



PickleballEngland
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Tom Knight
Padel & Pickle

To whom it may concern

Pickleball England is the defacto* Governing Body for pickleball. We have been growing pickleball in England since 2019 and have overseen the growth to around 35,000 players in the country. Last November, Sport England's Active Lives Survey reported 30,000 players and the growth this year has been incredible.

Last year we had 696 registered players for our English Nationals hosted at Bolton Arena. At the end of this month, we host our 4th English Nationals, again at Bolton Arena on 24 pickleball courts and we have 1,111 registered players. This is a 60% increase which is in line with our registration increase over the past 12 months.

The take up of the sport was initially 55+ daytime leisure centres but the profile has been trending significantly younger over the past couple of years. 43% of the players at the English Nationals later this month are under 50 years old.

We are at an inflection point with pickleball. To get to the next level of pickleball growth, purpose built facilities need to be created.

- The first purpose built facility was successfully introduced in Telford, Shropshire immediately after last year's English OPEN. They started with 3 courts and needed to increase capacity almost immediately. They are now looking to expand to 8 courts.
- A second facility opened in Doncaster in April this year. Again with 3 courts. The owners were leveraging existing space they have with their current business.
- A 10 court facility was announced for Kingston upon Thames in June on the site where PbE held a Pickleball SLAM event with Greg Rusedski and Johanna Konta.
- A 10 pickleball court and 4 padel court venue has just received planning permission for Farnham, Surrey.

You can see why we are excited to hear about Padel & Pickle.

At our AGM in February, we reported a 156% increase in the number of clubs in the North West region. There are at least 10 clubs (a volunteer organisation that books courts at local leisure/school facilities) within a 10-mile radius, many of whom are already at capacity (if they book 4 courts they limit attendance to 20 players) but can't get more court time because they are using shared facilities.

We estimate that there are around 800 PbE members within 25 miles of the venue and currently around 3,500-4,000 players. Therefore, I believe your proposed venue will fill an important gap in the market. There are certainly players in the Manchester area, including a Rob & Andy who host a pickleball podcast, that are desperate for a pickleball specific venue to play at.

The below table (Sept 2024) tracks the growth of pickleball in England over the past 6 years.

	Venues	% increase		Members	% increase	Estimated # players
End 2019	94		End 2019	1115		2,000
End 2020	145	54%	End 2020	1345	20%	4,000
End 2021	198	36%	End 2021	2136	59%	6,000
End 2022	284	43%	End 2022	3637	70%	8,000
End 2023	449	58%	End 2023	6008	65%	30,000
YTD 2024	637	42%	YTD 2024	9601	60%	35,000

PickleballEngland would love to support your initiative by adding you to our club locator and promoting your opening when it happens. We are confident there will be the demand for the courts. We are happy to help you realise that demand.

Kind regards,



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