

BRINGING CLUBS & COACHES *Together*



MODEL B:

Utilising the services of a self-employed coach to provide and administer a club 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 implementing model B, utilising the services of a self-employed coach (such as a sole trader) to provide and administer the programme. Income is generated for the club by the coach paying a rental to use the courts.

MODEL IN PRACTICE



This city-based club welcomes players of all standards to their four all-weather courts (artificial clay and tarmac) with overhead lighting. Coaching and coaching courses are available throughout the year and there is also a regular session for people with disabilities. The membership currently stands at 120 adults, plus junior members.

The coach is a sole trader and works with a team of Level 1 assistants. The coach pays annual rent for group coaching and individual lessons. They also pay towards floodlight electricity costs. Additionally, the money from non-member that attends coaching is passed on to the club by the coach.





RESULTS

- In total, this model generates circa £2,500 for the club per year.
- To put this into perspective, the additional income contributes towards the sinking fund (savings set aside over a number of years) for two tennis courts.



BENEFITS OF THIS MODEL

- The club does not have to pay the coach/coaches and therefore does not have to put a payroll system in place.
- There is no ongoing need for administrative support from volunteers or paid staff.
- The coach is free to generate income and profits for his / her business. Any rental fee the coach pays is an 'overhead' expense for tax purposes.



POTENTIAL DRAWBACKS OF THIS MODEL

- The club does not have direct contact with coaching customers, particularly non-members, so a shared marketing/communication plan may be needed.
- The club generates income from the rental paid by the coach to use the courts, rather than directly from the programme.
- An administrative agreement or contract must be drawn up to ensure club and coach promote each other equally.



TOP TIPS

- This model works best for small to medium size clubs.
- It is recommended that the club charges the (head) coach for use of the facilities to generate income from the programme. This can take the form of a per court per hour charge or an agreed annual rent.
- The club can offer incentives to the coach to encourage customers to become members; reducing the facility rental/hire charges if membership targets are achieved.
- Whilst the club doesn't have full control over the programme, they can include an agreed schedule of services within the contract between club and coach. An example taken from a contract is below:
 1. Coaching for all levels and abilities of tennis play
 2. Disability/accessible tennis provision
 3. Holiday activity provision during school holidays
 4. Club/school/LTA links
 5. Attendance at committee meetings and provision of monthly report
 6. Delivery at annual Open Day



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.