



PLAY
TENNIS
FUND

INCREASE PARTICIPATION
WITH SUPPORT FROM
THE LTA GRANT
FUNDING SCHEME

LTA BRITISH
TENNIS

The primary focus of projects must be on increasing tennis participation in new players

WHAT IS THE PLAY TENNIS FUND?

- A small grants funding scheme aimed at supporting local projects to grow tennis participation.
- An opportunity for tennis clubs, educational establishments, coaches and other tennis providers to receive LTA funding support to help them increase the numbers of people playing tennis.
- Projects can apply for a maximum of £5k from the Play Tennis Fund to deliver tennis participation growing activities.
- Projects can target any age of participant from 12 years old upwards

HOW MUCH CAN I APPLY FOR?

Projects can apply for a maximum of £5K in financial support from the Play Tennis Fund, although applicants are encouraged where possible to secure partnership funding to contribute towards some of the project costs. The total project cost could be higher than £5k where additional partnership funding is secured. It is important to note that funding for capital costs (e.g. building and infrastructure) are not eligible for funding.

Applications will be assessed by an LTA Funding Panel that will meet on a regular basis and provide a quick decision on whether your application has been successful.

Applicants are encouraged to consult with the Regional LTA team prior to submitting your application as they can provide valuable advice and guidance to help shape your project.



WHAT ARE THE CRITERIA FOR A SUCCESSFUL PROJECT?

Aims of your Project:

- Your project must be focused on significantly growing the numbers of people playing tennis on a regular basis.
- The applicant should ensure that at the conclusion of the project there is a realistic and appropriate long-term retention plan for keeping these new players involved in tennis.
- Your project must target new players aged 12 years old and upwards.
- For any school and educational based elements of the project the majority of the activity must be during 'out-of-school-hours' (i.e. not during curriculum time).

Funding:

- Projects can apply for a maximum of £5,000. The expectation is that there is some partnership funding secured to support the delivery of the project (although there is not a set requirement on the amount of partnership funding).
- The total project cost could be higher than £5k where additional partnership funding is secured.
- Partnership funding can come in the form of contributions from yourself or other partners and can include value-in-kind support.
- It is important to note that funding for capital costs (e.g. building and infrastructure) are not eligible for funding through the Play Tennis Fund.

Duration of the Project:

- Successful projects must deliver a minimum of eight weeks tennis activity.



£5,000
maximum
funding



12 years+
year olds - increase
participation



8 weeks
minimum
project duration



6 months
from grant funding
to project completion

- All projects must be completed within six months of the LTA Funding Panel approval.
- All projects must be able to commence delivery within two months of being approved by the LTA Funding Panel.

Applicants:

Applicants to the Fund must be either a current:

- LTA Registered Venue (for clubs and venues)
- LTA Accredited Coach
- A Tennis Foundation 'Schools Tennis Member' (for schools)
- FE Colleges and Universities are eligible to apply, but any currently supported by the Tennis Foundation through one of its programmes must demonstrate within their application how this request for funding is for additional activity and not a duplication of what is already being supported.

What will be funded:

Coaching costs, equipment, facility hire, marketing and promotion, CPD and coach education (if it has a demonstrable contribution to the project's primary aims), and other activities that are integral to the delivery of the project.

What won't be funded:

Capital facility development costs, projects where there is no identified need for LTA funding (i.e. profit generated through the project does not warrant the need for LTA funding).

WHAT ARE THE TIMELINES FOR SUBMITTING A PROJECT?

Applications for this fund will need to be submitted to the LTA by the Funding Round deadlines as indicated on the Play Tennis Fund page on the [LTA Website](#). Applications will be assessed by an LTA Funding Panel that will meet on a regular basis and provide a quick decision on whether your application has been successful. The LTA aims to provide applicants with a decision within six weeks following the Funding Round deadline.

A FEW THINGS TO BE AWARE OF....

Successful projects are paid 50% of their grant at the start of the project, with the remaining 50% paid on the successful completion and return of the Monitoring & Evaluation Report at the end of the project. Projects are encouraged to use the ClubSpark online management tool to help monitor and track participation and attendance throughout the project. It should be noted that funding is only ever offered “In-Principle” to applicants. At any point in the project, the LTA could halt the Play Tennis Fund payments if the agreed project outcomes or objectives are not being delivered, appropriate support is not forthcoming from the applicant or the LTA considers that the project is at significant risk of not delivering what was originally agreed.

SOME TIPS TO HELP YOU....

On the [Play Tennis Fund page](#) of the LTA website there is some excellent guidance to help you in developing your project and we would recommend that you read this to increase your chances of a successful submission www.lta.org.uk/venue-management/support-your-venue/play-tennis-fund/. It is also a good idea to speak to your Regional LTA team as they can provide valuable advice and guidance to help shape your project.

However, below are some key points for you to consider when writing your application:

- Is there a clear demonstrable need for your project and will it increase participation in tennis?
- Do you have a good understanding of how you can shape your project so that it appeals to your target audience?
- Do you have a clear and effective plan for marketing your project to the target audience?
- What happens to the participants at the conclusion of the project?
- Do you have a clear and logical plan for delivering your project?
- Is the project accompanied by a realistic budget and accurate targets?

PLAY TENNIS FUND APPLICATIONS

Please send completed applications to:
playtennisfund@lta.org.uk



EXAMPLES OF POTENTIAL PROJECTS FOR THE PLAY TENNIS FUND

Outlined below are several ideas of projects that could potentially apply for funding support from the Play Tennis Fund.

These are intended to help you think of ideas that might work for you. This fund is aimed at encouraging you to develop innovative projects that are most appropriate for your local tennis community, and so please do not feel that your project needs to look like any of these examples.

EXAMPLE 1: SCHOOL CLUB LINK

Target Age Group: 14–16 year olds

Delivery Plan:

- The local tennis club works in partnership with the secondary school to jointly deliver this project.
- The club runs four weeks of free after-school tennis sessions on the school site with the school supporting the promotion of this activity (leaflets and posters around the school, school social-media and websites etc).
- The school sessions are fun and enjoyable with some light-touch coaching; the focus is on creating fun environments for the young people to play games. These sessions offer variety, different games and competition formats. On some of the week's touchtennis might be the chosen format, particularly if the school doesn't have tennis courts.
- After the initial four weeks at the school site, the sessions continue at the tennis club for a further six weeks. The school supports by encouraging the young people to transfer to the club venue and the PE teacher comes along to the first couple of sessions. The club plans to introduce a small charge (i.e. £2) for the session to gradually introduce the concept of sustaining the session in the long-run.
- Throughout the 10 weeks, the young people are encouraged to take an active role in owning the session and help in shaping the activities, games and coaching that is delivered.
- Towards the latter weeks of the programme the club/coach speaks regularly to the young people to discuss what their next tennis steps are. The club are committed to providing a range of offers including reduced membership to the club, continuation of the after-school sessions on a pay and play basis (or for a fee for a fixed period of time), integrating the session with the club's existing Junior Club Night or other ideas as determined by the young people.



**14–16
year olds - target
age group**



EXAMPLE 2: UNIVERSITY RECREATIONAL PLAY

Target Age Group: 18–21 year olds

Delivery Plan:

- The university supports the development of several 'Tennis Leaders' from their student population. These students will be supported in attending an LTA Tennis Leaders course and will play an active role in supporting the university in developing and leading on the recreational tennis sessions.
- The university (with the help from the Tennis Leaders) coordinates a range of social/recreational university tennis competitions aimed at a range of different playing standards that take place on a weekly basis.
- The Tennis Leaders shape the delivery of these competitions to ensure that they are pitched at the right level for each playing standard (i.e it is not too serious). To encourage the fun and social aspect of these recreational sessions different themes and formats are introduced (e.g. doubles, touchtennis, Fast 4 etc).
- The Tennis Leaders with help from the university develop a marketing plan to promote the sessions to the student population and to actively encourage new participants to take part. This includes working closely with the student union to send promotional emails to the student population, using the university websites and social media networks, promoting at the student halls of residence and at the student Fresher's Fair.
- At the end of the funding, the intention is for the university to continue to support the Tennis Leaders to carry on offering social and recreational tennis competitions. Plan with appropriate resources to promote the sessions to the student population and to actively encourage new participants to take part.



**18–21
year olds - target
age group**



EXAMPLE 3: CLUB MEMBERSHIP GROWTH

Target Age Group: 18–30 year olds

Delivery Plan:

- The club runs a six week adult beginners course (Tennis Xpress) and a 6 week returning to tennis course designed specifically for the 18 – 30yr old age group. These sessions are held at an appropriate time on a mid-week evening after work.
- Both sessions are run by a coach and the focus is on creating a social and enjoyable experience with the emphasis on playing and games rather than excessive coaching. The returning to tennis course particularly should be aimed at setting up fun games and matches with light-touch coaching. Participants on the programmes are encouraged to socialise as a group in the clubhouse after the session.
- The club establishes a marketing plan and resources that are focused specifically and appropriately for this age group. It is promoted heavily through social media, targeted local Facebook advertising, promoting through local companies and through other relevant local networks.
- At the end of the six weeks the club offers a 12 week membership package to retain the participants, and aims to encourage the group to continue playing together on a regular basis.



**18–30
year olds - target
age group**

PLAY TENNIS FUND ELIGIBILITY & CONDITIONS

Outlined below are important considerations that we encourage you to look through prior to developing your application for the LTA Play Tennis Fund:

Applicant Eligibility

1. All applicants must either be a current LTA Registered Venue, an LTA Accredited Coach, or a Tennis Foundation 'Schools Tennis Member'.
2. FE Colleges and Universities are eligible to apply, but any currently supported by The Tennis Foundation through one of its programmes must demonstrate within their application how this request for funding is for significantly additional activity and not duplicating what is already being funded.
3. The applicant must have a registered company/club bank account. Personal bank accounts will not be permitted.

Applications

4. All applications must be received by the LTA by the stated deadline for each funding round. If applications are not received by this deadline they will not be considered in this funding round.
5. The applicant should be aware that following the submission of an application the LTA may need to contact them for any additional supporting information prior to the LTA Funding Panel meeting.
6. For applications that have secured partnership funding to support their proposed project, formal letters of support from these partnership funding bodies must be submitted with the application.
7. Income generation from the proposed project cannot be classified as valid partnership funding.
8. Applications that are rejected by the LTA Funding Panel have no rights to appeal the decision but may reapply in future funding rounds.
9. This fund will not support capital costs (e.g. building or infrastructure costs).
10. The LTA Funding Panel can reduce the amount of funding requested from the applicant for a project if it is considered unnecessary or excessive.

11. The LTA reserves the right to end the fund at any time once all money allocated to the funding programme has been used. In this circumstance the LTA will continue to honour all funding agreements with projects that have received and accepted a Funding Award Letter.

Successful Projects

12. Projects must be able to commence delivery within two months of being approved by the LTA Funding Panel.
13. Projects must be completed within six months of LTA Funding Panel approval.
14. Applicants must agree to accurately complete the appropriate LTA Monitoring and Evaluation report at the conclusion of the project.
15. Funding is only ever offered "In-Principle" to applicants. At any point in the project, the LTA can halt the Play Tennis Fund payments if the agreed project outcomes or objectives are not being delivered, appropriate support is not forthcoming from the applicant or the LTA considers that the project is at significant risk of not delivering what was originally agreed. In rare instances such as these, payments will be made to cover any appropriate and reasonable project costs that have been accrued up to the point in which the project was halted.
16. At the end of the project if there are any remaining monies, it is at the sole discretion of the LTA Funding Panel if the applicant is permitted to continue delivering or whether the money is given back to the Fund.
17. The LTA has the right to use any information associated with the project (e.g. monitoring & evaluation data, project plans and objectives, photographs and promotional material etc) in any way that it considers suitable.
18. This does not permit the LTA to use any commercially sensitive information relating to the applicant that may have been accrued during the course of the project with any external partners.

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Lawn Tennis Association
The National Tennis Centre
100 Priory Lane, Roehampton
London SW15 5JQ

T 020 8487 7000
F 020 8487 7301
www.lta.org.uk
info@lta.org.uk