



Padel - the racket sport loved by Serena Williams and David Beckham - is heading to Bracknell

The world's fastest growing sport, endorsed by celebrities from David Beckham to Pep Guardiola to Serena Williams, is heading to Bracknell. Padel4all, the UK's leading covered court padel operator, is set to open Bracknell's first padel centre this winter. The launch of the new site at Bracknell Leisure Centre aims to connect local communities, opening up this inclusive sport to all.

The new centre will offer four state-of-the-art outdoor, covered padel courts, marking a milestone in Padel4all's ambitious business growth, as it continues to build the UK's largest network of canape covered padel centres,

Padel is easy to play, fun and sociable, and it's currently enjoying a surge of interest here in the UK on the back of celebrity endorsements and growing court availability.

The game of padel, which is a hybrid of tennis and squash, is played on an enclosed court similar in size to a singles tennis court, and virtually always played in doubles. The rules and scoring are the same as tennis, although serving is under arm and the ball can be bounced off the walls. The padel racket head is typically made of high-density foam and the balls are just like tennis balls. But the big pull is it's much easier to learn, making it far more accessible than other racket sports.

The Padel4all team will offer full and extensive coaching programmes, introductory courses for beginners and community outreach initiatives to serve the sport up for Bracknell and make it accessible for all.

Recognised as the fastest growing sport across Europe, with over 20 million players worldwide, the game originated in Mexico and extended to Spain and South America before sweeping across the European continent.

Padel4all is keen to make the game accessible to all ages and abilities, offering both 'Pay and Play' packages, as well as its affordable PadelPlus membership offer. Aimed at those players wanting to play more often, PadelPlus membership brings many additional benefits, including discounted court fees and 14-day priority booking period.

Padel4all has already successfully built and is operating a national suite of sites across the UK from Bristol to Southend, with plans in place to open a centre in Eastbourne this winter, alongside the new Bracknell site.

Padel4all CEO and Founder Christopher Wilkinson explains:

"Padel is a really fun sport for everyone to play. It is incredibly easy to learn, ideal for any age (from 7 to 75) and appeals to all abilities, and it is great for fitness and wellbeing.

"We're excited to be building a centre in Bracknell, working alongside the Everyone Active team at Bracknell Leisure Centre, who are committed to delivering sporting opportunities to the local community. We're looking forward to introducing the good people of Bracknell to this fast-growing sport."

Duncan Jefford, Regional Director at Everyone Active, comments:

"As one of the world's fastest growing sports, we're delighted to introduce padel tennis as a new activity at our centres across the country. Bracknell is a fantastic example of a community facility helping people to get active, where we're working alongside Padel4all to launch padel to the people in the town. A fun and inclusive sport for all ages and abilities, we believe it will be very well received and embraced within the local community."

Damian James, assistant director for contract services at Bracknell Forest Council, said: "We are thrilled to be able to welcome this unique sport to the residents of Bracknell Forest. The new facility will join our well established leisure centre where a new padel superstar could be made!

"Beginners won't need to worry as Padel4all will be offering training courses for those wanting to build up their skills- making it accessible for all."

To keep informed on all the news and launch events at the Padel4all centre in Bracknell head to [Padel4all](#).



Notes to editors:

About Padel4all

Padel4all currently has three operational centres in Southend, Swindon and Bristol, with plans to open four more sites in 2023. Padel4all's centres feature state-of-the-art covered courts, changing and refreshment facilities and access to qualified coaches.

Padel4all offers discounted options for regular players, but anyone can simply 'pay and play'. Those new to the sport can opt for an 'Intro to Padel' session; a one-hour coach-led session which focuses on introducing you to the basics of the game – you don't need others to play with and all equipment is provided. The session costs just £5 and is available at all centres.

Christopher Wilkinson profile

Chris, CEO and Founder of Padel4all, is a keen sportsman and has played racquet sports his whole life. He founded Padel4all four years ago, impressed by the inclusivity of the sport compared to the likes of other racquet sports.

With Chris's lead, Padel4all has built three centres across Southend-on-Sea, Swindon and Bristol, along with a team of 20. The company has raised over £3 million in funding to fuel the rollout of new Padel4all centres across the UK. Outside Padel4all Chris lives in Essex with his family and beloved dogs.

For further information please contact Jonathan Adams: jonathan.adams@purplefish.agency / 0117 925 1358