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## EPPING TENNIS CLUB, ESSEX – CARDIO TENNIS FOR PEOPLE WHO ARE NEW TO THE GAME

Epping Tennis Club is a long-established, friendly and family orientated club which welcomes players of all ages and abilities. With four floodlit courts, they offer a comprehensive schedule of social play, match play and coaching for both adults and juniors. New members can join at any time during the year and non members are able to access some elements of the programme on a 'pay and play' basis including Cardio Tennis.

### Why did they introduce Cardio Tennis?

Matt Smith, head coach at the club decided to introduce Cardio Tennis to the programme in April 2011. After attending a regional workshop on developing a quality programme, he recognised that Cardio would not only be a good fit for existing members, but it was also a tool that could be used to attract a wider audience. Non tennis players, people looking to return to the game after a long break and those that lacked confidence in a traditional group coaching or social session would see Cardio as a non traditional, fitness based, fun activity that could act as a stepping stone into the game and of course the club.

### Why does it work?

Tennis on the whole is deemed as a difficult sport to play; co-ordination, dexterity, perception and reception skills combined with different strokes, technique, grips, rules and scoring....just thinking about these sorts of issues is enough to put people off trying the game! Cardio Tennis removes these common barriers; a series of tennis-based drills and activities played to up-tempo music on a tennis court. It does not require tennis skills, but is all about keeping your heart rate up, burning calories and having fun. Whether the ball goes in or out is irrelevant as the main purpose is to get fit!

Cardio Tennis is a really fun activity for everybody; young, old, men and women. In an hour's session the average person could burn 700 calories, compared to 350 if you're playing doubles and 500 if you're playing singles, so it's a great way to lose weight and get fit. You consistently elevate your heart rate into your **aerobic training zone**, it is much **more fun** than working out on a machine and you get short cycles of high intensity workouts and periods of rest, almost like interval training, which **burns more calories**. It is also a fun group activity where players of all abilities **enjoy tennis together**, even though you are playing tennis, the focus is primarily on getting a great workout and you naturally **improve your game** because you hit so many balls and repeat various shots.

### How has the club benefitted?

The club now offer three sessions of Cardio Tennis as part of their weekly programme and as a result have attracted xxx new members. Some of those taking part are existing players looking to get fitter, others are completely new to tennis and see it as a fun and social way to keep fit, as well as a stepping stone into the game. Two of those on the Wednesday evening session have recently had children, so for them it is a primary source of exercise and a chance to boogie mid week with their friends.

Offering an activity that has all the appeal of a group exercise class; social, fun, calorie burning and affordable, has opened tennis to a wider market and in turn supported ETC in their plan to gain more members. Of those taking part in the beginner Cardio session, the majority would not have considered joining a tennis club or getting involved in the game. As Matt says in his video, ***'Do it.....DO IT!.....it's a no brainer, we are only a small club, but this term we have probably added an additional 20% to our membership from Cardio tennis. We run three sessions a week, it picks up good money, the club love it and get loads out of it! .'***

