

A male tennis coach wearing a blue cap, glasses, and an orange jacket is kneeling on a tennis court, holding two yellow Wilson tennis balls. He is looking towards a young girl in a white tennis dress with purple trim, who is also holding a yellow Wilson tennis ball. They are standing on either side of a tennis net. The background shows a blurred tennis court and trees.

# GROWING YOUR PROGRAMME

# INTRODUCTION

This guide provides you with information on LTA products and campaigns that are designed to help you grow your coaching programme.

If you need any further information or would like to start delivering one of the products please contact your local Regional Team or email [Participation@LTA.org.uk](mailto:Participation@LTA.org.uk).

If you're looking for advice on how to develop your club and make use of the benefits of being an LTA registered venue, then be sure to take a look at the First Service guide (available online [here](#)).

We wish you every success with your coaching programme.

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**British Tennis Festivals are a fantastic opportunity for clubs and venues throughout the country to host fun, themed competitions for local players.**

The festivals are a fun, informal and quick competition run by a local coach or competition organiser.

To support your festival we are providing some exciting competition packs which will be sent to the organiser including resources and prizes to help you run your British Tennis Festival.

Venues run a short (2 hours/half day) fun competition across 3-4 competition festivals throughout the year. In 2017 the packs delivered were Australian Open, Girl Set and Match, Summertime Slam (Grass Court) and Monster Smash (Halloween).

It's up to the organiser to decide how you want to play, however there are suggested formats. You decide what ball and court size to use based on the ability of your players and whether its singles or doubles.

A small entry fee is encouraged so that venues cover their organiser costs.

These festivals give the players the chance to play lots of matches in a fun environment, for

example music may be played during matches. Often these matches are a player's first experience of tennis competition.

Venues are encouraged to offer social activities and make refreshments available to offer an excellent player and parent experience.

#### Who's it for?

These festivals were created predominately for junior players. However, adult and Mini Tennis players can get involved.

#### What are the benefits?

Venues are provided with competition festival packs to use around key events such as the tennis Grand Slams.

The packs usually include full resources and branding including an organiser guide, promotional banners and posters, results sheets and prize packs for participants.

#### Training Requirements?

The organiser should have some experience running competitions, although a helpful organiser guide and online resources are provided for those who are new.

Alternatively, the organiser can learn more about running competitions through local Competition Organiser Courses.

#### Minimum Operational Standards

Use all resources and promotional materials provided

#### Secrets to Success

- Good local promotion
- Use music to create a fun environment
- Recruit a friendly organiser with lots of energy

## Running a successful British Tennis Festival

### Who are you?

**Anne Clayton**, Head Coach Yarm Tennis Club & Jo McCullagh – Assistant Coach Level 2

### Why did you decide to deliver British Tennis Festivals at your venue?

Good fun way of getting families and friends to play together and including players that don't like to enter formal competition.

### What did you do/what format did you use for your festival?

We have used different formats for each of the festivals.

For our fun women & girls festival we targeted school Years 5, 6 & 7 to play with family/friend female member. We had a couple of girls that didn't have family members to play with so we partnered them up with some of our older girls.

We put them into 2 teams using Konta and Watson as role models, and they played in pairs against other pairs in each team, first to 10 points. We kept both individual scores and a team total. Half way through the round robins we stopped and had a twist to the tournament and paired the 2 teams up into adults and children and had a round like that. The rules were modified depending on the ability of the players e.g. adults had to serve underarm. We also had drinks and cakes for this event!

### How did you promote your festivals?

We used the posters and postcards, sent emails to everyone and texts to parents that like to join in and promoted on Twitter.

We promote to our members and give the postcards to our juniors. This brought in some of the other family members that fancied having a go.

“It's something different and targets a different audience to those that normally play tennis. They have become a talking point at the club!

We have a guardian membership and so over the festivals quite a few of those have got involved making them feel part of the club.

### Why would you encourage other venues to deliver the festivals?

It's something different and targets a different audience to those that normally play tennis.

They have become a talking point at the club and have included and got mums/dads/aunties, grandparents/friends/siblings to join in that wouldn't normally play tennis.

### Do you have any top tips for anyone thinking about running the festivals?

Think up fun ideas – look at who has entered and make up some fun rules that try to make the event an even playing field for everyone, e.g. use green balls, play on mini courts, etc.





All ages and abilities are welcome at Cardio Tennis, a fun and sociable group fitness class.

Sessions are led by a qualified and trained instructor. They combine music with a variety of high tempo exercises and activities to provide an enjoyable full body workout.

Cardio Tennis was developed by the Tennis Industry Association (TIA) in the USA and adopted by the LTA.

**Who's it for?**

Everyone! Players of all ages, backgrounds and fitness levels are welcome.

**What are the benefits?**

Cardio Tennis is a tested class that can attract new players whilst retaining existing players at your venue. It's great fun to deliver and can generate good levels of income.

Support is available to coaches, including a range of promotional materials and videos outlining drills and exercises.

**Training Requirements?**

Cardio Tennis can be led by Level 2+ accredited coaches who have attended the 1-day Cardio Tennis workshop.

**Minimum Operational Standards**

- Coaches must use the 6 components of Cardio Tennis;
- Fully-qualified instructor (Level 2+ and have attended CT workshop)
- Follow the prescribed structure
- Offer side-line activities
- Play music
- HRM's or regular HR checks
- Low compression balls

**Secrets to success**

- Good local promotion
- Upload sessions to ClubSpark to encourage online bookings
- Use social media regularly
- An enthusiastic and engaging coach will keep energy high and sessions fresh
- Consider loyalty schemes and offers
- Offer pay-as-you-go drop-in sessions
- Make sessions available to non-members

**How to have success with Cardio Tennis**

**Who are you?**

**James Elston**, LTA performance coach and co-founder of Eel Brook Tennis in South West London.

**Why did you decide to run Cardio Tennis?**

I started Eel brook Tennis in February 2014 with my colleague Jack Indge. We decided to set up a tennis programme which would be a lot of fun and allow everyone in the area to take part.

After attending a Cardio Tennis workshop I instantly fell in love with the workout and knew it would be a huge asset to our programme. I also attended a few sessions at the National Tennis Centre to gain some valuable experience.

**What did you do?**

Setting up was fairly straightforward. We bought a load of orange balls, some cones and ladders and a couple of trolleys. We already had about 10 spare rackets between us, so non-tennis players were able to take part. We borrowed a stereo and some heart rate monitors and Jack sorted out a play list.



**Did you run any introductory offers?**

We started by offering a free Sunday midday session which attracted about 10 people. Since then we've grown to offering 10 sessions a week with around 40 regulars and over 100 new players. We also offer it to 3 schools in the area as part of their PE lessons.

After the success of the first session we continued offering a 'first session free' policy. This encouraged people to bring their friends and work colleagues. We then started offering after-work evening sessions, mid-morning sessions and early bird pre-work sessions.

“ Since then we've grown to offering 10 sessions a week with around 40 regulars and over 100 new players. ”

**How did you promote your sessions?**

We started a Facebook and Twitter page and an email list. We also posted a couple of thousand flyers however the most effective advertising by a mile has been word of mouth.

**Does it make you money?**

We charge £10 a session (pay and play), a pack of 10 sessions for £85 or a membership for £55 per month, which gives unlimited sessions. No booking necessary.

**Any top tips?**

Having two people run the sessions has definitely helped the success of the Cardio Tennis sessions. We can take part to make up numbers, share the running of the session if you need a break (10 sessions a week can be tiring) and we can obviously take more clients over 2 courts with 2 coaches feeding. We're also both very energetic and I think that comes through in the delivery of the sessions.

**What next?**

We're now starting to run Cardio Tennis sessions at Holland Park and hope to grow it around other parks and schools in London next summer.



Offering opportunities for people to play tennis for free, Great British Tennis Weekend (GBTW) is a mass participation campaign, which takes place at club open days and other venues.

The open days are published via ClubSpark and become visible to the public via [lta.org.uk/gbtw](http://lta.org.uk/gbtw).

#### Who's it for?

Anyone is welcome to attend, but it is primarily designed to target families who are totally new or rarely play tennis.

Insight tells us that the most common profile of a participant is a mother or father with their young children (5-10 years old).

#### What are the benefits?

Open days are a great way to create interest in a venue and to recruit new members and participants for coaching programmes. Also, they raise awareness about tennis and can attract more casual players.

GBTWs allow venues to build relationships within their local community, creating partnerships that can lead to sustained growth and income.

#### Training Requirements?

There are no specific training requirements for hosting a GBTW event, but the following are recommended:

##### Minimum Operational Standards

- Provide appealing follow-on opportunities for participants to continue playing tennis
- Recruit a proactive volunteer team to help with event preparation, promotion, delivery and follow-up
- Publish your event via ClubSpark
- Promote your event locally. Facebook advertising is a cheap and effective method.
- Provide equipment for players to use
- Use signage from your Resource Pack to ensure people find your venue
- Have a welcome desk and enthusiastic volunteer at the entrance to the venue

#### Secrets to success

- Create a great atmosphere at your event
- Good local promotion, utilise any existing school-club links and advertise through Facebook using our social media tutorials [www.lta.org.uk/socialmediasupport](http://www.lta.org.uk/socialmediasupport)
- Make your marketing materials specific to your event using **My Tennis Toolkit**
- Use the "GBTW Check In App". This gives your event a professional look and allows you to take in contact details of your participants, so you can get in touch after the event

## How to have success with GBTW

#### Who are you?

**Simon Gallo**, Head Coach at Northampton Lawn Tennis Club.

#### Why did you decide to run GBTW?

Northampton Lawn Tennis Club is growing. We've got an enthusiastic team of coaches and volunteers and we wanted to open our doors to the public to welcome some more tennis players into the setup. We have a thriving Mini and Junior programme and saw this as a perfect opportunity to expand. Because of existing relationships with local schools, we had an easy route to our market to promote our event.

#### What did you do?

Firstly, we decided to hold our event on Saturday 13th June. We then got it online, advertising a mix of adult and junior coaching, as well as Cardio Tennis, free play and fun games like Beat the Coach!

We had a team of seven coaches and even more volunteers on hand for the day, to man the welcome desk, chat to people and explain what was on offer at the club. We really strongly felt that a great experience on the day should be led by our people and would subsequently encourage people to want to come back.

#### Did you run any introductory offers?

Before the event, we advertised to our own club members and parents of juniors on the programme that if they "refer a friend" to membership at the club, then they would receive a 10% discount on subs.

On the day, volunteers on the welcome desk gave out sheets outlining our offers and discounts, which included half-price first year adult membership, half-price first year family membership, eight-week temporary membership for £40 and a six-week coaching course for £30.

#### How did you promote your event?

We gave postcards to about 20 local schools and leisure centres, wherever we thought we could promote to local mums and dads. The event was also promoted to our own existing members and players, so that they could spread the word – word of mouth is very powerful!

#### Did it make you money?

Of the 180 people that booked on to attend our event, over 150 actually attended. For a club like ours, this was a huge number of people to promote to and we took advantage. We signed up 7 new adult members, 2 new family memberships, and 13 new juniors on to coaching programmes.



“ We really strongly felt that a great experience on the day should be led by our people and would subsequently encourage people to want to come back ”

#### Any top tips?

**Promote it in your local area** – there's no point having a great event and not shouting about it!

**Have follow-on offers** – for anyone that has a good time and is interested in coming back or playing more, there needs to be a suitable and affordable offer for them to access.

**Give everyone a great experience** – the most important aspect. People need to see your club and our sport in a positive light, so make sure everyone has a great time!

#### What next?

Northampton LTC is going to continue to try to grow throughout the year, but will certainly continue to use GBTW as a springboard to grow our programmes each summer!



A course designed to introduce 4 to 10 year olds to tennis. Its fun and progressive framework enables them to learn and play the game quickly.

There are four stages: Tots, Red, Orange and Green. Each stage has its own court size, racket size and type of ball.

There are Rally Awards to help provide children with reward and recognition for their progress and a ratings system for children who compete.

#### Who's it for?

It is slightly flexible, but generally for children between the ages of 4-10 years.

#### What are the benefits?

Many sports have a mini version including, football, rugby and cricket, which help to attract and develop children in appropriate learning environments.

There's lots of support available to coaches, including a range of promotional materials and national campaigns to help attract children

#### Training Requirements?

- Mini Tennis Programmes should be lead by a Level 3+ accredited coach. Level 2 coaching assistants can deliver sessions on their own as part of the programme. Level 1's can assist under supervision.

#### Minimum Operational Standards

- Accredited coaches must deliver the sessions
- Good ratios of staff: children
- You must offer all 4 stages and use the correct court sizes, rackets and balls
- Make sessions high energy and fun
- Offer competitive opportunities where appropriate
- Use branded promotional materials and resources

#### Secrets to success

- Make it a year-round programme with holiday camps
- Provide indoor provision during Winter
- Make sessions available to non-members
- Advertise online with ClubSpark for booking and payment
- Make it easy to re-enrol for the next term
- Deliver Mini Tennis Rally Awards
- Hold regular competitions for all players
- Use accessible, relaxed yet professional venues
- Make individual lessons available
- Price competitively and provide regular offers
- Offer progression through stages, so there are fewer mixed ability groups
- Promote via local schools, social media & national campaigns
- High quality, fun sessions delivered by passionate coaches
- Give regular feedback and support to parents

## How to have success with Mini Tennis

### Who are you?

**Sandi Procter**, Club General Manager.

### Why do you run Mini Tennis?

Our Mini Tennis programme provides us with an opportunity to attract children in to tennis from an early age before they get hooked on other sports.

Mini Tennis also allows you to have larger numbers on court and generate higher levels of income.

### How did you set up your programme?

The Mini Tennis programme was initially set up when the centre opened with a schools roadshow that helped raise awareness of the centre – it's quite tucked away. We continue to visit schools in the summer term and promote summer holiday camps in these schools.

The structure of the programme offers Tots (130), Red 3-2-1 (408), Orange 3-2-1(137) and Green 2-1 (80), with star classes added as higher level sessions for more talented and committed children.

We run regular competitions for all level of players on the Mini



### Do you run any introductory offers?

We run a free trial lesson for everyone which we promote through school visits.

### How do you promote your programme?

School visits, website, newsletters, social media, holiday camps, leaflet drops, GBTW, information flyers and parent workshops for retention.

### Does it make money?

**Yes!** Because of the high number of children on court and the use of assistants / leaders under the direction of a lead coach, it's very lucrative.

### Any top tips?

It is important to make sure that all sessions are delivered to a high standard following a curriculum that players and parents understand. All sessions should include purposeful teaching delivered in a fun way by a high energy coach, and it's more about personality and organisation than qualifications and playing ability.

We support players at tournaments and run regular parent workshops to educate them and provide end of term player reports. We also encourage all children to attend our off court athletic development programme (Bounce – 30 minutes of ABC).

### What next?

The programme is almost at capacity so we need to link in with other local facilities, where we can operate a satellite programme and accommodate all players.

“ Our Mini Tennis programme provides us with an opportunity to attract children in to tennis from an early age ”

Tennis programme, including holiday camps throughout the year, which are open to non-members.

Children who join our programme pay a nominal membership fee for which they receive a t-shirt and 2 annual member events.





A fun, semi-competitive environment allowing players to meet other players in their local area to play.

The Leagues are open to adults over 18 and are primarily singles matches, although some doubles leagues do exist.

Each League is usually split into groups of 7 players with everyone playing each other once during the round. There are 4 or 5 rounds per year for each league.

Each round costs £18 to enter with no other membership fees.

Matches are organised between the players to suit their schedules and can be played on any courts they choose. Court fees are paid by the players.

#### Who's it for?

Any adult player over the age of 18 years old. All abilities welcome.

#### What are the benefits?

Players are profiled upon joining and matched with players of a similar ability to ensure great matches and good fun for everyone.

LTL provides an easy way to organise regular matches and meet other local players.

There is a bespoke website where you can track results and fixtures as well as find new venues to play at.

It is low cost and flexible to suit various schedules. Plus, there are prizes for playing matches, not just winning.

#### Training Requirements?

- No training required to deliver.

#### Minimal Operations Standards

- Local authority buy-in
- Local coach to buy-in if applicable
- The courts must be in a good condition

#### Secrets to success

- Pro-active local authorities
- Advertise on the courts and at the venue
- Local coaches promoting to their networks
- Utilise a busy park as a base to work from – the busier the better
- Launch new leagues from January to April

## How to have success with Local Tennis Leagues

#### Who are you?

**Sally Kinnes** and **Nigel Billen** – Local Tennis League founders and passionate tennis fans.

#### Why did you decide to run a Local Tennis League in Highbury?

**NB:** Sally was having some tennis coaching on a weekly basis but needed to play more matches in order to improve on the techniques she was learning. Without being a member of a club, this proved a challenge. However, there were some fantastic park courts and lots of tennis players very nearby. The trouble was, they were all strangers.

She decided to start a group where local players could contact each other to play tennis in a fun, semi-competitive environment and enjoy the best tennis has to offer.

#### What did you do then and do you do the same with new leagues now?

**SK:** The first league in Highbury started with a couple of posters that I put up on the courts. I also spoke to my coach who had other clients and there was a weekly drop-in session where anyone could turn up and play. Soon we had more than enough interest and it grew.

Nowadays we do a lot of the same activities to raise awareness around the courts as we find that's where people who are likely to play will be. We also now work a lot closer to the Local Authorities who own the parks we operate in and their input is crucial to allowing us to do all of those things, like contacting local groups, local coaches and putting up posters and banners etc.



#### Did you run any introductory offers?

We don't run introductory offers, however we do incentivise and reward players for taking part as well as winning. Any player, regardless of results, will receive a free tube of 4 Head tennis balls just by completing 3 matches by the mid-way point of a playing round (usually 8 weeks long). There are also prizes for winning your round up to the value of £20 which can be tennis gear or free credits for further rounds.

“ Working closely with the Local Authorities and local coaches is vital. They are the best ways to reach local players ”

#### How did you promote your sessions?

We do lots of things from email campaigns and social media campaigns, to local advertising such as posters, banners, postcards, local PR and linking to community groups.

#### How much does it cost?

Each round is £18 entry with any court fees payable by the players in addition – but a lot of the park venues are free of course.

#### Any top tips?

Working closely with the Local Authorities and local coaches is vital. They are the best ways to reach local players who are already keen but need signposting to this format of tennis.

#### What next?

We hope to continue our great working relationship with the LTA and increase the amount of leagues we run nationally so everyone has access to this fun, informal format of tennis.



### An all-girl indoor programme, Miss-Hits is led by a female coach and designed by Judy Murray.

With dancing, games and much more, Miss-Hits is the perfect introduction to tennis. Girls can build friendship groups and develop basic tennis shots and motor skills.

The tailored content creates a fun and sociable environment to make girls feel comfortable and involved. Specialised equipment and activities encourage the learning of basic tennis shots and skills.

Miss-Hits focuses on the delivery of 2 x 6 week blocks. Classes are based around 6 characters who teach the girls the basics of tennis through active play.

Each character has their own shot, dance and magic symbol that helps to teach the girls all they need to know.



#### Who's it for?

Young girls between the ages of 5 and 8.

#### What are the benefits?

It can help to get more young girls playing tennis, acting as a feeder programme for Mini Tennis.

Support is available, including a range of Miss-Hits equipment, access to Miss-Hits resources, dances and music.

#### Training Requirements?

Coaches must be Level 2+ accredited and have attended the relevant product training course.

#### Minimum Operational Standards

- A minimum of a Level 2 accredited coach who has attended the Miss-Hits workshop
- Follow the coach manuals outlines of lesson structure for each week
- Use Miss-Hits music and equipment

#### Secrets to success

- Good local promotion
- Upload details to the Miss-Hits website
- Ongoing use of Social Media
- Enthusiastic and engaging coach
- Follow-on opportunities provided for players wanting to progress
- Teach in schools

## How to have success with Miss-Hits

### Who are you?

**Parrey Amiri**, I am a Level 3 Coach currently studying for my Level 4 Senior Club Coach qualification. I am Head of Junior Tennis at David Lloyd Leisure, where I am responsible for the junior tennis programme. I also work for a local satellite tennis club and a local school. I coach both children and adults.

### Why did you decide to run Miss-Hits?

I loved the concept of Judy Murray's Miss-Hits because I too strongly believe that fun hand-eye coordination games are so important to developing tennis skills and enjoying tennis from the beginning.

The fact Miss-Hits is a girls only indoor session helps it compete with the competition from dance, gymnastics and drama which girls nowadays are keen to pursue. My girls love it & Miss-Hits has made my junior programme unique.

### What did you do?

After my Miss-Hits training, I was very excited to introduce it to my programme immediately. I took it upon myself to introduce it to my Club, make it work and then present a case study to them so we could roll Miss-Hits out throughout David Lloyd. I advertised the sessions throughout my club and emailed all families with girls aged eight and under.

### Did you run any introductory offers?

Yes! Firstly, I ran individual free Miss-Hit Taster sessions throughout the summer holidays. At these classes I promoted the Miss-Hits

session for the coming term. The two Miss-Hits Programmes of 12 weeks each filled up straight away. Parents really bought into it, which really helped.

### How did you promote your courses?

I run Miss-Hits alongside my All-stars Red courses. 50% of my Miss-Hits group also do my All-stars Tennis too now! It's also a great product for Camps and birthday parties. Girls talk! In the club room, kids activity area at school etc. I am getting 5-10 enquiries per week.

Miss-Hits App keeps the girls playing and learning visually throughout the week leading up to their next lesson.

### Does it make you money?

By charging a reasonable hourly rate I have been able to make a good profit on this product.

### Any top tips?

Make sure you have a good female coach who can cover if you're away. Take loads of pictures and videos, the girls love sharing them. Make colouring competitions with the posters you give out each week. Never forget Billie the Ball Dog or there will be tears!

### What's next?

I'm introducing Miss-Hits to my local schools, starting courses in January.



“ I was very excited to introduce it to my programme immediately. I took it upon myself to introduce it to my Club, make it work and then present a case study... so we could roll Miss-Hits out... ”



Tennis Tuesdays is a recreational tennis programme designed to encourage women in their 20s and 30s to play tennis more frequently.

Run by accredited LTA coaches, it is group-based, held weekly and specifically designed for intermediate players.

Most venues typically run Tennis Tuesdays between May and October but increasingly many are continuing throughout the year.

#### Who's it for?

City-dwelling women of all backgrounds in their 20s and 30s. They lead busy lives and looking for weekly progressive, themed tennis sessions (but not technical coaching) with likeminded women.

#### What are the benefits?

It is a national, credible product that has been developed from insight specifically for this female audience.

There is a large existing market (over 900K) of women nationally who already play tennis at least once a year and can be encouraged to play more regularly.

The course is supported by a campaign website where coaches can promote their venue, and players can find local sessions, book and pay online.

#### Training Requirements?

Tennis Tuesdays can be delivered by Level 2+ accredited coaches who have attended the relevant product training course.

#### Minimum Operational Standards

- Minimum Level 2 accredited coach, who has attended the LTA's Adult CPD course
- Coaches should take time to understand the product insight/participant needs
- Existing coaching team and programme in place at your venue
- Follow session plans, including themes and structure
- Access to a minimum of 2 courts
- A safe environment, e.g. good lighting, with nearby toilets
- Open to non-members if possible
- held over a minimum of 10 weeks
- Sessions uploaded to ClubSpark for online sign ups
- Rackets and low compression balls (green) available
- Promotional materials clearly displayed at the venue and promoted locally

#### Secrets to success

- Dress your venues: 23% of participants saw posters at a venue
- Use your database/local contacts: 23% heard via email and 19% through family/ friends
- Good online promotion: 18% of participants saw something online
- Ongoing use of social media: 13% heard via social media
- Use an enthusiastic and engaging coach
- Create a fun, open environment to encourage socialising
- Provide quick tips and intervention
- Offer after-tennis socials. Why not create a deal with a local bar?

## How to have success with Tennis Tuesdays

#### Who are you?

**Simon Wheatley**, LTA Level 4 Coach & Tutor.

#### Why did you decide to run Tennis Tuesdays?

After hearing about the national initiative, I immediately believed that it could be a success in a particular park site in the middle of Cheltenham town centre.

#### What did you do?

I contacted the Tennis Tuesdays Lead and the regional team and expressed an interest to run the programme in Cheltenham. They immediately responded giving me permission to run the programme and provided me with all the support needed to start the sessions, including training on ClubSpark and help with equipment.

I contacted the venue to secure the time slot for 3 courts between 6.30 – 7.30pm for 22 weeks starting from May 5th. Once this was confirmed I uploaded all my sessions to ClubSpark so the women could book via the Tennis Tuesdays website.

#### Did you run any introductory offers?

Yes, 25% off for students. Sessions were priced at £6.

The local tennis club ran a Great British Tennis Weekend in May and advertised the sessions there also. Banners were placed at the tennis courts and were highly visible to anyone entering the park. Our biggest success was undoubtedly Facebook and the second biggest recruitment agent was the flyers in All Bar One, who kindly agreed to have a leaflet holder with over 100 flyers in the middle of their bar for 12 weeks over the spring/summer. In return I would promote after session drinks and their tapas Tuesday offer. All Bar One was the perfect advertising platform as it hits the customer demographic or women in their 20s and 30s.

“  
Avoid boring warm ups, too much teaching and spending too long on a drill. They prefer to hit lots of balls...  
”



#### Does it make you money?

There are 12 spaces on the session. So with 12 people paying £6 the coach can receive £72. After court fees you're left with £54. Even if sessions are at 50% capacity it's £27 for the hour. Throughout the 22 weeks I never had any less than 6 people attend a session.

#### Any top tips?

It's not just about the tennis. I organised that after every session there was the opportunity to walk over the road to the local All Bar One to have a drink and or some food. Every week I asked them to encourage their friends to try a session out. I told them at the end of the session to sign up quickly for next week's session as there were only 12 spaces available.

Ensure women play with a similar level of players each session. They don't want to feel too over or under challenged.

Avoid boring warm ups, too much teaching and spending too long on a drill. They prefer to hit lots of balls, receive little simple tips as you are walking around and change the drills to avoid the feeling that it is too repetitive.

#### What next?

There are no floodlights at this venue so the scheme will restart in May next year. Throughout the winter the local tennis club have put on Tennis Tuesday 5 week courses. The club has agreed to honour the same price offer of £6 per session. These sessions are running from 7pm-8pm under the floodlights outdoors with a coach. Currently 8 women have signed up to these sessions.

#### How did you promote your courses?

Firstly promotion was done every week via my Facebook page advertising the ClubSpark Tennis Tuesday's website. I asked my friends based in Cheltenham to share the link on their Facebook wall a total of 3 times. I advertised posters on the community boards of 3 national supermarket chains, local coffee shops, hair salons & 6 bars/pubs and 6 restaurants including Pizza Express. We did a leaflet drop just two weeks into the programme at around 300 houses local to the park and around 80 local businesses/shops.



## Quorn Family Tennis Cup (QFTC) is an informal, family doubles competition.

Junior players play with an adult family member in a fun atmosphere at local venues. It encourages families to play tennis together, and eat healthy food to complement an active lifestyle. There are two events:

### Red Ball Event (Mar-Jun)

- Venues run a 1 to 2 hour fun competition during March, April or May
- Held on a red sized court with soft (red) balls
- Children aged 10 and under play doubles with an adult family member (18+)
- A small entry fee is encouraged so that venues cover their organiser costs
- Winners of each Red Ball competition at each club earn an invite to a Red Ball Festival Day linked to an LTA Staged Grass Court event in June (e.g. Aegon Open Nottingham)

### Yellow Ball Event (Jul-Oct)

- Venues or tournaments run a 1 or 2 day event during July and August
- Juniors aged 11+ play doubles with an adult family member (18+)
- An entry fee of £8 to £12 per pair is recommended
- Winners of each tournament progress to Regional Finals in September with a chance of reaching National Finals in October

### Who's it for?

All junior players can take part in either the Red Ball or Yellow Ball event with an adult family member. They can be a parent, carer, guardian, step-parent, co-parents, uncle, auntie, sibling or grandparent.

- Children (10 and under) play in the Red Ball event
- Juniors (11+) play in the Yellow Ball event

### What are the benefits?

QFTC provides venues with an opportunity to recruit potential new members in a fun and family-focussed environment.

Venues are provided with a competition pack which includes promotional posters and banners, sign-up sheets, draw-sheets and prizes to give out to the participants.

### Training Requirements?

It is expected that the Red Ball Organiser has some experience running club competitions. However, a helpful organiser guide is provided to explain for those who are new.

It is expected that the Yellow Ball event will have a Referee present who is an LTA Licensed Official with a Referee grade of R5 or better.

### Minimum Operational Standards

- Follow the running details given in the Organiser Guide. These are sent to venues after sign-up
- Use all resources and promotional materials provided

### Secrets to Success

- Good local and internal promotion
- Recruit a friendly organiser with lots of energy
- Use existing members to showcase the club

## How to have success with the Quorn Family Tennis Cup

### Who are you?

**Anne Clayton**, Head Coach at Yarm Tennis Club.

### Why did you decide to run a Quorn Family Tennis Cup event?

I decided to run the Quorn Family Cup Red Ball competition as we currently run things like this for all different age groups, at different times of the year. The timing was right for the U10s. Older juniors are involved in lots of matches (Local League, Aegon Team Tennis, Road to Wimbledon) and we find the Mini Tennis players are the age group most readily available. The Red Ball format takes up little space and we can get more playing at once. The competition takes about 1-2 hours, so very little pressure on court time. We have a lot of players in the mini age group that will play in fun events like these but don't necessarily want to compete or aren't quite up to competing individually, but standard doesn't matter when it's a big mix-in. We also have parents of the younger ones that dabble at tennis, not necessary full playing members.

“As well as those playing, siblings and the other parents not playing came and joined in ...

It was a big fun event

”

### What did you do?

We ran on Sunday 17 May as part of our Great British Tennis Weekend (GBTW). One factor for this was that I was going to be at the club all day and with discussions with the club committee we thought it would be good to run the Quorn Family Cup event in the afternoon of the GBTW. I am glad we had it at GBTW it was a big success for the following reasons:

- We had 40 players (20 pairs) take part
- A successful event at the club lets visitors see something else that the club does
- Gave the competition a special feeling for those that entered. We had a good buzz around the club with GBTW and this added to the atmosphere
- We had members around to get to know the younger juniors and parents, and vice versa

The resources provided in the pack were very good, particularly the round robin box league charts. We received prizes to hand out and a helpful organiser guide. We have suggested more prizes and

a bigger banner for next year as it's great that each child can leave with a prize, even if very small.

### When did you run the Yellow Ball event and why at this time?

We also opted in to run a Yellow Ball event as part of the D&C County Championships hosted at Yarm Tennis Club. This meant there were a number of 11-18 year olds already at the club with their parents and other adult family members. We had 18 people (9 pairs) take part and the winners of our Yellow Ball tournament went to regional finals played at Virgin Active Wearside and then National Finals held at the NTC in London. They had a great experience.

### How did you promote the event?

When it was advertised I thought it was a good idea to use the package as it gave the event an identity. We mainly promoted by word of mouth. We also used the branded poster provided in the club pack, our membership secretary emailed all members and we promoted on social media.

### What has been the response after the competition?

It has been talked about a lot by the competitors and the club committee. As well as those playing, siblings and the other parents not playing came and joined in. They were either helping record the scores, making the teas and coffee, or supporting, and helped with the setting up and clearing away. It was a big fun event.





Nine and a half million children go to school in Great Britain. So it is the obvious place to promote your programme and encourage more young people to take up the sport.

There are a range of guides and other resources to help you build relationships with schools on the Tennis Foundation website:

<https://www.tennisfoundation.org.uk/discover-tennis/school/>

<https://www.tennisfoundation.org.uk/discover-tennis/school/school-club-links/>

#### Who's it for?

Schools Tennis is for all young people.

#### What are the benefits?

Linking with local schools will increase the number of children involved in your programme, growing your venues' membership levels and driving revenue.

You will increase the number of teachers delivering tennis effectively and the number of young volunteers, leaders, officials and adult players.

Good School Club links help to raise the profile and awareness of your club within the local community.

#### Minimum Operational Standards

- Schools Tennis can be taught by Level 2+ accredited coaches, working under the umbrella programme of an Accredited+ Level 3 coach
- All paid coaches working in schools must be at least 18 years old and hold a valid DBS certificate where necessary
- Schools need to have appropriate insurance cover

#### Secrets to success

- Develop a deeper relationship with one or two schools – quality links will support conversion from school to venue.
- If you're based in England, contact your local School Games Organiser (SGO) to help identify schools and contacts.
- Write a letter to the Headteacher introducing yourself and provide details about your venue programme. Tell them how you can add value to their PE and school sport offer.
- Coaches can support and work alongside teachers in curriculum PE, as well as providing breakfast/after school clubs.
- Tennis supports PE national curriculum priorities, helping primary pupils to develop fundamental movement skills.
- Deploy the right coaches at the right schools to get pupils joining your programme
- Work with other local coaches / venues to get more young people playing tennis
- Be persistent and flexible – schools and teachers are busy, but you have something they need!
- Make all pupils' feel special and don't cherry pick or talent ID
- Word of mouth gets more business, so ask schools and teachers to help influence others

## How to have success with schools tennis

### Who are you?

**Josh Stokes**, Co-Founder and Director of Primal Health Tennis Academy

### Why did you decide to Set up school links?

We knew that the best way to grow our club coaching programme was to have a presence in schools. We believed we could run sessions that would inspire the children to come to our clubs and take part in our sessions.

The bi-product of the links would be to attract parents and older siblings from the schools into tennis (ideally with us!)

### What did you do?

We wrote a template letter to all the local schools within a 2 mile radius of each of our venues. This was introducing ourselves, and it included qualifications, insurances, child protection info. We explained the different sort of links we could set up and the different products we could offer.

### Did you run any introductory offers?

This initial letter included an offer for 10 free coaching hours – they could be used for an after-school club, lunchtime sessions, curriculum sessions – anything!

This allows us to prove our professionalism and quality to the schools. After the 10 hours are used, we charge for our time, or we charge the parents for additional clubs.

### How did you promote your sessions?

As above, we contacted through the post.

These are then followed up with an e-mail, then a phone call and then a site visit. This repeats and continues until we get an answer from the Head or PE co-ordinator.

### Does it make you money?

The money isn't in the school sessions – its in the promotional opportunity to advertise club sessions and our regular programme. Our entire 200+ programme is based upon school links feeding the sessions.

### Any top tips?

Send your best coaches, be professional, be organised and be reliable.

Don't link with too many schools – quality links are much better than lots of weak ones!

### What next?

Continue to grow the business at other clubs, and continue to feed the programme through one new school link per venue per year.

“  
Our entire 200+ programme is based upon school links feeding the sessions  
”



 **Tennis**  
Foundation



Team Challenge is a competition which provides an opportunity for players at venues up and down the country to play in local, fun, team events held at a central location over a period of 2-3 hours.

Over 200 organisers are in place but this number is growing as more venues & areas are confirmed to run Team Challenge events. We are anticipating over 15,000 people will take part in Team Challenge during the 2018/2019 school year.

#### Who's it for?

Team Challenge is aimed at recreational players in club programmes who are currently playing very little or no external competition. Matches do not count for ratings or rankings with the emphasis being on playing for a team in a local, fun competition.

#### When does the Team Challenge happen?

Team Challenge will run indefinitely and organisers may run an event at any time or date that suits them. Most often, it's recommended that events take place during off peak hours at clubs where courts are more readily available. Cluster Organisers are asked to avoid key local clashes when scheduling events (e.g. Local leagues etc.).

#### How does it work?

Each event organiser is expected to contact 1 or more local venues within less than 30 minutes of each other to organise a 2 to 3 hour, fun team competition. Event organisers can run events for Girls, Boys or Mixed teams – with the focus being on mini and junior players, however, events can take place for any age.

Once an organiser confirms an event time & date, they will be able to receive a free organiser pack which contains a number of resources including certificates and medals to help deliver each event. Events can use the red, orange, green or traditional yellow ball based on the ability and stage of the players that will be involved.

#### How do we get involved?

For more information and to view the list of confirmed cluster organisers across England, Scotland and Wales please visit [www.LTA.org.uk/TeamChallenge](http://www.LTA.org.uk/TeamChallenge). View the online map to see which confirmed cluster organisers are in place in your area. Contact details of each cluster organiser are listed so that you can contact your local organiser about getting involved in upcoming events they have planned.

Your players and members can book on to events by visiting [www.TeamChallenge.org.uk](http://www.TeamChallenge.org.uk) where there is the ability to book on to events taking place locally to you through ClubSpark.

If there is no cluster organiser currently in place you can register your interest in becoming a Cluster Organiser by emailing [teamchallenge@LTA.org.uk](mailto:teamchallenge@LTA.org.uk)

#### Training Requirements

Full resources are sent to each cluster organiser which includes an Organiser Guide. Support is also on offer from the LTA Regional and National teams.

#### Does it make any money?

Cluster organisers are encouraged to charge a small entry fee per player or per team to recognise the organiser(s) time. For example, each player taking part pays £7 to the organiser on arrival. On average we are seeing 18 players taking part in each Team Challenge event. In this example an organiser may receive approx. £126 in entry fees to run the event although some costs may exist to pay helpers and to provide extra balls.

An indoor grant of up to £100 is available for indoor venues for completed event between 1 November and 28 February only. This will be £50 for red ball events and is paid on completion.

## Team Challenge - Cluster Case Study Hannah Pickford & Jenny Tattersall from Stirling in Central Scotland.

Hannah is a tennis coach based in Stirling who wants to see more competition for junior players who are new to the sport. Hannah got involved as a cluster organiser to see loads of players come together, compete, have fun and make new friends which is where the Team Challenge has been a good fit.

### Stirling Cluster – About Our Cluster

<b>Primary Venue</b>	Stirling University in the Winter (Indoors) and Stirling Tennis Club (Outdoor) in the Spring & Summer.
<b>Other Venues Involved</b>	To date we have had Killearn, Stirling, Gannochy, Dunblane, Gleneagles, Dollar, Linlithgow and Bridge of Allan playing in the events.
<b>Number of Events</b>	As of March 2017, we have completed 5 Team Challenge Events. The events have been Red, Orange, Green, Yellow with mixed gender and girls only events taking place.
<b>Number of Players</b>	182 players have played in the 5 events averaging over 30 at each event.

#### What has been your most successful event so far?

We had a yellow ball event which had separate events for girls and boys. We had 52 kids attend from 8 different clubs around central Scotland!

#### What are the benefits you see for the players?

So many of the kids have got more confidence - not just in tennis - and they have all had fun whether they have won or lost.

#### What do parents at Hannah's events say?

"Our girls really enjoyed it yesterday and hopefully it will encourage more of them to enter the summer competitions. Thank you for all your work in organising and running it. You're creating opportunities for this generation."

"Just wanted to say thanks to you for organising these fun tennis events on Saturday evenings. Ben has really enjoyed them. Appreciated it must be a lot of work organising and running them."

#### Can you explain what you have done to get players signed up to play in each event?

Firstly I have picked a good time & date where courts are available. I then communicated to other clubs through email and found out the right contacts with the support of Tennis Scotland. I have also worked with another coach (Jenny) who has helped massively in the organisation and running of the events. Without a good relationship with another coach it can be very hard to run. Jenny has also provided volunteers from the university tennis club to help with the running of the events on the day which has been great.

#### What do you think about the format and organiser resources provided?

Being able to have freedom to run the format differently for different events has been great. The organiser packs for each event have been fantastic and the LTA supporting with an indoor court grant for events taking place indoors in the winter has really helped events take place.

#### What top tip would you give to a new Team Challenge organiser to get started?

Work with another coach or individual at your venue as it shares the work load and includes more people in the running of the event. Also get young volunteers involved to help on the day.



“ Being able to have freedom to run the format differently for different events has been great ”



## Running over 6-weeks, Tennis Xpress is a beginner coaching course for adults.

Tennis Xpress uses modified equipment, including slower balls, so that starters can quickly learn the game of tennis, and be able to serve, rally and score from the first session.

The course is delivered to groups, which enables attendees to meet other players of a similar ability from the start.



### Who's it for?

Adult starter players, or returners.

### What are the benefits?

Tennis Xpress has been developed by the International Tennis Federation (ITF) and adopted by the LTA. It is based on research and is proven to have success in retaining starter players.

The course is supported by a campaign website where players can find a local course, book and pay online.

Other support is available to coaches and includes a range of promotional materials and session plans.

### Training Requirements?

- Courses must be taught by Level 2+ accredited coaches.

### Minimum Operational Standards

- Taught by a Level 2 accredited coach or above
- Courses consist of 6 weeks of 90-minute sessions
- Coaches must follow session plans
- Courses must be uploaded to ClubSpark
- Provide essential equipment, such as low compression balls
- Courses must be for groups of players
- Use promotional resources provided

### Secrets to success

- Good local promotion
- Use of social media
- Enthusiastic and engaging coach
- Quick tips and intervention with lots of balls being hit
- Provide follow-on opportunities for all players

## How to have success with Tennis Xpress

### Who are you?

**Stu Maidment**, the Edgbaston Priory Club's Head of Community Tennis in Birmingham.

### Why did you decide to run Tennis Xpress?

Lordwood Community Tennis Club is based at a school site, and is a great entry point in to the game for players who haven't played for years, or maybe have never played before!

Tennis Xpress is a great way to introduce a wide range of adult beginners in to the game. The skills learnt in these classes inspire and enable new players to practise on their own, and to continue playing tennis once their coaching course is over – which is the main aim!

We saw this as a great way to get large numbers of new players in to the sport, increase participation levels, and convert beginners in to top regular tennis players and club members.



### What did you do?

We ensured that we had all of the necessary equipment – adult rackets, mini and full tennis balls, and that we were familiar with the content of 'Tennis Xpress'. The emphasis is on learning through discovery and playing every shot right from the start. We also made sure we justified the 'Serve, Rally and Score' tagline in every lesson. This meant that all players were playing proper tennis every week and increasing their confidence to come and practise outside of lessons-a key part in player retention.

### Did you run any introductory offers?

We ran an 'Amazon Local' deal which attracted nearly 100 players each week to the coaching sessions at just one venue. The deal meant that the players got to experience 'Tennis Xpress' cheaper than usual. Because of the very high numbers we attracted, we managed to fill every class we ran, meaning that what we thought would be a loss-leader, actually made a modest profit.

### How did you promote your courses?

We used the more traditional advertising methods- banners, flyers, word of mouth from members etc. We also used social media to promote the Amazon Local offer.

### Does it make you money?

This one-off promotion made a small profit due to the high numbers (12 on 3 courts) participating in each session. It also made money through secondary spend – all players who attended these sessions were able to join Lordwood Tennis Club at half price for their first year, which many took up. Several of the players who came to Tennis Xpress are still members, and some even play in our club teams too!

### Any top tips?

Sticking to the format set out in the Tennis Xpress lesson plans is key – it might be different to some of the other sessions, but it works. Adult beginners want to hit balls and not stand in lines, so playing in pairs is great. Using Mini Tennis might not seem great to us, but it works so well for beginners, and enables them to achieve their target of 'Serve, Rally and Score' in the very first lesson, meaning they will want to come back and do it better next time!

### What next?

We will be running a similar promotion next year at both this and other venues, with the hope of attracting just as many players as last time.

“ Tennis Xpress is a great way to introduce a wide range of adult beginners in to the game. The skills learnt in these classes inspire and enable new players... ”



## Tennis for Free (TFF) is a national tennis charity.

The sessions are opportunities to attract new players into your venue through a fun, engaging and high quality experience of tennis.

### Who's it for?

Anyone who wants an introduction to tennis in an entertaining, friendly way. The nature of the session structure means that people play against others of similar abilities.

Sessions are split into three groups: parent and child, beginners, and improvers.

### What are the benefits?

TFF is a national, credible programme proven to attract new players.

Equipment and equipment storage are provided. Plus, you get promotional materials and a Games Pack detailing a range of activities for each element of the programme.

TFF is supported by a campaign website where players can find their local session and book online.

A high percentage of players move on to wider programmes or to local clubs.

### Training Requirements?

- Session leaders should be checked with a DBS

### Minimum Operational Standards

- Delivered by a core team (usually 3) across 3 courts
- Minimum of monthly delivery
- Ideally venue will have an exit route of programme or club link
- Venues must be in a safe environment
- On site or nearby toilets are preferable
- Coaches must follow session plans
- Sessions must be uploaded to website
- Equipment available for all aspects of the session
- Promotional banners clearly displayed at the venue
- Branded clothing to be worn by all coaches
- Insurance for the activity

### Secrets to success

- Good local promotion, including use of social media
- Enthusiastic, friendly and engaging coach
- Provide quick tips and intervention
- Quickly match players according to their ability level
- Organise after-tennis social
- Establish routine with a consistent timetable (e.g. second Saturday of every month)
- Build a volunteer structure to manage the sessions
- Provide follow-on opportunities for players wanting to progress

## How to have success with Tennis for free

### Who are you?

Matthew Cattaway, Tennis At Cattaway Manger.

### Why did you decide to run Tennis For Free?

I was looking to generate a tennis community in a local under utilised park. The courts were completely unused so I felt the facility had the potential if I could find a good initiative to kick start tennis interest.

### What did you do?

Working partnership with TFF and with the support of Hounslow Council and Ealing Council we engage all elements of the local community in offering a weekly free tennis session at both Lampton Park (Sunday 10-12pm) and Elthorne Park (Saturday 1-3pm). We launched in the Autumn of 2013 and in just two years, we've attracted more than 1000 people to the park courts.

“  
...in just two years, we've  
attracted more than  
**1000 people**  
to the park courts...  
”



### Did you run any introductory offers?

I offered a range of promotions on my wider programme to entice attendees of the Tennis For Free session to try out additional sessions on my wider coaching programme.

### How did you promote your sessions?

I promoted the scheme in the press, local community venues, schools and council website. Tennis For Free also provides banners, posters and flyers which helps promotion both at the courts and locally.

### Does it make you money?

Tennis For Free doesn't make money. However, they do produce fantastic tennis communities that help feed my wider programme.

### Any top tips?

Ask the attendees themselves to help promote the scheme as it's very community centred. Facebook and Twitter are great ways to ensure word of mouth promotion amongst friendship groups. Using the online tools also helps to make session management very easy.

### What next?

We've now just launched another site at Elthorne Park and are having similar successes with large numbers of attendees (80 attendees for the launch of the scheme).

We hope to ensure that these communities at Lampton Park and Elthorne Park grow further, to ensure even greater numbers of tennis players are created and that our wider programme services are filled.



touchtennis is easy to pick up but impossible to put down – the closest thing to 5 a-side for tennis, played on a smaller court, with 21” rackets and foam balls and can be played on any flat space, indoors or outside. The specifically designed ball and unique rules, creates a level playing field whereby different abilities can enjoy playing together.

- Players can gain a world ranking should they wish to
- The touchtennis tour is an exit route for all players

#### Minimum Operational Standards

- Register venue on [www.touchtennis.com](http://www.touchtennis.com)
- Create link from venue website to touchtennis page
- Promote and run a weekly session
- Always use official touchtennis balls for play
- Always use 21” racquets

#### Secrets to success

- Keep your sessions simple – don’t coach players, just let them play / battle.
- Always use the right equipment to avoid playing the wrong game!
- Engage with touchtennis across all social platforms
- Make use of the leagues & ladders functionality on [www.touchtennis.com](http://www.touchtennis.com)
- Enter a tour event to gain more insight into the game

Warning: the game is easy to become addicted to.

#### Who’s it for?

touchtennis is intended for Adults 16+ though its versatility means everyone can have a go. The touchtennis tour (16+), where players play for rankings and prize money has grown from 8 players in 2007, to 10,000 players participating across the tour and recreational play in 30 countries today.

#### What are the benefits?

- It’s just such good fun!
- touchtennis is ultra versatile and can be played on any flat space.
- Flexibility of delivery
- It’s a great work out
- Mixed abilities can enjoy playing together
- Easy to accommodate large numbers in a small space (e.g 16-24 Adults on the footprint of 1 tennis court or 4 court indoor hall space)
- Adult players can instantly feel competent due to characteristics of the game

## How to have success with touchtennis

### Who are you?

**Rob Crouch** – Club committee member, Squash & Racketball captain.

**Hugh Impey** – Head Coach

### Why did you decide to run touchtennis?

We had both played on the touchtennis tour and just loved the addictive simplicity of the game alongside the fun and camaraderie that came with it. We felt our members would really like playing, especially because of the level playing field aspect, in that we could all muck in together. The second reason was that we felt we could open potential sessions up to non-members and introduce many more to becoming part of the club. The game also requires very little equipment and as the club has 3 badminton courts, we knew that we had the perfect environment for the game.

### What did you do?

Firstly, we organised a launch event at the club. Our members promoted via their own friendship groups, we worked with our local authority sports development team and utilised social media. We had 60 attendees, and, having advertised the weekly sessions that follow the event, we have had 16-20 every Tuesday night for over two years now! With consistently strong numbers, we spoke to the Council and they agreed to mark one outdoor community court with 4 touchtennis courts and we also run sessions there too.

### Did you run any introductory offers?

Not really - we just communicated that all equipment is provided.

### How did you promote your sessions?

Mainly through social media and the sports development team at Epsom & Ewell BC.

### Does it make you money?

To be honest it hasn’t, only because we haven’t needed to. Players pay £1.50 which ensures that the sessions are sustainable as this covers the lights and balls.

### Any top tips?

Just really to ensure sessions are built on camaraderie, so that players are always welcome and look forward to returning. Keeping the sessions simple and ensuring you use the official touchtennis balls, 21” rackets and rules too. This worked really well for getting through plenty of matches and mixing players around.

### What next?

We will be hosting some touchtennis tour events this year, linking with local touchtennis delivery, working closer with the Council and will hopefully run the Borough’s Surrey Youth Games touchtennis team again like this year.





## Tennis For Kids was created off the back of the historic Davis Cup win in 2015.

In order to capitalise on this success we created a campaign that would provide thousands of children the opportunity to try tennis for free, for the first time.

Children receive a free 6 week coaching course delivered by a professionally qualified and trained coach who is passionate about growing the game.

Children receive 6 weeks of coaching, a racket & ball set and a personalised t-shirt for £25. Once the course has finished, coaches will provide a follow on offer to drive the children and their families to continue to play.

### Who's it for?

Tennis For Kids courses are for children aged between 4-11 who are new to tennis. They have either never played tennis or have only played a handful of times in the past. Children who are already on a coaching programme cannot book on to a TFK course.

### What are the benefits?

Coaches that are selected to deliver TFK courses receive the following benefits;

- A campaign website to manage and promote courses
- Lesson plans (hard copy & video)
- A dedicated facebook community page
- National promotion

### Training Requirements?

In order to deliver Tennis For Kids courses, coaches must apply and if successful, attend one of the national training days

#### Minimum Operational Standards

- Level 2 Accredited Coaches who have been trained to deliver TFK
- Courses must be advertised on central campaign website via ClubSpark
- Coaches should follow the lesson plans provided
- Coaches must provide a follow on promotion

### Secrets to success

- Upload courses to ClubSpark and share via social channels
- Indoor provision if poor weather (not necessarily courts)
- Follow on promotion / offer for all the family
- Accessible venues, relaxed environment, clean and professional
- Courses promoted via local schools
- High quality, fun sessions delivered by passionate coaches

## How to have success with Tennis For Kids

### Who are you?

**Jose Marquez**, Head Coach at Raynes Park Residents LTC in South West London.

### Why did you decide to run a TFK course?

After the incredible buzz generated by the historic Davis Cup win I really wanted to be involved in the legacy programme. I received an email inviting me to apply and immediately filmed my video application and submitted.

### What did you do?

Once my application was approved I was invited to a training day at the NTC with the Legacy Team mentors including Leon Smith! The day was fantastic and provided a great opportunity to get on court and learn from some of the best coaches in the country. After the training I talked to my club and agreed that we would run two TFK courses to help grow our programme.

### How did you promote your courses?

Once I agreed the time of the courses and booked the courts I uploaded them to ClubSpark and within half an hour one of the courses was full!

### Any top tips?

Know your lesson plans before you walk on court. Keep the exercises and activities short and sweet. Be energetic! Keep the kids active and engaged throughout the sessions. Make sure you encourage the parents to get on court as much as possible – they can be great assistant coaches!

### What next?

Tennis For Kids was a huge success for me and my club this year and I will definitely get involved again next year!

“The day was fantastic and provided a great opportunity to get on court and learn from some of the best coaches in the country.”





ClubSpark is a software platform designed to help clubs and coaches manage, promote and deliver their services.

It's modular so you can choose how much of it you use. You can build your entire website through ClubSpark or just use it to manage and promote your coaching programme.

Using the ClubSpark coaching app allows you to view and check in the attendees of your sessions and stay in contact with your players.

You can promote and take bookings on national websites such as the LTA's Mini Tennis website, Tennis Tuesdays and Tennis Xpress.

#### Who's it for?

Accredited+ Coaches and Registered venues.

#### What are the benefits?

The core modules are free to use, so if you don't already have a website of your own or much of a digital footprint, ClubSpark is a great way to get started.

ClubSpark helps you to promote courses by publishing them on multiple websites.

Online payments make it easy for your players to pay instantly, which helps reduce your admin.

#### Training Requirements?

Accredited+ coaches can instantly use ClubSpark by registering at [clubspark.lta.org.uk](https://clubspark.lta.org.uk). Online help and training is also available.

#### Minimum Operational Standards

Coaches must agree to the terms and conditions of the platform and are responsible for their own customer data, which they must handle responsibly.

#### Secrets to success

- Set up a Facebook group and Twitter account and share links to your website and courses on ClubSpark
- Give the system a test run with one type of course to see how it works
- View the online help at <https://sportlabs.zendesk.com> or arrange a demo with the ClubSpark team
- Use the contacts area in ClubSpark to send regular emails to contacts
- Don't forget to download the coaching app for the quickest way to view your session attendees
- Build a custom news page to keep your players and potential players informed of what's going on
- Make sure you've got a great cover photo to use on your website
- Before going live, contact ClubSpark to check everything through

## How to have success with ClubSpark

#### Who are you?

**Angela Crossley**, founder of Angela Crossley Tennis Coaching in West Yorkshire. Yorkshire LTA Coach of the Year 2014.

#### Why did you decide to take your coaching programme online using clubspark?

My coaching business has grown from strength to strength, starting at Wetherby Tennis Club, Leeds in 2011. Over the last 4 years this has now expanded to running programmes at a total of 8 clubs in the surrounding areas and, as a result, I now have 3 full time coaches and 4 part time coaches working within my business.

“ Clubspark is straight forward to use for both the coach and the customer, and has streamlined my coaching and administrative tasks. ”

Being able to take my coaching programme online has meant that we can offer an added professional service to the clubs we work with and reduce the administration time for our coaches, so they can concentrate on their on-court sessions. It has also helped us to market our programme by sending links to the booking website to enable individuals to book onto sessions online. Registers are taken on phones/iPads to keep a record of exact session numbers, track payments and allow us to target sessions that may need promoting.

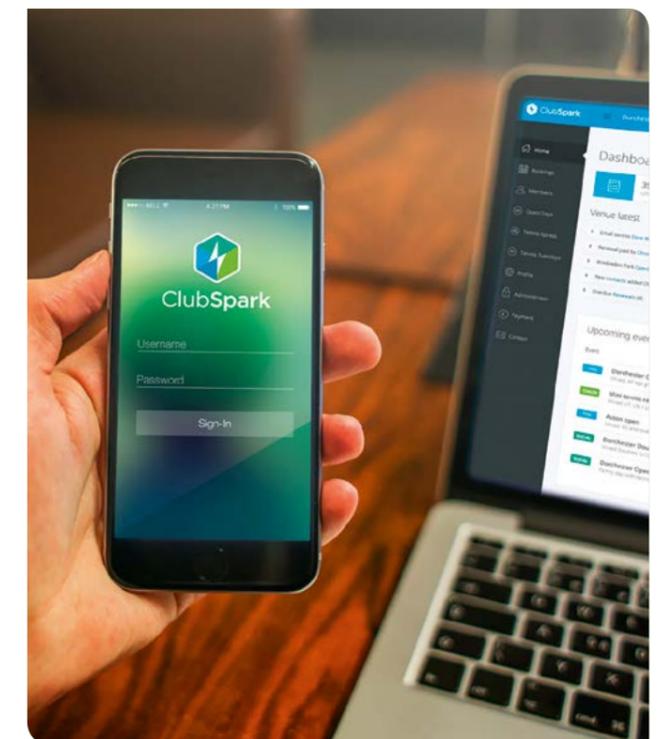
Prior to using ClubSpark, I had looked into many other online products, but had found that they were quite complicated to grasp and very costly. Clubspark is straight forward to use for both the coach and the customer, and has streamlined my coaching and administrative tasks.

#### What benefits have you seen from going online?

ClubSpark has resulted in increased revenue due to an easy booking process, especially for tennis camps and pay and play bookings. It has also resulted in less time being spent completing administration, so more time can be spent on coaching. It allows easier promotion of classes. Through being able to send the direct link to certain booking pages, we can target certain coaching groups we have launched or are running special offers on. It allows you to send bulk emails from the ClubSpark database system and target relevant players from the contact list. Electronic registers mean we can track registers live and become aware of who's turned up/paid, rather than needing to go to the venue and look at hard copies of registers.

#### Any top tips?

If you have a big coaching programme, pilot part of it on this system first to iron out any teething problems with parents setting up clubspark accounts. Make a 'how-to guide' to send to parents when you do go online to make it easier for those who are less computer savvy. If you haven't already looked at clubspark, then do it, however big or small your programme.



# KEY CONTACTS

If you have any questions or would like to start running one of the products in this guide please email [Participation@LTA.org.uk](mailto:Participation@LTA.org.uk) or use one of the contact methods below.

All of these products and programmes are designed to be inclusive and accessible. Sessions can be adapted to suit any ability or impairment group. For more information please contact the Tennis Foundation.

British Tennis Services Team

T: 020 8487 7000

E: [info@lta.org.uk](mailto:info@lta.org.uk)

The Tennis Foundation

T: 0845 872 0522

E: [info@tennisfoundation.org.uk](mailto:info@tennisfoundation.org.uk)

To speak directly to a regional LTA team, please use the below contacts:

Region	Office 1	Office 2
<b>North</b> E: <a href="mailto:north@lta.org.uk">north@lta.org.uk</a>	LTA North, David Lloyd Leeds, Tongue Lane, Moortown, Leeds, LS6 4QW 020 8487 7040	
<b>MIDLANDS</b> E: <a href="mailto:midlands@lta.org.uk">midlands@lta.org.uk</a>	LTA Midlands, Dan Maskell TC, Loughborough University, Loughborough, LE11 3TU 01509 226 722	LTA Midlands, Edgbaston Priory Club, Sir Harry's Road, Edgbaston, Birmingham, B13 8RD 0121 440 2456
<b>East</b> E: <a href="mailto:east@lta.org.uk">east@lta.org.uk</a>	LTA East, Hills Road Sports & TC, Purbeck Road, Cambridge, CB2 8PF 01223 210 111	LTA East, Bucks ITC, Holmers Lane, High Wycombe, HP12 4QA 020 8487 7290
<b>South West</b> E: <a href="mailto:southwest@lta.org.uk">southwest@lta.org.uk</a>	LTA South West, David Lloyd Southampton, Frogmore Lane, Southampton, SO16 0XS 02380 738 550	LTA South West, Coombe Dingle Sports Complex, Coombe Lane, Bristol, BS9 2BJ
<b>LONDON &amp; SOUTH EAST</b> E: <a href="mailto:southeast@lta.org.uk">southeast@lta.org.uk</a>	LTA South East, National Tennis Centre, 100 Priory Lane, Roehampton, SW15 5JQ 0208 487 7204	LTA South East, Bromley TC, Newstead, Avebury Road, Orpington, BR6 9SA 020 8487 7290
<b>Tennis Scotland</b> E: <a href="mailto:info@tennisscotland.org">info@tennisscotland.org</a>	177 Colinton Road, Edinburgh, EH14 1BZ 0131 444 1984	
<b>Tennis Wales</b> E: <a href="mailto:tenniswales@tenniswales.org.uk">tenniswales@tenniswales.org.uk</a>	South Wales, Francis House, No. 2 Drake Walk, Waterfront 2000, CF10 4AN 02920 463335	