

# BRINGING CLUBS & COACHES *Together*



## MODEL A: Planning and running your own in-house coaching programme

**A successful coaching programme hinges on collaboration and communication between coach and club. Working closely together can have a significant impact on delivering tennis, with huge benefits for both parties as well as the local tennis community.**

There are a number of different ways in which the club can work with a coach (or coaches) to design and deliver a coaching programme that's engaging, inclusive and practical.

The LTA has produced a self-service guide 'Bringing Clubs and Coaches Together' which outlines three coaching models. This case study demonstrates how a particular tennis club is successfully using model A, where the coaching programme is run by the club.

## MODEL IN PRACTICE



This large urban club offers indoor and outdoor courts with a mix of surfaces and floodlighting. The extensive coaching programme includes over 100 group sessions a week for adults and children as well as social tennis, tournaments, competitive tennis and Team Tennis.

The coaching programme is professionally run by a manager and supported by admin staff. Coaches are salaried and employed, with profits going back into the club.





## MODEL

- Annual income generated for the club from the coaching programme is circa £200,000.
- Various administrative costs are deducted (e.g. Head of Tennis and administration staff).
- Other costs also include; coaching rates, equipment and marketing



## BENEFITS OF THIS MODEL

- The club has the potential to make significant profit if the programme is well-managed and payments to the coaches are fixed on salaries / hourly rates.
- The club will have direct contact with the customers for marketing and communications, so they can update them on club events and ensure membership is promoted.



## POTENTIAL DRAWBACKS OF THIS MODEL

- The club will need to ensure it has personnel with the appropriate skills to handle the administration and management associated with this model, possibly employing someone to take on these responsibilities.
- It involves employing all or part of the coaching team.
- This model requires the club to pay coaches directly (either as employed workers, casual workers or on a self-employed basis or as a limited company). There are advantages, disadvantages and important legal considerations for each of these.



## TOP TIPS

- Larger venues with varied revenue (e.g. membership, bar, gym) and existing employed administration staff should consider adopting this model.
- It is recommended that the club engages an employed Head Coach or Tennis Manager to lead and represent the team in club management meetings.
- More commercially orientated clubs using this model tend to charge their coaches an hourly court fee for delivering individual lessons, creating an additional revenue stream for the club.
- Bear in mind that the coach's performance does not have a direct impact on their personal income using this model. The club should therefore consider how to attract and retain quality coaches genuinely motivated to open up tennis for all.



## BUILD PROFESSIONAL RELATIONSHIPS THAT WORK for your club, coach and community

However large or small your club, ensure you have your copy of the **LTA Self-service Guide** to bringing clubs and coaches together. This user-friendly guide explains the three most popular coaching models that enable facilities to develop a solid strategy that serves club, coach and community.