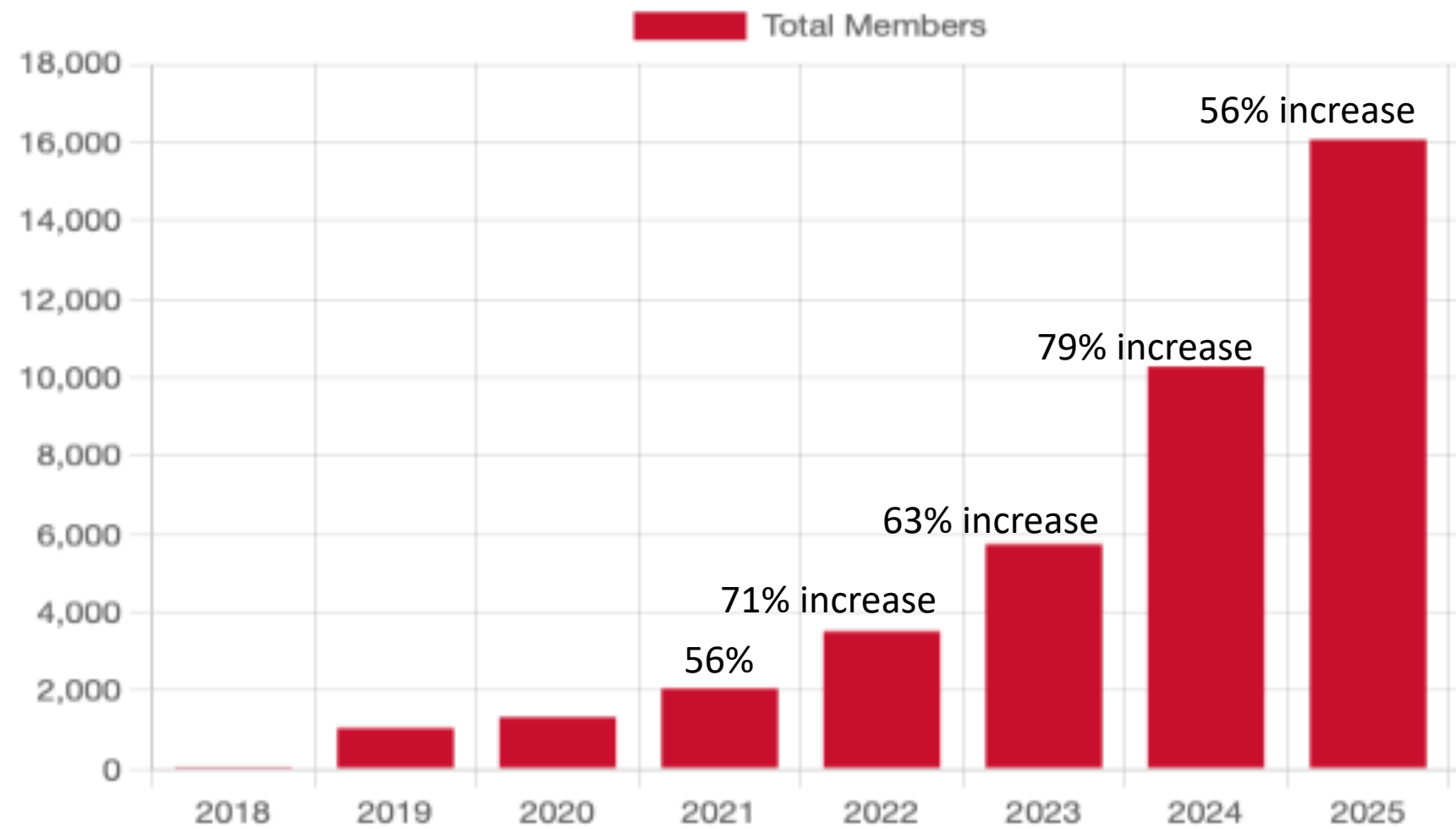
# Membership Growth



***We have added 10,000 members since the last AGM in February 2024!***

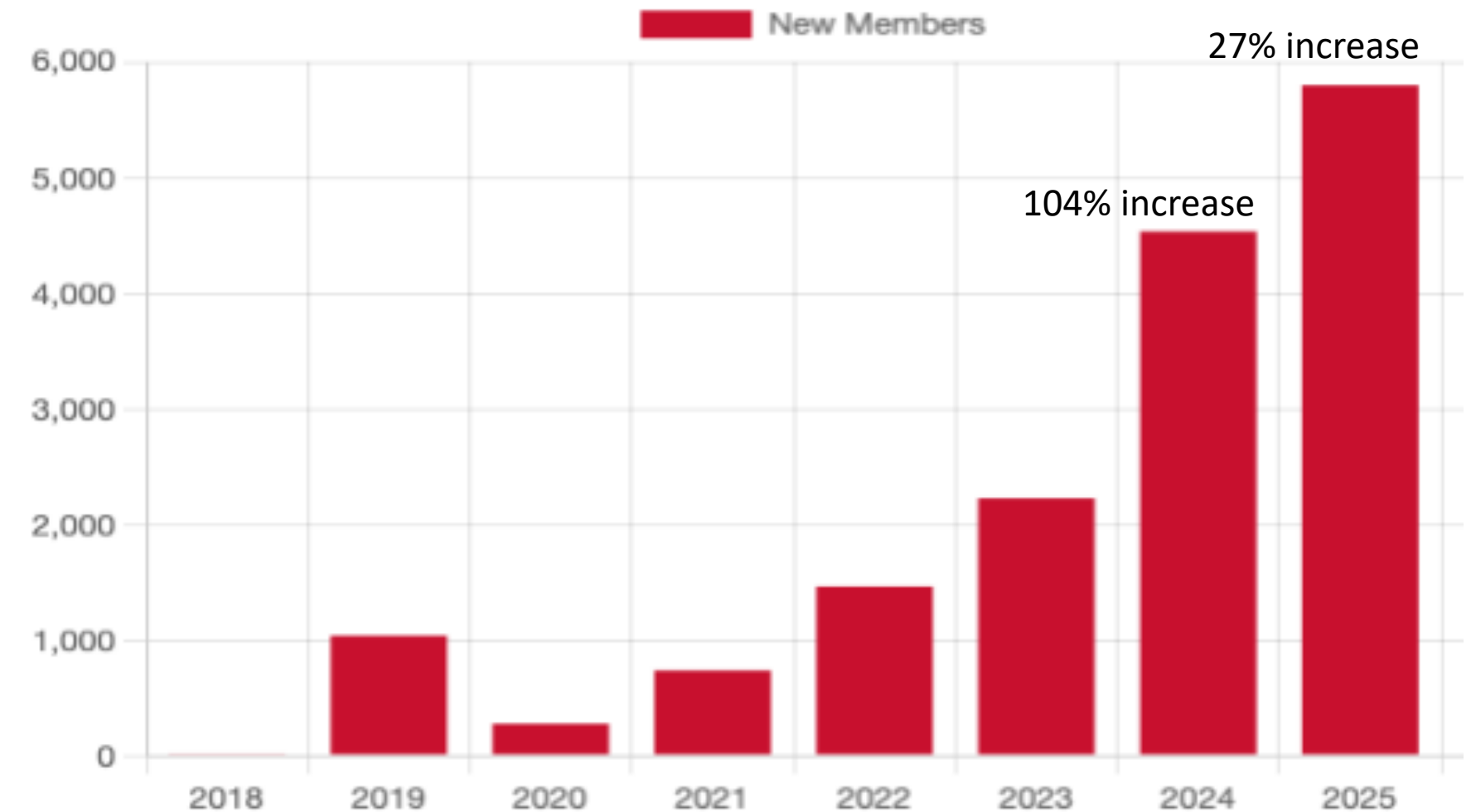
Cumulative build by year:

**Total Members**



Registrations by year:

**New Members**

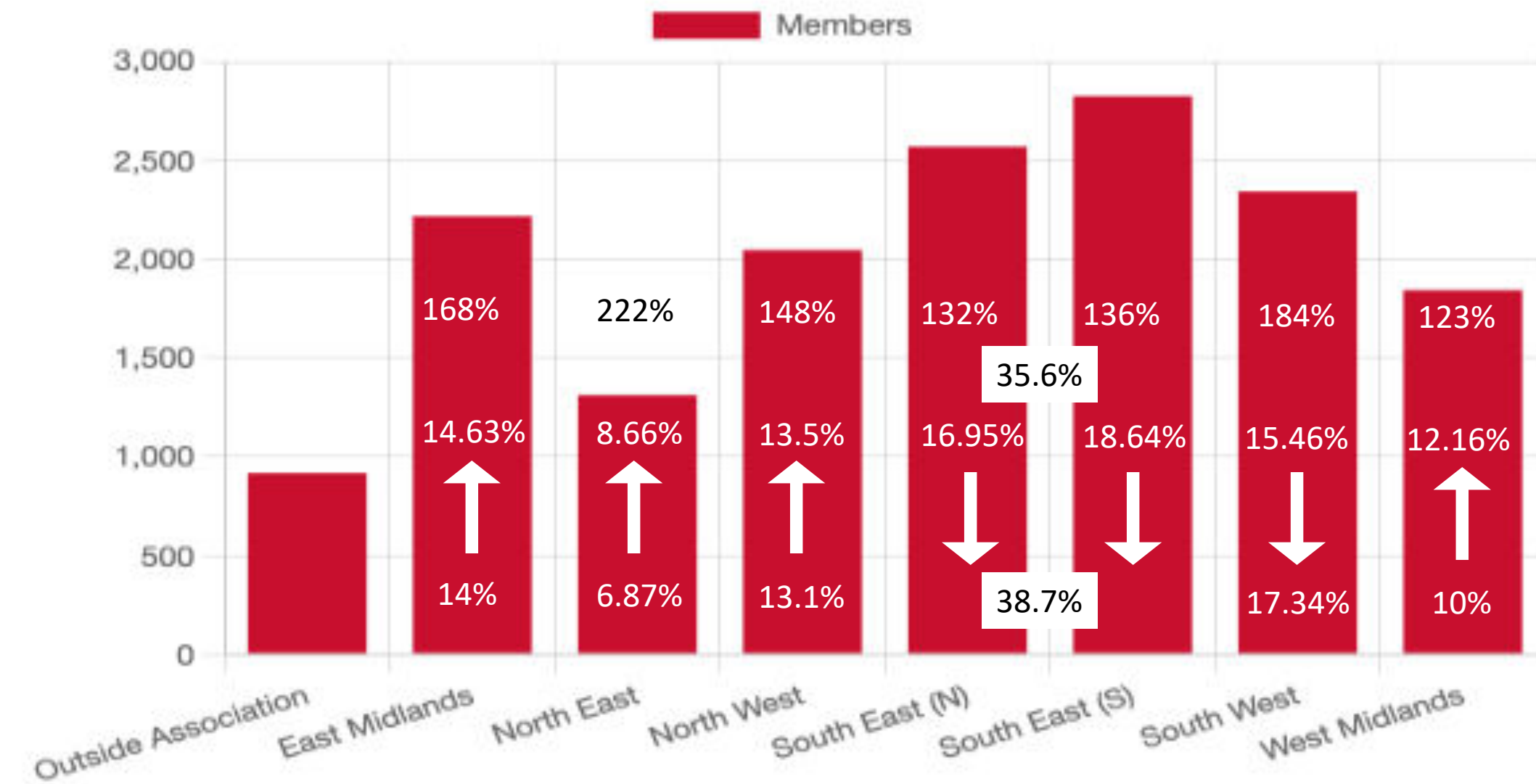


# Membership Growth

## By Region



### Member Regional Distribution



% Membership Increase since last AGM

2025 % Total

Last AGM % Total

- The SE Region was split into two at the last AGM
- The relative share of the SE has gone down due to relative growth in the other regions
- All regions membership have increased more than 120%
- 3 regions had significantly higher % increases:
  - North East +222%,
  - South West +184%
  - East Midlands +168%

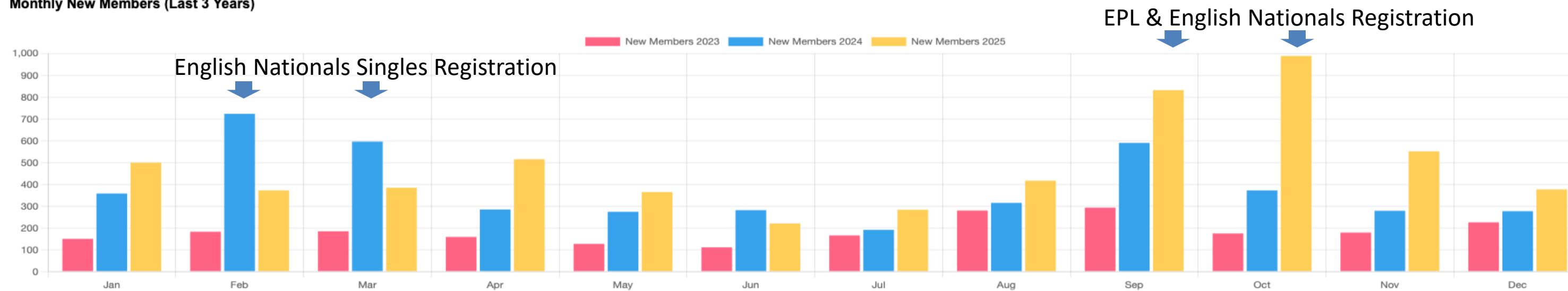


# Membership Growth

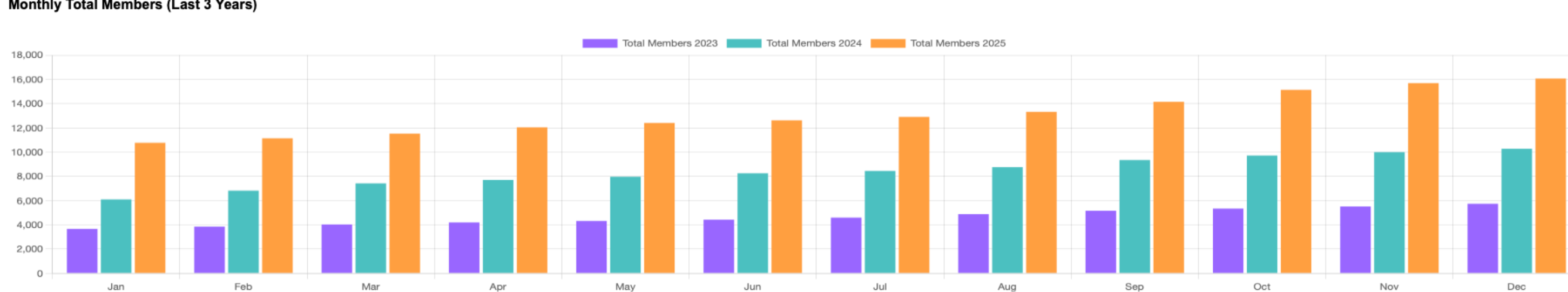
## By Month



Monthly New Members (Last 3 Years)



Monthly Total Members (Last 3 Years)



- When you look at registrations by month you can see spikes triggered by events requiring PbE membership:
  - EPL Team registrations
  - English Nationals Singles & Doubles events

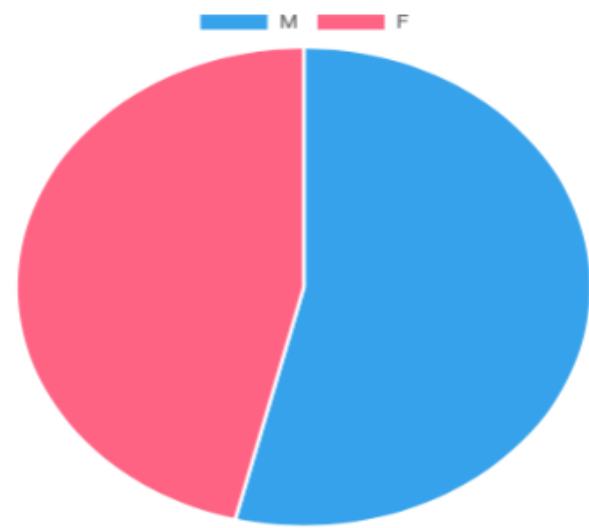


# Membership Profile

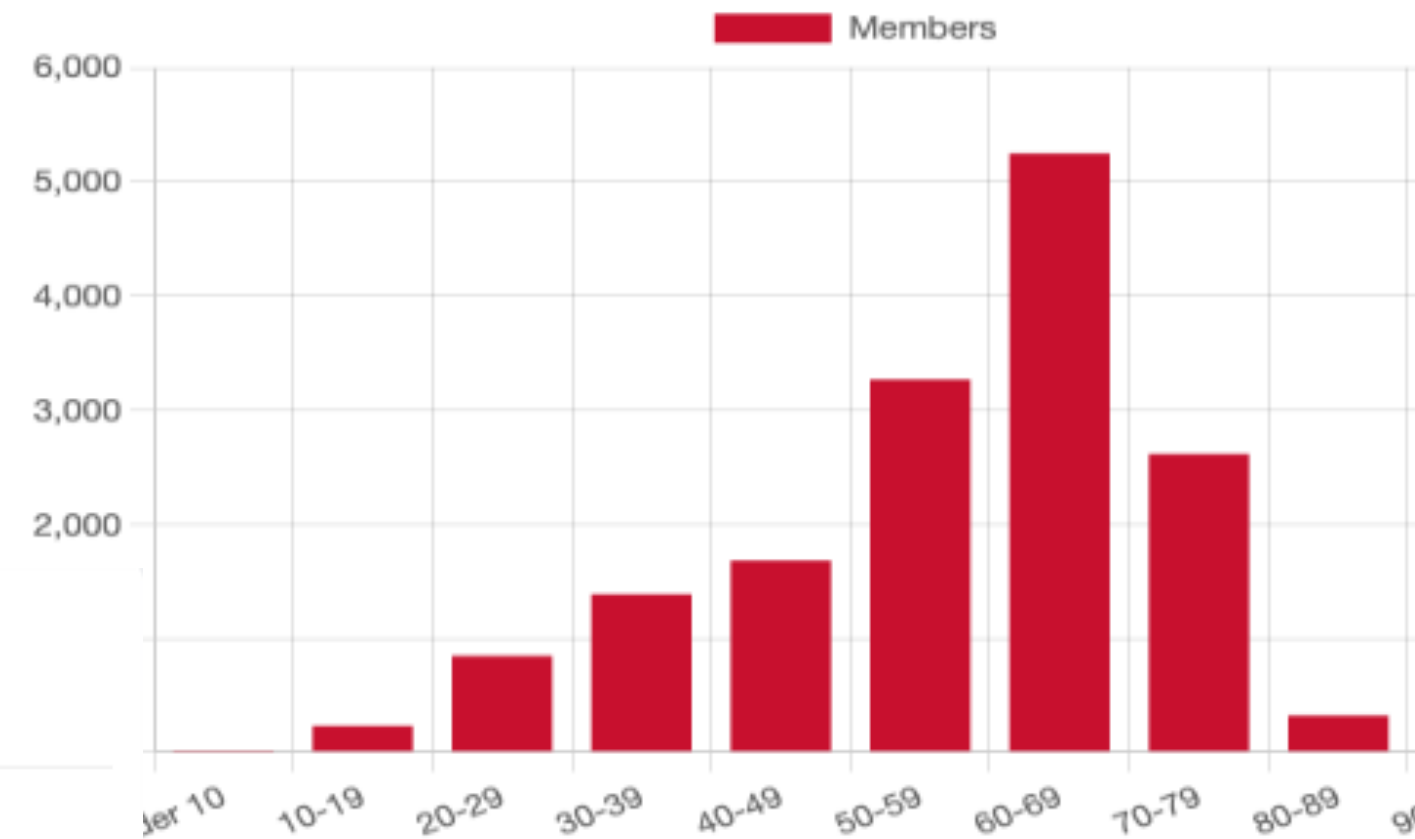
## By Region



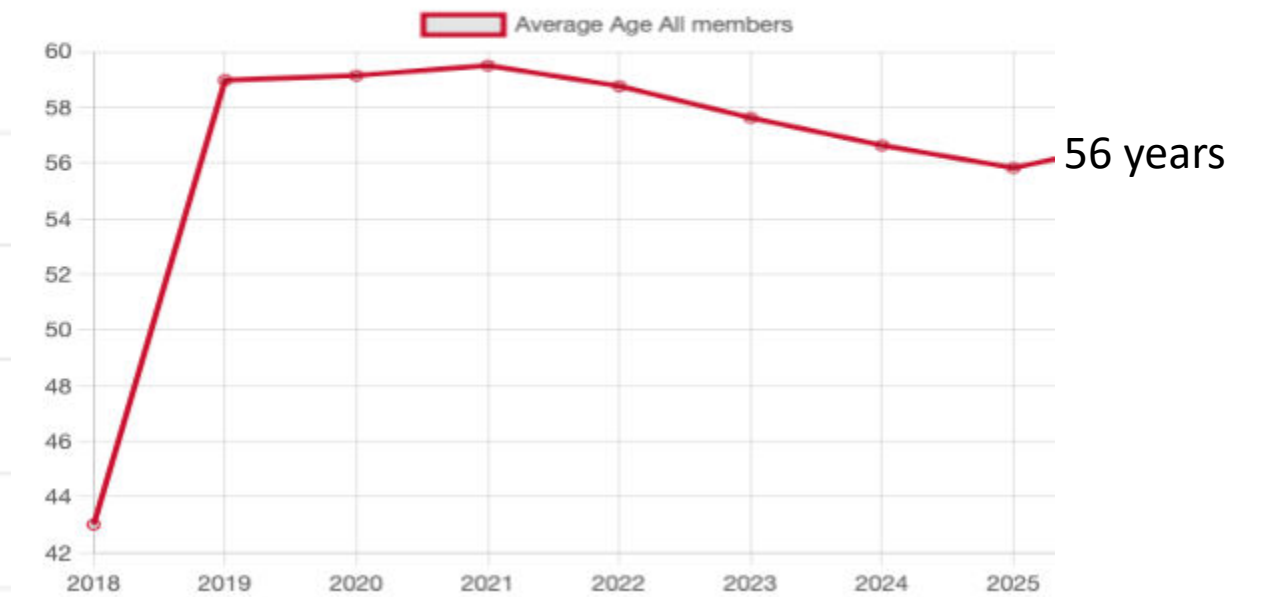
Member Gender Distribution



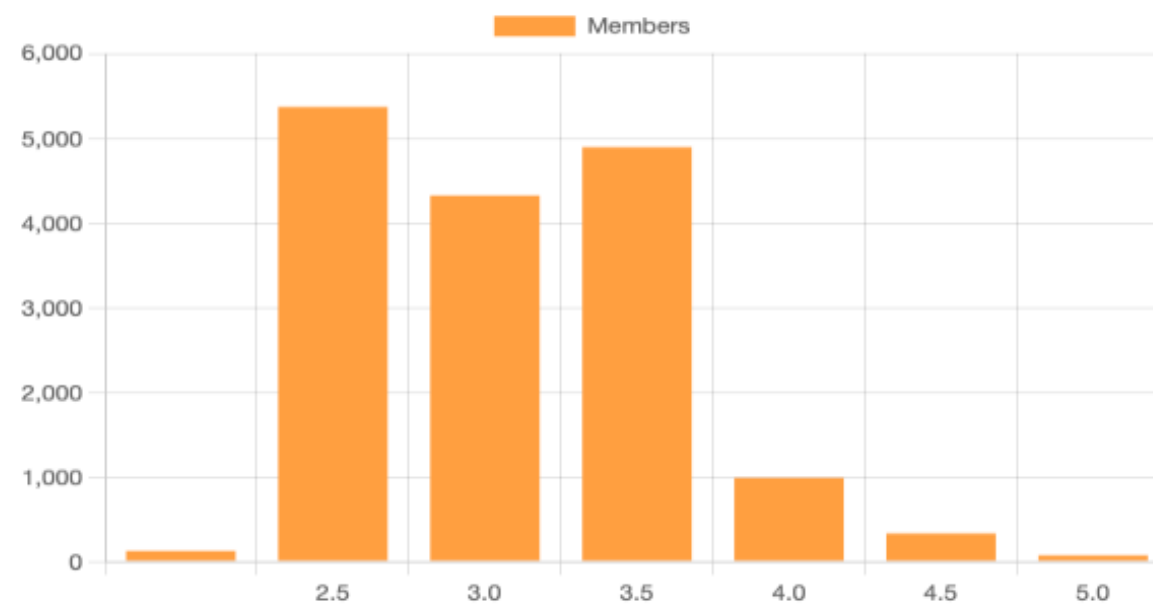
Member Age Distribution



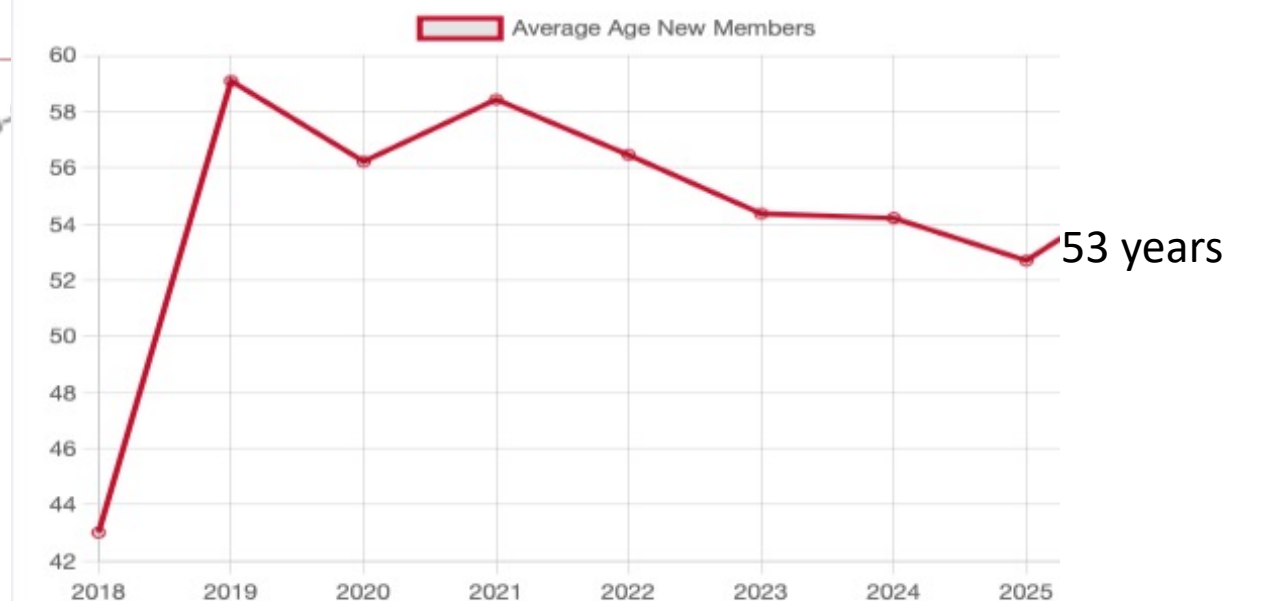
Members Average Age



Member Skills Rating



New Members Average Age



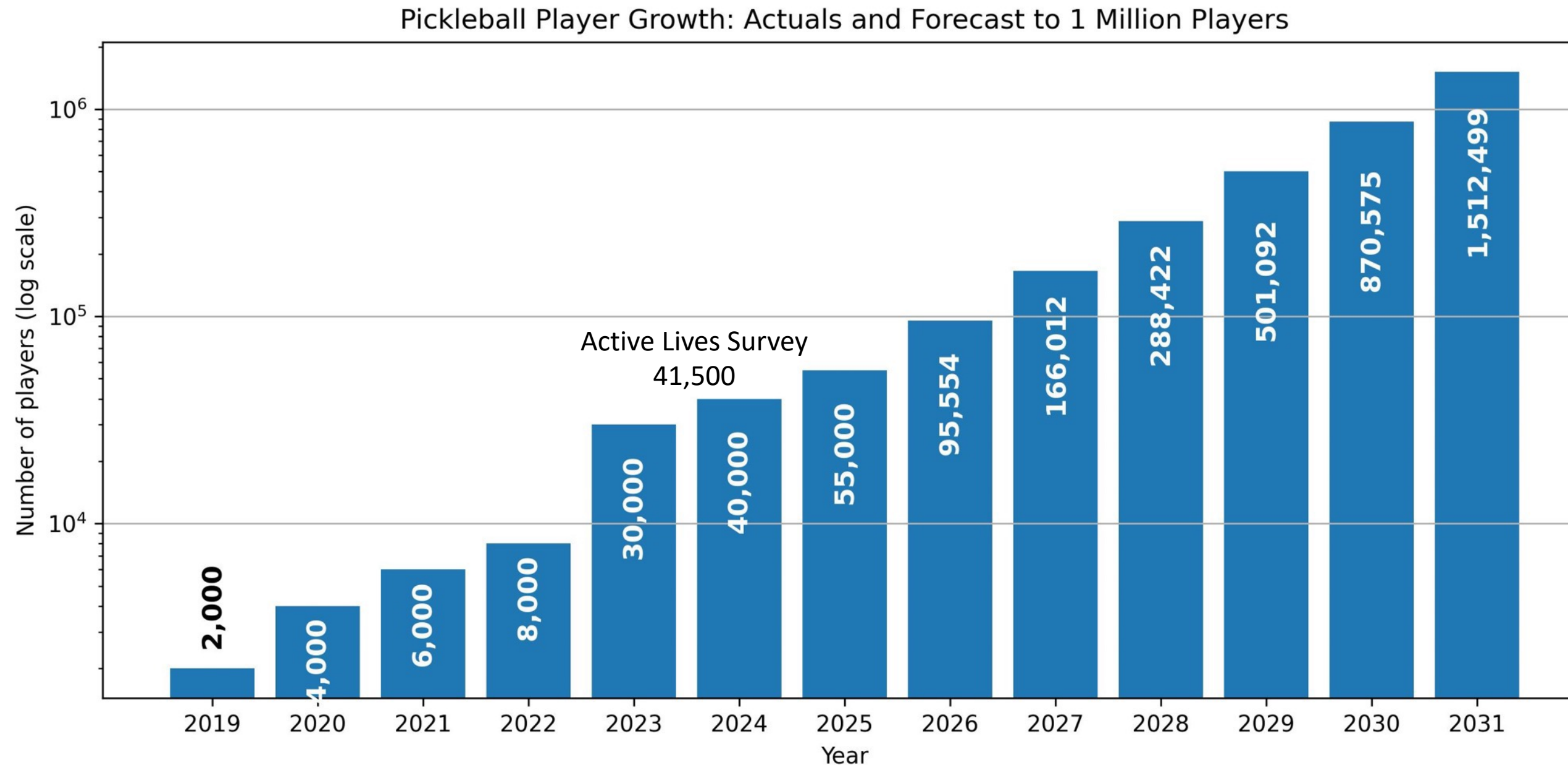
- The average age of our membership base is reducing but still 53 years.
- Our sport is maintaining fairly equal gender representation
- Skills rating reflects what is captured at registration so may not be accurate

# The Road to 1 Million

**Using the current run rate we will reach 1 million by mid 2031**



*Obviously reaching this would be dependent on increased capacity of courts/venues.*



- Our estimates for player numbers were validated by the Sport England Active Lives Survey. In the 2023–2024 report 41,500 responded they had taken part in the last 28 days.
- 52% Female
- 48% Male

*Getting into schools is a vital part of this growth so 2026 will be about Schools and the introduction of a Junior development pathway.*



# Financial Review

Martin Smith

- Our P&L reflects the growth of players. Income in 2024 70% higher than prior year. 2025 31% higher than 2024.

## Profit and Loss

Pickleball England



Account	INCOMPLETE				
	31 Dec 2025	31 Dec 2024	31 Dec 2023	31 Dec 2022	31 Dec 2021
INCOME	£747,333	£569,811	£335,005	£133,518	£37,263
DIRECT COSTS	£543,025	£501,097	£290,174	£93,372	£23,508
GROSS PROFIT	£204,308	£68,714	£44,831	£40,146	£13,755
INDIRECT COSTS	£93,327	£77,613	£40,131	£20,692	£12,654
NET PROFIT	£110,981	-£8,899	£4,700	£19,454	£1,101

## Balance Sheet

Pickleball England

Account	INCOMPLETE				
	31 Dec 2025	31 Dec 2024	31 Dec 2023	31 Dec 2022	31 Dec 2021
FIXED ASSETS	£61,662	£44,222	£36,516	£0	£0
CURRENT ASSETS	£202,288	£62,821	£26,327	£32,123	£11,707
CREDITORS	£134,628	£88,702	£35,604	£9,583	£8,621
Net Current Assets (Liabilities)	£67,660	-£25,881	-£9,276	£22,540	£3,086
Total Assets less Current Liabilities	£129,322	£18,341	£27,240	£22,540	£3,086
Total Capital and Reserves	£129,322	£18,341	£27,240	£22,540	£3,086

Fixed Assets mainly rollout courts and court dividers



# Marquee Events

## ***The ENGLISH OPEN is now the largest indoor tournament in the world!***

- In addition to 2,350 players over 5 days, we had an average of 330 spectators every day.
- 115 Hours of livestream (2 courts) generated 172k views within 3 weeks of the event.



*We are assessing alternatives for 2026 and hope to announce the chosen venue in January to open registration in February.*

Year	# Players	# Countries	# Courts	# Brackets
2019	305	17	20	36
2022	492	24	18	50
2023	1063	36	40	94
2024	1976	40	40	100
2025	2350	45	40	115

- In 2024 we brought over referees from the USA
- In 2025 we had a combination of US and European/UK Referees from 12 countries with nominal remuneration.
- 958 matches were refereed in 2025 – massive increase on prior year
- In 2025 we added paddle testing at the event.
- A Seminar Day added to the schedule for the first time
- Huge thanks to all the volunteers that helped make the event a success from set up, to court monitors, welcome desk, runners, commentators, etc.



# Marquee Events

## ***The ENGLISH NATIONALS is the 2nd largest Nationals tournament in the world!***

- In 2025 we had two livestream courts.
- 36 Hours of livestream (2 courts) generated 51k views within 2 weeks of the event.



*We are planning Regional Qualifiers for 2026 and a finals event*

- In 2025 over 260 matches were refereed at the English Nationals . Thank you Kelly Dawson for being our Referee Co-Ordinator.
- Tony Stamper provided paddle testing (no machine) and tested 243 paddles. 3.7% failed.
- Thank you to all the volunteers ensuring the tournament's success.

Year	# Players	# Event Reg	# Games	# Courts
2021	237	633	1041	16
2022	430	868	1443	20
2023	696	1350	2125	24
2024	1111	1796	2195	24
2025	1375	1939	2558	25



# Marquee Events

## ***The ENGLISH NATIONALS Singles tournament is bigger than many tournaments!***

- In 2025 we had two livestream courts.
- 16 Hours of livestream generated 12.2k views on YouTube.



ENTRIES			
AGE	MEN+	WOMEN	TOTAL
< 19	18	6	24
19 - 39	68	18	86
40 - 49	49	15	64
50 - 59	80	24	104
60 - 69	58	16	74
70 - 79	19	2	21
> 79	0	0	0
TOTAL	292	81	373

EVENT	GAMES	BRACKETS
Mens Singles	786	20
Womens		
Singles	252	12
WheelChair	28	1
Junior	30	2
TOTAL	1096	35

*We hope to include Singles within the Regional Qualifiers and Finals for 2026*




# Marquee Events

We continue to invest in PR and photography, video, livestream assets




- We have been using SportsBeat but tried a different option for the 2025 Singles Nationals and English OPEN
- 2024 English Nationals was visited by BBC Breakfast with 3 segments – Amy from 2-Tone had been trying to get them since 2021!





## DESIGNS

A Total of **296 posts** were created and posted for [englishpickleball](https://www.englishpickleball.com).

Accounts reached 74,101  
+661.3%


By content type

All Followers Non-followers

Posts 56.2%

74,101 accounts were reached. Out of which, **52.7%** were Non-followers and **60.2%** were followers. (by posts)

CHAMPION



Best Post :  
Ronan's Champion Post  
**16K+ impressions alone!**



PICKLEBALL ENGLAND - 2024 SKECHERS ENGLISH OPEN: OVERALL RESULTS **SPORTSBEAT**

- TOTAL COVERAGE ACROSS ALL PLATFORMS: 11,354 branded insertions
- TOTAL PRINT CIRCULATION FROM 16 CUTTINGS IN 15 TITLES: 385,000
- TOTAL PRINT READERSHIP: 962,500
- TOTAL PRINT AVE: £125,000
- TOTAL ONLINE USES: 11,338 across 172 websites
- TOTAL ONLINE READERSHIP: 305,306,774
- TOTAL ONLINE AVE: £3,053,068
- TOTAL AVE: £3,178,068

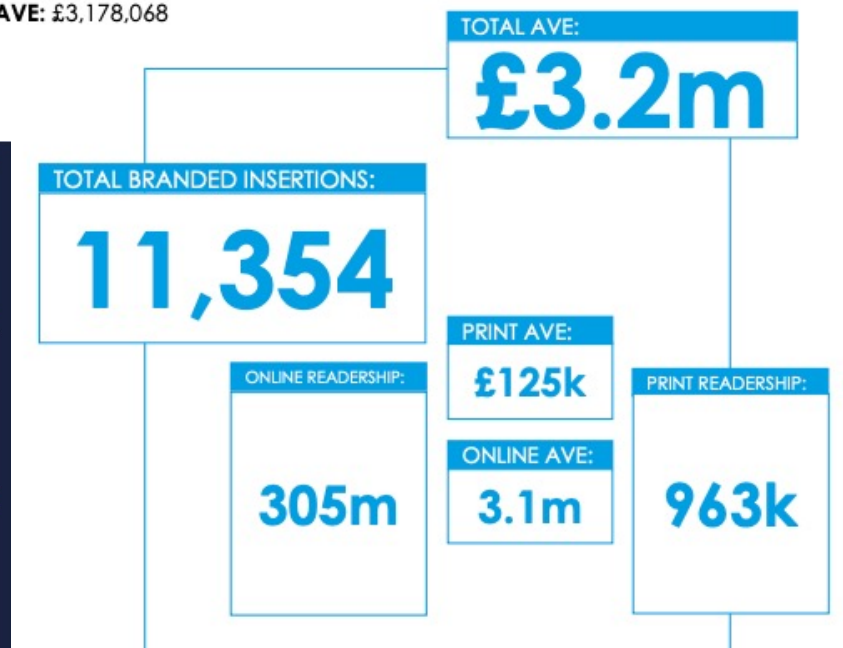
PICKLEBALL ENGLAND - KNOTTY'S ENGLISH NATIONALS 2025

## COVERAGE SUMMARY

- 28 pieces of regional page lead print coverage in major UK titles including the Bolton News, Eastern Daily Press, Surrey Advertiser, Derby Telegraph, Gloucestershire Echo, Bristol Post, Argus and Cambridge News
- Over 8,000 pieces of coverage overall including all of our stories published across Newsquest's regional network of 200-plus titles, plus Yahoo/AOL and NationalWorld
- All coverage was complete with Pickleball England/Knotty's messaging, with relevant tagline/CTA appearing at the end of every piece generated.
- \*Domain Authority (DA): How likely a website is to appear in search engine results pages compared to rivals. A DA score between 50 and 70 is considered good/excellent and "top tier" anything with a DA of 70 or more. Of all online coverage generated, 10% was top tier, with 66% of the remainder ranking as good or excellent

SPORTS BEAT  
SPORT, STRATEGY & INSPIRATION

- **8,600** Total Pieces of Coverage
- **252** Total Media Outlets
- **1.5m** Print Readership
- **230m** Online Readership
- **76%** Content appearing on news websites with (DA\*) score of 50+ (10% 70+)



We have used Paul Currie for the past 5 English Nationals and everyone agrees he is the best photographer we have used!



# Our Goal & Vision

## ***1 Million players by 2030 Building a Connected Pickleball Community***

- To achieve this, we must understand our ecosystem
- Data transformation critical: moving from disconnected systems to an integrated, intelligent platform
- 360° view of our community – Players, clubs, venues, volunteers, events, commercial partners
- Unified data = smarter engagement, better growth decisions
- Empower clubs with tools
- Unlock real-time insights

***Happy to report that since our last AGM we have successfully implemented PickleBook to work towards achieving this vision.***

# Introducing PickleBook

## Shared Vision

- Benjamin Zwahlen – Nearly 20 years' product development experience, culminating as Head of IT & Product for a global AML solutions provider.
- Specialist in designing technology that meets strict and complex regulatory compliance requirements.
- Cloud-based, scalable platform designed for national bodies
- Single sign on for members, clubs, users
- Intuitive dashboards for admins, clubs and players
- Robust API's ready for DUPR integration



*PickleBook was willing to collaborate on a scalable roadmap for capabilities, features and functions.*

# Core Modules

## & Member Advantages

- Club locator
  - Members find local clubs instantly
  - Drives new members and open-day attendance
- Membership Administration
  - Automated renewals, tiered pricing
  - Central record keeping for compliance and security
- Session scheduling
  - Recurring classes, attendance tracking
  - Seamless communications with players via email
- Payment processing and invoicing capabilities.

The image displays three overlapping screenshots of the Ralfs Pickle Club admin dashboard. The top screenshot shows the 'Club Admin Dashboard' with a sidebar menu and a 'Tabled Modules' table. The middle screenshot shows the 'Club Modules' page with a 'Set Up Now' button for the Member Module. The bottom screenshot shows the 'Membership Setup Wizard' with a 'Get Started' button. Orange arrows point to the 'Dashboard' link in the sidebar, the 'Set Up Now' button, and the 'Get Started' button. A red arrow on the left points to the dashboard area, and a red arrow on the right points to the wizard area.

Tabled Modules	
Stripe	Setup Required
Member Module (Disabled)	Setup Now
Session Scheduler (Disabled)	Setup Now

**Membership Setup Wizard**

This wizard will guide you through the process of setting up your membership module. It's quick and easy —just follow the steps. Note that if you'll be taking payments for membership fees you must complete the [Stripe setup](#).

Don't worry, you can change any of these settings at a later date.

[Get Started](#)

*'As administrator I can get quick and easy access to all I need to manage the club's playing sessions as well as membership information.'*



# Early Wins

## And Data Visibility

The screenshot shows the Pickleball England website interface. At the top, there's a navigation bar with 'Pickleball ENGLAND' logo and links for Register, Club Locator, My Memberships, Admin, and Contact Us. A search bar is visible with 'Eastbourne, UK' entered. A map displays several red location pins. A popup window titled 'Pickleball In Eastbourne Sussex' is open, providing details for the 'Shinewater Sports Centre'. The popup includes a welcome message, contact information for Karen Mitchell (phone: 07739739056, email: pickleballineastbourne@gmail.com), and a 'Close' button. The popup also features a logo with a pickleball paddle and the text 'PICKLE BALL IN EASTBOURNE'.

- Data cleansing to create a unified data repository
  - Eliminated duplicates
  - Claiming profile allowed us to capture more information
- Club Locator updates by the clubs rather than a PbE volunteer.
- Real-time dashboards showing:
  - Membership Growth and demographics
  - Session attendance patterns (clubs)
- Actionable insights
- 70% reduction in manual admin workload
- Mobile, tablet, laptop, desktop friendly
- Link from mobile phone screen
- Implemented club tiers enabling fee collection



*“We no longer have to allocate a membership number manually to registrations for individual members or set up clubs for the club locator. It is a frictionless process now.”*

# Club Tiers

## Benefit driven pricing

PickleBook made it easy to implement our Club value proposition.

- Retained a free club tier
- Half Court membership £100
- Full Court membership £200
- One email sent to clubs and we already have 73 clubs on Half Court and 29 on Full Court.
- Benefits driving take up – session management and multiple teams in Pickleball League.

*“Claudia does an amazing job demonstrating the capabilities and onboarding the clubs. The set up wizards make it all very easy.”*

The screenshot shows the 'Change Subscription' page for a club named 'EASTBOURNE SUSSEX'. The interface is divided into three columns representing different subscription tiers: 'Base Line' (Free), 'Half Court' (£100.00 /year), and 'Full Court' (£200.00 /year). A green bar at the bottom of the 'Base Line' column indicates it is the 'Current Tier'. Each tier lists its features with checkmarks. The 'Full Court' tier has the most features, including advanced analytics and event registration. Navigation buttons like 'Back', 'Upgrade Now', and 'Association Subscription' are visible.

Base Line Free	Half Court £100.00 /year	Full Court £200.00 /year
<ul style="list-style-type: none"><li>✓ Featured on Club Locator</li><li>✓ Club Profile Creation and Update</li><li>✓ Add new Venues to Club Profile</li><li>✓ Ability to edit Club Session details</li><li>✓ One team eligibility for PbE EPL</li></ul>	<ul style="list-style-type: none"><li>✓ Baseline Features plus</li><li>✓ Multiple team entries to PbE EPL</li><li>✓ £5m Public Liability Club Insurance (from 1.1.26)*</li><li>✓ Access Discounted Equipment (coming soon)</li><li>✓ DUPR Integration Basic</li><li>✓ Club Membership Management Module</li><li>✓ Club Session Scheduler Module</li><li>✓ Message of the day</li><li>✓ Email communication capability to club members</li><li>✓ Simple Event Registration</li></ul>	<ul style="list-style-type: none"><li>✓ Baseline &amp; Half Court Features plus</li><li>✓ Membership to Club Leaders Panel</li><li>✓ Authorised to add PbE logo to Club Website</li><li>✓ £10m PLI Club Insurance (effective 1.1.26)*</li><li>✓ Club League/Ladder Management Tools (Q1)</li><li>✓ Notice board for clubs (coming soon)</li><li>✓ Access Greater Discounts to equipment (coming soon)</li><li>✓ DUPR Integration Advanced (coming soon)</li><li>✓ Advanced Membership Analytics at Club Level (coming soon)</li><li>✓ Ability to embed club documents in club module</li><li>✓ Club polls and surveys (coming soon)</li><li>✓ White Label webpage for Club (coming soon)</li><li>✓ Advanced Event Registration (coming soon)</li></ul>



### SOUTH EAST PICKLEBALL LEAGUE



Round 1  
14/09/2025

▲ ▼ These icons indicate which teams will be promoted/relegated for the next round.

🔍 Click on Division to see the match details.

Division 1 🔍	MATCHES				Games			Game Points			Match Pts	Rank
	PL	W	D	L	FOR	AG	Diff	Pts FOR	Pts AG	Pts Diff		
LPB Bears	3	2	1	0	9	3	6	236	210	26	5	1
LPB Anacondas	3	1	2	0	7	5	2	230	212	18	4	2
Lightning Aardvarks	3	1	0	2	4	8	-4	215	234	-19	2	3
RRPC Azure ▼	3	0	1	2	4	8	-4	211	236	-25	1	4



*League Directors can see the value and vision for PickleBook*

# Team League Management

## Replacing manual processes

- 14<sup>th</sup> September the South-East Pickleball League (part of the English Pickleball League) went live on PickleBook
- Clubs invoiced for registration to the league and the first fixture
- Teams loaded to the league
- Players added to league
- Results input
- Results presented
- One link to the PbE website rather than having to load screen prints



Back to: Pickleball England

- > Home
- > Association Settings
- > Clubs
- > Individuals
- > Mail
- > Events
- ▼ Leagues (Teams)
  - Active Leagues
  - Past Leagues
- > Xero
- > Reports

### Active Leagues

[New](#)

50 entries per page

Search:

League Name	Stage	
South East Pickleball League (SEPL)	Round 3 : Finished	
West Midlands Pickleball League <b>DUPR</b>	Round 4 : Ready	
White Rose League NE <b>DUPR</b>	Round 1 : Prep	
SWPL East (SWEPL)	Round 2 : Ready	
SWPL (West)	Round 4 : Ready	
South Yorkshire Pickleball League <b>DUPR</b>	Round 4 : Prep	
Kent and East Sussex <b>DUPR</b>	Round 3 : Prep	
East Anglian Pickleball League	Round 3 : Prep	
Vikings Pickleball League <b>DUPR</b>	Round 1 : Ready	
North West Pickleball League (NWPL) <b>DUPR</b>	Round 3 : Prep	
South East (North) Pickleball League <b>DUPR</b>	Round 3 : Ready	
Barnsley All Women League BAWL - TEST <b>DUPR</b>	Round 1 : Prep	
Pennine Cup - TEST	Round 4 : Finished	
Derbyshire Pickleball League	Round 1 : Ready	



*Clubs have started to realise the value of the club fee if they can enter multiple teams into the league and manage club sessions*

# League Management

## Replacing manual processes

- Now we have 12 regional English Pickleball Team Leagues set up using the same processes.
- 8 of the leagues are submitting scores directly to DUPR.
- We have been running Doubles Leagues since 2019; clunky labour intensive process; natural next step to leverage the league capability and enable individual players to sign up to Doubles League.
- Capability was implemented 3.1.25
- League leaders will be able to manage their registration, import the players into the league management and allocate to courts, input scores, send results to DUPR and results will automatically be posted to the PbE website.



# Event Registration

## Replacing ERS

- Simple Event Registration has been implemented
- UK Deaf Festival was our first event
- We now have 17 events set up many of which are full.
- DUPR Integration has been implemented

### Already 3,175 members have integrated their DUPR Id

- Tournament Event Registration requirements have been 80% defined and will be the next priority for implementation by end January.
- Goal is to have tournament registration ready to open English OPEN registration 1<sup>st</sup> week February.
- New capabilities include adding partner capture capability and simplifying the registration process for members.

Pickleball ENGLAND

Register Club Locator My Memberships Admin Contact Us

Karen

UK DEAF OPEN PICKLEBALL FESTIVAL

2026 UK Deaf Pickleball Festival

Registration Closes In 118 days

Home Event Information Do you need help? Book Now

### UK DEAF OPEN PICKLEBALL FESTIVAL

Supported by Convo

Saturday 11th July & Sunday 12th July 2026

REGISTRATION OPENS 6PM ON 4TH DECEMBER

Venue: Dan Maskell Tennis Centre, Loughborough University, Loughborough, LE11 3JD

FAQ – Deaf Pickleball Festival  
Who is the Pickleball Festival for?

By linking your DUPR account we can automatically fetch your rating and submit scores for processing. [What is DUPR?](#)



*Future enhancement. Once players have registered for events, they will be able to see the information on their profile page*

DUPR 3P7PJE

Doubles 4.45 100

Singles 3.933 33

*Imagine logging onto PickleBook to register for events and you only need to enter any additional information the event requires.*

# Roadmap

## *What's next?*

- Agile Process
- Tournament registration enhancements
- Implement Individual member value proposition
  - We will always retain a free tier
- Commercial member value proposition
- Enable Junior Development Pathway
- Email communication capability for PbE team
- Permission capture so that members can advise what communications they want
- White Label webpage for clubs
- Club Polls & Surveys
- Membership analytics for clubs
- Notice Board for Clubs
- Tournament software to be developed to replace the world class Pickleball England Tournament Software PETS
- Permission based data access for Regions
- Advanced Reporting modules for PbE



Agile process is a bit like adding components to the car whilst driving it. We have a great chassis and now we have added wheels, steering wheel, windows, seats. The next evolution is to add the airbags, satellite navigation, reversing cameras, etc.

# Return on Investment

## ***PbE Road to professionalisation***

- Administrative time savings for core volunteers (estimate 70%)
- Can't rely on volunteers now the volume has increased significantly
- Automation of manual processes – everything is faster
- Membership growth and fee revenue income created
- Elimination of licensing costs as capabilities delivered and subscriptions can be cancelled
- Integration with Xero accounting package
- Demonstrating value for clubs



*Clubs being set up on club locator had a 10 day expectation management timeline. Now clubs input the information and it is on the club locator within 2 minutes!*

# Final Updates

- We have strong relationships with both European Pickleball Federation (Frank Arico is the President and is a co-founder of PbE) and World Pickleball Federation (Karen was on the Board until the recent unification of IPF and WPF resulted in election of new Directors).
- Recently it was announced that WPF and GPF have formed a taskforce to unify.
- PbE joined the Global Pickleball Alliance with APP and others

## ***Any Questions?***

- A HUGE THANK YOU to everyone that has contributed towards PbE's achievements and the growth of pickleball in England – it is truly a collective effort.
- A HUGE THANK YOU to all the players and clubs that have signed up to PbE putting your trust in us to steer the game in the right direction.
- A HUGE THANK YOU to everyone in the eco system and most importantly to our sponsors and partners.



# Thank You!



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[karen@pickleballengland.org](mailto:karen@pickleballengland.org)