



COMMUNITY INITIATIVES

& LOCAL IMPACT STATEMENT

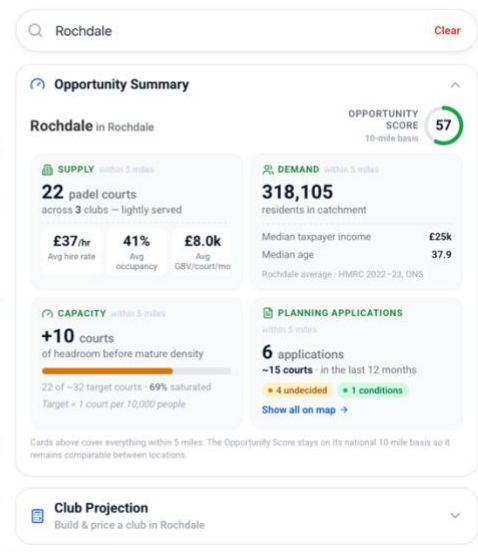
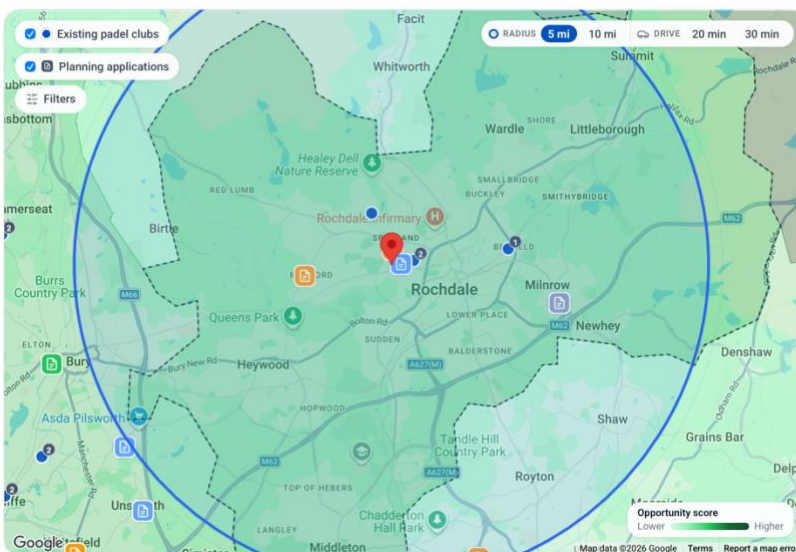
"We welcome everyone to the court, to meet, play and connect."

Site: Rochdale Cricket Club **Local authority:** Rochdale Borough Council **Date:** September 2026

» 1. COMMUNITY & LOCAL IMPACT

Establishing a Soul Padel club at Rochdale Cricket Club will meet a clear and growing demand for affordable padel locally, making the sport accessible to a wide cross-section of the community. Every Soul Padel club is built on a single mission: *we welcome everyone to the court, to meet, play and connect*. Our model is deliberately open access — no membership barriers, no paid priority booking tiers, and no positioning that makes padel feel exclusive or out of reach.

Data from Playskan Insights (image below) shows that there are 318,105 residents within a 5-mile radius from Rochdale Cricket Club. Whilst three existing clubs exist (comprising 22 courts) all of these are indoor, with a more "premium" offering to Soul Padel's outdoor, accessible proposition and model. On the basis of 1 per court 10,000 people, there is still headroom for another 10 courts within this location. We are proposing 4 new, outdoor covered courts, which are different to the current offering and well within the suggested capacity of 10.



» 2. SOUL PADEL'S ESTABLISHED COMMUNITY PROGRAMMES

Set out in the table below is a list of programmes already live and evidenced across our network of clubs, and will be delivered and tailored at every new Soul Padel site, including Rochdale CC.

Programme	What it delivers
Soul Sisters	Women-only and female-focused sessions to grow female participation and confidence. At St Helens, female participation increased by 36% during the club's first full trading quarter, driven by Soul Sisters.
Soul Timers	Accessible, wellbeing-led sessions for older adults (50+), supporting social connection and staying active.
What's That Racket?	Free, professionally coordinated court time and coaching for local schools and young people, creating a structured pathway into regular play.
Play it Forward	Commissionable programmes for councils, charities (including partners such as MENCAP) and community organisations, designed around specific social and wellbeing outcomes.
Soul Mates	Our free loyalty and engagement app, with 10,000+ registered players and 2,000+ engaging monthly. Points earned through play can be redeemed for free court time or donated to community initiatives such as Play it Forward.
Soul to Soul	Inter-club fixtures and competitions connecting each site with the wider Soul Padel network.

» 3. FREE & SUBSIDISED COURT USAGE

Soul Padel offer a minimum of 2+ hours every week for free or subsidised access for schools, community groups and council-organised activity. This is typically structured as a combination of:

- » Free court time
- » Coaching sessions delivered by Soul Padel staff and LTA-qualified coaches/activators
- » Facility use for council-organised community activities and events

Spreading this commitment across court time, coaching, equipment and events ensures the benefit reaches a wide range of local people, not just those who can already access or afford a padel court.

» 4. EXERCISE FOR YOUNG PEOPLE

Based on Get Information About Schools (GIAS) data, there are at least 7 primary schools and 2 secondary schools within walking distance (approx. 1 mile) of the site (Bridgefold Road, Rochdale, OL11 5BX). This gives a significant number of local young people the opportunity for regular, structured physical activity through padel.

This is delivered through What's That Racket?, our schools programme, alongside a clear coaching pathway:

- » All coaches are LTA Level 2 qualified, advanced DBS checked, and assessed before employment
- » LTA-qualified Activators (supervised via our partnership with LUSU Sports) deliver introductory and beginner sessions for children and young people
- » Soul Padel clubs are alcohol-free, smoke-free and vape-free environments, supporting safeguarding and family-friendly participation

» 5. INCLUSION & ACCESSIBILITY

Inclusive design and programming is built into every Soul Padel site:

- » Wheelchair-accessible court specification within the court layout, and fully accessible clubhouse (level access, accessible WC/changing)
- » Soul Sisters and Soul Timers extend participation to women and older adults who are typically under-represented in racket sports
- » Play it Forward partners with charities and community organisations (e.g. MENCAP) to design programmes around specific social outcomes

» 6. LOCAL EMPLOYMENT & INVESTMENT

Soul Padel will seek to source build contractors from within the local area wherever possible ensuring the investment directly benefits the local economy and local businesses.

Once operational, each club typically employs the equivalent of 1 full-time club manager, 5-6 part-time "squad members" and 3+ coaches, creating flexible and meaningful local employment.

Where a site sits within or near an education setting, this is complemented by a student employment and development pathway: at Loughborough University, 15 students have been employed through the club and 11 student activators developed – a model we look to replicate at every education-linked site.