

TIE BREAK - CLUB AND COMMUNITY FUND

Introduction

Tennis Wales is launching a new grant fund called 'Tie Break', the aim of the fund is to change the game and transform who plays tennis across Wales.

The purpose of the fund is to provide financial support to Tennis and Padel clubs, venues and not for profit organisations in Wales who can support us in delivering our participation growth targets and to assist with diversifying the sport.

Tennis participation grew in 2022 across Wales. Adult participation in tennis is at an unprecedented level with 171,659 adults picking up a racket to play at least once in 2022. In addition, adults who play tennis at least once a month also saw a significant increase from 35,666 to 55,167. The School Sport Survey shows us that 109,651 children played tennis at any point in the previous 12 months, 35% of young people.

Despite these levels of participation, tennis has high levels of unmet and latent demand particularly in children and people from diverse backgrounds. 16% of children for example don't or can't play tennis who want to in Wales. Evidence shows us that we could double participation by children with a disability if we delivered activities for all unmet demand from these young people. In addition, over 20% of children with an Asian background in Wales want to play tennis but can't currently.

Fund Focus and Priorities

Tennis Wales is looking for partners to deliver new, innovative projects and activities to increase participation in Tennis or Padel across a wide range of new audiences throughout 2023. The Club and Community Fund offers grants from £500-£2,000 for projects in Wales that intend to do at least one of the following:

- ☞ Increase women's and girls' participation.
- ☞ Increase children's participation through new partnerships with voluntary and third sector organisations in the local community.
- ☞ Reduce inequality through inclusion activities that support particular underrepresented groups of people to play:
 - ✓ People with a disability
 - ✓ People from ethnically diverse communities
 - ✓ People from the LGBTQ+ community
 - ✓ People experiencing social economic deprivation.

We are particularly interested in supporting projects that:

- ☞ Use Welsh language to promote, grow and deliver tennis.
- ☞ Are partnerships between tennis clubs or venues with local community groups or third sector organisations.
- ☞ Will be delivered in one of these geographical areas of high latent demand and unmet demand for tennis:
 - ✓ Blaenau Gwent
 - ✓ Cardiff
 - ✓ Ceredigion
 - ✓ Gwynedd
 - ✓ Merthyr Tydfil
 - ✓ Monmouthshire
 - ✓ Powys

- ✓ Torfaen
- ✓ Wrexham

What can funding be used for?

Funding can be used for the following:

- ☞ To upskill volunteers and coaches where clubs have gaps in experience or skills.
- ☞ To deliver new outreach activities and events in partnership with community groups
- ☞ To create new sessions and activities, we will fund a maximum of 6-weeks coaching fees for new, regular sessions.
- ☞ To purchase equipment for activities or small capital items, this should be for shared use at sessions and enable growth in participation or greater inclusion.
- ☞ Better use of promotion and marketing materials to grow participation.
- ☞ Making marketing and promotional materials inclusive for different groups.

Minimum Criteria to access the fund

You are eligible if you are an LTA registered venue/club or a not-for-profit organisation in Wales serving local communities, with a project or activity that:

- ☞ Uses Tennis or Padel as an engagement tool (we will only fund activities related to Tennis or Padel).
- ☞ Has not yet started.
- ☞ Will be delivered in Wales.
- ☞ Will be finished by December 2023 at the latest.
- ☞ Will be able to part, or fully match fund the Tennis Wales investment into your activities (e.g. we won't fund court fees at an LTA registered tennis venue but this could be your in-kind contribution to the project)
- ☞ If the club does not use ClubSpark to administer activity, then you must be prepared and able to capture data to evidence your project impact.

Measures of success and outcomes

Your project must aim to increase participation in Tennis or Padel with you application clearly stating your target group(s) and target participant numbers. You must also clearly outline the outcomes you will deliver with our financial support.

Successful applications will be required to complete an end of project report that will feedback on the success of the project, your outcomes and achievements. You must also be prepared to work with Tennis Wales to promote the successes of your project.

How we assess applications

We will assess projects against the following criteria:

- ☞ Focus on one or more of our priority target groups.
- ☞ Clarity and aspiration of your outcomes and targets.
- ☞ Value for money.
- ☞ A genuine community-based partnership(s).
- ☞ The potential for long-term sustainability of your project

Application Process

Applications are completed online only and are now being accepted until **5pm, Friday 16th June**. We will notify you of the outcome of your application within one month of the application deadline.

Please note. we have limited funding in 2023 and are looking to pilot the fund with a small number of projects, with a view to expanding the scheme in future years.

If you need any further advice or information about the process, please contact matthew.rutland@tenniswales.org.uk or stuart.baker@tenniswales.org.uk