



YOUTH



LTA YOUTH MATCHPLAY CASE STUDY – PRESTON LAWN TENNIS CLUB



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BACKGROUND INFORMATION

- Preston LTC is a large venue on the outskirts of Brighton
- The club has 10 courts – 8 artificial clay and 2 macadam
- Matchplays at the venue are run by Keith Brown, a qualified R4 referee, and Tessa Bass, coach at Preston LTC
- Began offering LTA Youth Matchplays in October 2021 to service the huge market of recreational players within junior programmes at local venues.
- Currently run one event per month, including some girls only events that have been extremely popular

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HOW THE EVENTS ARE RUN

- Round robin boxes and group the players by ability – this ensures players are evenly matched and creates fun and competitive matches
- Use TTP to make it easy to schedule
- No winners – give out prizes for fair play, effort and sportsmanship



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WHY ARE THE LTA YOUTH MATCHPLAY COMPETITIONS SUCCESSFUL?

- We ensure the events are delivered in a maximum of 3 hours so parents know this is how much time they have to commit
- We play as much as possible in the timeframe so players all get plenty of tennis
- We ensure we create a friendly and warm atmosphere – Tessa does a great job of getting the players warmed up and interacting with each other – the players often leave having made new friends
- We often provide a small tea, refreshment or snacks at the end of an event – this is always a hit with the players!
- Sometimes we even get the parents involved in fun games at the end!

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BENEFITS TO THE PLAYERS

- Competitive tennis in a stress-free, friendly and supportive environment
- Matches against players of similar standard and competitive experience
 - Make new friends
 - Certificates and stickers, particularly for younger players



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TOP TIPS FOR OTHER VENUES AND ORGANISERS

- Be organised!
- If possible, use a referee/coach combination – the referee can manage the official side of the event and the coach can interact with the players and parents and support the delivery
- To promote to players link with local venues and coaches
- We have created a WhatsApp group that parents and coaches can join to find out when the next event will be taking place – we post links to make it easy to enter online
- Support parents with learning about competition

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