



Play, Lead, Compete

GUIDE TO TENNIS
SATELLITE CLUBS

An overview for hub clubs and host sites



Contents

- Introduction..... 03
- What is a Tennis Satellite Club? 04
- What does a Tennis Satellite Club look like? 05
- What are the benefits of creating Tennis Satellite Clubs? 07
- Roles and Responsibilities..... 08
- A step by step guide to establishing a Tennis Satellite Club 10
- The Ideas Bank 12
- Promoting and recruiting for your Tennis Satellite Club 13
- Playing, Leading and Competing 19
- Inclusive Tennis 27
- Women and Girls..... 29
- Measuring Impact 30
- Example Programme 32
- Case Study 35

About Us

The Tennis Foundation is Great Britain's leading tennis charity. Our vision is a sport which is truly inclusive and accessible to every kind of community. Our aim is to provide opportunities to encourage people to maximise their potential through tennis. We work closely with the Lawn Tennis Association (LTA) and a wide range of partners from across all sectors to deliver our vision and aim. For more information please go to: www.tennisfoundation.org.uk

The Lawn Tennis Association's (LTA) is the national governing body for British tennis. The LTA's mission is to get more people playing tennis more often and our role is to govern, develop and promote British tennis. The LTA was founded in 1888 as the national governing body of British Tennis. 125 years on, it continues to represent the interests of the sport. For more information please go to: www.lta.org.uk



Introduction

Welcome to the Guide to Tennis Satellite Clubs - An overview for hub clubs and host sites, this guide is primarily aimed at community tennis venues, host sites and coaches involved in the delivery of Tennis Satellite Clubs but also contains lots of ideas and guidance for clubs wanting to make links with schools outside of this programme.

By 2017, Sport England aim to offer every secondary school the opportunity to host a satellite community sports club on its site with a direct link to a local National Governing Body (NGB) sports club in its area. Satellite Clubs may also be established in further education colleges, universities and other local community settings depending on local need.

These clubs aim to grow the number of 14 – 25 year olds taking part in sport for at least 30 minutes per week, as well as reducing the number of young people dropping out of sport.

Satellite Clubs provide a stepping stone into community sport or regular participation through the creation of relevant, appealing and convenient sporting opportunities for young people.

This strand of work is a key intervention for the Lawn Tennis Association (LTA) and Tennis Foundation as we look to grow participation across our sport, reduce the drop-off amongst teenagers and get more people playing tennis more often.

Coaches involved in the delivery of Tennis Satellite Clubs can gain further guidance and ideas in the following resource: Tennis Satellite Club Toolkit - Playing, Leading & Competing.

TERMINOLOGY

- **Hub Club:** The community tennis venue which the Tennis Satellite Club is linked to and is part of.
- **Tennis Satellite Club:** The extension of the community tennis venue established on a new site.
- **Host Site:** The site which hosts the Tennis Satellite Club (for example a secondary school or college).
- **Link:** The relationship between the satellite host and hub club.



“The Tennis Satellite Club established at Lordwood School is offering young people the opportunity to play tennis that may not have had the chance before and as a community we're getting kids off the street and into a really worthwhile sport that they can play for the rest of their lives!”

Name: Stuart Maidment
Role: Community Tennis Coach, Edgbaston Priory Tennis Club



Scan the QR code for more information about Tennis Satellite Clubs or visit: www.schoolstennis.org

What is a Tennis Satellite Club?

- Tennis Satellite Clubs involve a community tennis venue delivering regular sessions on a school, college or university site to help more teenagers play tennis.
- The community tennis venue which is linked to a Tennis Satellite Club will be called the 'Hub Club'. The site which hosts the Tennis Satellite Club (for example a secondary school or college) will be called the 'Host Site'.
- Tennis Satellite Clubs (Category A) will be primarily developed across the LTA's Priority Areas during the Whole Sport Plan Funding period 2013-2017, with a phased approach across the four years.
- We will also be working with County Sports Partnerships (CSPs) schools and tennis venues to develop Tennis Satellite Clubs (Category B) outside of the LTA's Priority Areas.

PREMIER LEAGUE 4 SPORT

- From September 2013, tennis will join the award-winning Premier League 4 Sport programme (PL4S).
- The innovative PL4S project started in September 2009 and has helped tens of thousands of young people get involved in sport in their local community. PL4S sees Premier League and Football League Clubs acting as a hub linked to community sports clubs, which in turn are linked to local secondary schools to create satellite sports centres.
- Each Premier League Club has a dedicated coordinator who works locally with the sports clubs and schools to maximise opportunities for young people.
- Tennis Satellite Clubs delivered as part of the PL4S programme will form part of our wider approach to develop satellite clubs across the LTA Priority Areas.
- In Year 1, the Tennis Foundation / LTA will be working with 16 Football Clubs across England and Wales as part of the PL4S programme.



What does a Tennis Satellite Club look like?

Tennis Satellite Clubs will focus on three key areas: *Playing, Leading & Competing.*

Tennis Satellite Clubs aim to engage teenagers into tennis as a fun, inclusive and exciting sport, retain them in the sport for longer and transition them into community tennis venues so they can play more tennis, more often. Young people could be bouncing to the beat with Cardio Tennis, taking their first step on the tennis career pathway with Tennis Leaders or competing in Short Tennis, a fun and easy way to play together.

Young people will also be at the heart of the decision making process of their local Tennis Satellite Club. For example, this could involve young people choosing the activities they want to do or leading on a social media plan to get other teenagers involved.

Each Tennis Satellite Club will be expected to deliver a minimum of one activity from each of the three key areas throughout the course of the year.

Playing	Leading	Competing
Short Tennis	'Design Your Club' activities	Intra Competition (within the club)
Cardio Tennis	Tennis Leaders	Inter Competition (between venues)
Tennis Xpress	Competition Organiser Workshop	Aegon Team Tennis Schools
Traditional Tennis	Volunteering at local events	



- Tennis Satellite Clubs primarily developed in the Priority Areas (Category A) will receive £1,000* revenue funding, a Schools Tennis Equipment Pack, worth over £500, and dedicated resources to support the delivery of the above activities.
- Tennis Satellite Clubs developed outside of our Priority Areas (Category B) may be eligible for local revenue funding, equipment and access to online resources / promotional material.
- Tennis Satellite Clubs developed through the Premier League 4 Sport programme will receive revenue funding direct from the football club involved (rather than from the Tennis Foundation / LTA).
- Tennis Satellite Clubs may have different aims and outcomes depending on local need. For example, a Tennis Satellite Club may be set up to:
 - Increase the existing community club capacity due to high levels of demand.
 - Broaden the scope of what a club can offer to attract a wider range of young people to the club.
 - Focus on opportunities for specific groups, such as disability sport or age / gender specific sessions.
- These outcomes will be agreed locally and detailed within the Tennis Satellite Club Agreement alongside specific targets.



▶ What are the benefits of creating Tennis Satellite Clubs...

...FOR THE HUB CLUBS?

- Recruit new members and regular, weekly participants.
- Reduce the drop-off in participation between the 14 – 25 year old age group.
- Create new opportunities to recruit, train and deploy young leaders and volunteers.
- Access more facilities to expand the existing programme.
- Reach and establish further links with the wider community.
- Raise the profile of the tennis venue in the local community.
- Increase numbers of adult players / members – through raised awareness with parents / teachers.

...FOR THE HOST SITES – EDUCATION ESTABLISHMENTS?

- Create new links with community tennis venues and increase school and college access to a range of new partnerships.
- Raise the profile of the school or college within the local community.
- Maximise the use of school and college facilities and potentially generate income.
- Offer new sports, formats and opportunities to students and the local community.
- Create new avenues to deploy young leaders into community clubs, putting them at the heart of the decision making process.



Roles and Responsibilities

While this may not be a complete list, it gives an idea of the types of roles and responsibilities each partner can play in developing new Tennis Satellite Clubs. The outcomes will be agreed locally and detailed within a Tennis Satellite Club Agreement.

KEY EXPECTATIONS OF HUB CLUBS

Tennis Satellite Hub Clubs will be expected to:

- Deliver regular (i.e. weekly) activity at the Host Site for a minimum of 30 weeks per year (including term and holiday time).
- Deliver these sessions ideally in 'community time'. For example, from 4.30pm onwards, not as an after-school club that immediately follows the school day.
- Name a lead contact responsible for the successful organisation and delivery of the Tennis Satellite Club (please note: this might not necessarily be the coach delivering the sessions).
- Have a Coaching Team with the appropriate experience to work in schools i.e. an LTA qualified, licensed or registered coaches, with a minimum 1st4Sport Level 2 Award in Coaching Tennis (Please note: Coach needs to be working under the umbrella programme of a licensed coach qualified to at least Level 3).
- Demonstrate a need and willingness to increase junior club membership, specifically young people aged 14 – 25 years old.
- Encourage participants to make the step from the Tennis Satellite Club to the Hub Club and ensure relevant opportunities are open to them.
- Involve young people in the decision making process for the development of the Tennis Satellite Club. For example, this could involve the young people helping to choose the type / format of activities they take part in, or leading on social media to aid promotion and give the young people a sense of ownership.
- Submit termly reports (i.e. three times per year) against agreed targets, focussed on four key areas:
 - **Engaged** – the total number of young people participating (attending at least 1 session)
 - **Retained** – the total number of young people attending 5 sessions over 1 term
 - **Sustained** – the total number of young people attending 10 sessions over 2 terms
 - **Transition** – the total number of young people joining a Hub Club programme

The Hub Club will be provided with a pre-formulated reporting spread sheet to help make the reporting easier. A template of this spread sheet can be found within the Tennis Satellite Club Toolkit - Playing, Leading & Competing resource.



- We would encourage the majority of Hub Clubs to implement a small fee (for example, between £1 and £2) for individual sessions and discount offers for transition activities on the Hub Club programme; this should support the sustainability of the activity and value to the young people participating. More guidance on this can be found on the example programme towards the end of this guide.

In return, Hub Clubs will receive a comprehensive package of support, including:

- Up to £1,000 revenue funding per year (not PL4S programmes or Category B Tennis Satellite Clubs).
- Schools Tennis Equipment Pack, worth over £500. Each pack contains:
 - 30x 21" Mini Tennis rackets
 - 30x Mini Tennis indoor sponge balls
 - 30x Mini Tennis Red felt outdoor balls
 - 1x 6m Zsig net
 - 1x roll of barrier tape
- Guidance on how to set up and deliver a Tennis Satellite Club:
 - Guide to Tennis Satellite Clubs - An overview for hub clubs and host sites
 - Tennis Satellite Club Toolkit - Playing, Leading & Competing
- Promotional materials - 7x Tennis A4 posters and 1x Tennis PVC banner



KEY EXPECTATIONS OF HOST SITES

Tennis Satellite Host Sites will be expected to:

- Consult with young people to ensure the Tennis Satellite Club is offering appropriate, engaging opportunities and at the right time to suit the target audience.
- Work with the Hub Club to ensure the Tennis Satellite Club meets local need and uses the most appropriate facilities eg. a sports hall may be more appropriate than outdoor tennis courts.
- Signpost and encourage young people to the Tennis Satellite Club as participants or volunteers.
- Signpost and encourage young people and their families to the local tennis Hub Club as participants or volunteers.

Free
Tennis
Equipment
Pack



▶ A step by step guide to establishing a Tennis Satellite Club

This step by step guide has been designed to show all partners involved in Tennis Satellite Clubs, the steps you can take to create and develop a Tennis Satellite Club for the first time.

Step One

Identifying locations for Tennis Satellite Clubs

The LTA Tennis Development Managers will work in partnership with the local County Sports Partnerships and Premier League / Football League Clubs to identify potential Hub Clubs and Host Sites for establishing new Tennis Satellite Clubs.

Step Two

Working in partnership

Initial meeting held between the potential partners to establish the Tennis Satellite Club and agree roles and responsibilities.

Step Three

Planning: Lead contacts from the Hub Club and Host Site arrange a planning meeting to:

- Identify the target group of young people.
- Identify the schools / colleges in close proximity to the Host Site.
- Identify suitable points of contact and engage with the staff at these educational establishments to plan promotion / launch opportunities.
- Refer to the 'The Ideas Bank' to help plan the potential year round programme and identify appropriate facilities.
- Logistics such as access to facilities (outdoor courts / indoor space), toilets / changing facilities, booking arrangements and procedures need to be clear from the outset.

Step Five

Sign the Agreement

All partners sign the Tennis Satellite Club Agreement (LTA, Hub Club, Host Site and PL4S where applicable). The Hub Club will commit to the reporting process and dates for review meetings will be scheduled.

Step Four

Consulting with young people

The Host Site can play a key role in consulting with target groups before the launch of the Tennis Satellite Club.

They could set up some informal focus groups to find out what activities and formats young people would find most appealing, what day and time they would like it to happen and then make sure this information is shared with the Hub Club and coaches delivering the programme.

Use this information to confirm the year round programme.

Step Six

Promoting and Recruiting

Run a series of taster sessions or a road show to promote the launch of the Tennis Satellite Club. Ideally target all the schools / colleges in close proximity to the Host Site, obviously depending upon which target group of young people you are looking to attract.

Refer to the 'The Ideas Bank' for support and ideas.

Step Seven

Launching the Tennis Satellite Club

Once all the promotion has taken place you will hopefully have inspired lots of young people to come along to the Tennis Satellite Club and give tennis a go. Throughout the 'Ideas Bank' we have included 'Design Your Club' tips and ideas which will focus on consulting with young people so they get tennis on their terms, hopefully this will support retention and future transition to the Hub Club programme. It's important for the Hub Club, Host Site and coach to be in regular communication during the delivery of the programme.

The Ideas Bank

The Ideas Bank contains a wide range of ideas to help community tennis venues, host sites and coaches to establish and develop Tennis Satellite Clubs. There are suggestions for different types of activity and also lots of ideas on how you can effectively promote and create an appealing offer aimed at young people across the 14–25 year old age group.

ENGAGING AND CONSULTING WITH YOUNG PEOPLE - SO THEY GET TENNIS ON THEIR TERMS

One of the main objectives is to ensure the programmes on offer at Tennis Satellite Clubs are appealing and meet the needs of young people aged 14–25 who we are looking to attract and retain in tennis. We want to see young people at the heart of the decision making process. For example, this could involve young people helping to choose the type and format of activities they take part in, leading on aspects of the sessions or taking a lead on social media to aid promotion.

The Host Site (school or college) can play a key role in consulting with target groups before the launch of the Tennis Satellite Club. They could set up some informal focus groups to find out what activities and formats young people would find most appealing, what day and time they would like it to happen and then make sure this information is shared with the Hub Club and coaches delivering the programme.

For example, informal 'turn up and play' might be more appealing at the start rather than structured coaching, once the young people are attending for a bit of variety the coach might include some Cardio Tennis into the sessions and encourage the group to bring along their own 'iPod playlists'. After a few sessions the group may show signs of wanting to learn more about improving their technique / tactics, so that's when the coach could introduce a block of Tennis Xpress into the programme, leading to some informal competition to test out their newly found skills!

The promotional events and taster sessions can act as a 'trial run' to test out some of these ideas, to see what works well and hopefully act as a hook to encourage participants to come along to the Tennis Satellite Club. Consultation with the Host Site and young people should help to ensure the Tennis Satellite Club is offering appropriate, engaging opportunities and at the right time to suit the target audience.

Design Your Club

Throughout the Ideas Bank we have included 'Design Your Club' tips and ideas which will focus on this ethos of consulting with young people so they get tennis on their terms. Activity organised by young people for young people, seems to have the best results in attracting and retaining them. Perhaps we need to be creative, try new things and give young people a sense of ownership – let's see if these elements can be the seeds of success to help us grow participation across this age group!



Promoting and recruiting for your Tennis Satellite Club

SCHOOL / COLLEGE TASTER SESSIONS AND ROAD SHOWS

Taster sessions and road shows are a fantastic way of providing a short, fun and exciting introduction to tennis, to a large number of young people in schools and colleges. You could run a series of taster sessions or a road show to promote the launch of the Tennis Satellite Club. Ideally target all the schools / colleges in close proximity to the Host Site, obviously depending upon which target group of young people you are looking to attract.

Taster sessions can be delivered to a whole class at a time and can ideally fit into a 30 minute block, which allows for a greater number of sessions to be delivered in one day. The session can be run as Short Tennis or Cardio Tennis to make it more accessible and take place in a sports hall, outdoor space or tennis courts.

An example of a taster session is shown below:

Example 30 minute taster session

5 minutes	Introduction and video
5 minutes	Cardio Tennis-themed warm-up
15 minutes	Quick-fire rallying games in pairs or teams / team competitions
5 minutes	Prize presentation and Tennis Satellite Club information

You will need to be flexible to fit in with the school / college and leave gaps for lunch (and potentially assembly / break times), although as taster days are 'one-offs', if you sell it as a special event, the school are likely to be more flexible too. If you are delivering the tasters at a school / college who are the Host Site the staff should already be on board and keen to make the sessions as 'high profile' as possible. If you are targeting a nearby school / college a meeting with the staff beforehand will be important to sell the wider benefits in terms of the Tennis Satellite Club being the exit route and the onward link to an established programme.

Colleges are looking for creative ways to engage with community sport as well as encouraging their students to take part in physical activity and sport more regularly. Try to find out if the college has a College Sport Maker or dedicated Sports / Enrichment Co-ordinator, as this person will probably be your best point of contact and help with timetabling the taster sessions.

If you want to bring together a number of taster days at different schools / colleges into one week (one or two venues per day) and create a 'tennis road show', this can add a greater profile to the activity, you will obviously see a larger number of young people and you may generate local media interest as a result.

After experiencing any tennis taster activities it's vital that all participants receive information about how they can access the Tennis Satellite Club and the tennis opportunities available locally. The young people are likely to have had an exciting experience and therefore feel positive about tennis, so it's an ideal time to provide information on further opportunities (see the section on Promotional Material).



SCHOOL / COLLEGE CURRICULUM TIME COACHING

Curriculum time coaching provides an excellent opportunity for a large number of young people to access and benefit from a progressive block of coaching. You can promote the Tennis Satellite Club and the Hub Club sessions over a 5-6 week period, to attract more players to your programme. Curriculum time coaching is ideal for teachers and teaching assistants to shadow you as a coach, to both assist with the delivery of the session and develop their skills to deliver in the future. It is vital that both coach and teacher see this as a development opportunity to work together and learn from each other, rather than the coach displacing the teacher to deliver curriculum time activity. There should never be a charge to the pupils to take part in coaching during curriculum time.

In a school the curriculum time coaching would normally take place in the sports hall or tennis courts and the sessions would take the place of existing scheduled PE lessons and should fit around the school timetable. You may be able to run back to back lessons for separate classes depending upon which target group of young people you are looking to attract. The length of curriculum time sessions is dependent on the school timetable, but would normally be between 30–60 minutes in duration. In order for as many young people to benefit from curriculum time sessions as possible, it is suggested that each selected year group receives a half term block (5-6 weeks) and then rotates each half term.

Where teachers from the school are keen to deliver and / or have attended a teacher training course, encourage them to assist you in delivering the sessions, perhaps helping less able pupils. Alternatively, you can alternate who delivers each week, or just visit the last session of each block to promote your programme, i.e. the teacher delivers weeks 1-5 and the coach visits in week 6 or the coach / teacher team teach week 1 and week 6 together, with the teacher delivering week 2-5.

In a college the curriculum time coaching could be targeted at a BTEC Sports cohort and delivered over a 5-6 week period linked to the 'Unit: Practical Individual Sports'. Showing the staff Short Tennis could make tennis a more accessible option, as it can be delivered in a sports hall and the scaled down version can still be mapped against the grading criteria they need to meet the BTEC curriculum. Through introducing tennis into the curriculum you may encourage the staff to incorporate tennis into their regular sport study programme and this could open up a variety of opportunities for young people in colleges to both enjoy tennis and to learn through the sport.



TENNIS ASSEMBLIES (SCHOOLS)

Schools are often looking for innovative ideas and external deliverers to assist with their assemblies. Tennis assemblies can be fun, exciting and another way for you to promote the Tennis Satellite Club. School assemblies usually last between 15-20 minutes, so it is likely that you will only have between 10-15 minutes for your tennis element. The tennis element of an assembly could include; a short video, a Short Tennis demonstration, skills and tricks and a question and answer session. The delivery should be lively and enthusiastic and pitched at the right level for the young people you are looking to attract to the Tennis Satellite Club – try and get audience participation (pupils and teachers) and give out a few spot prizes. Playing a Short Tennis exhibition match, coach vs. teacher, often works well with half the hall cheering for the coach and the other for the teacher! Alternatively try to use some tennis players from the school.

TUTORIAL CHATS (COLLEGES)

Colleges see the health and wellbeing of staff and students an integral part of all aspects of college life, so will welcome external deliverers into tutorial sessions to signpost pathways into community sport. If your Tennis Satellite Club is targeting young people aged 16-19 years, some college taster sessions or tutorials including a short video and a question and answer session could be a great way to support recruitment for the Tennis Satellite Club.

Design Your Club



A tennis themed tutorial could also provide an excellent opportunity to consult with the young people about their experiences and perceptions of tennis or sport in general. This level of consultation will help you to find out what type of tennis experience would appeal to them and help you to create an appealing offer which is very much led by the young people themselves.



SCHOOL / COLLEGE OPEN DAYS AND FAIRS

It's a great idea to try and get involved with school / college open days and fairs to promote the Tennis Satellite Club.

You could run a stand promoting the programme with all your promotional material, or in addition, you could set up a Short Tennis court where people could have a go at various challenges:

- 'Target Challenge' where participants have to try and hit as many targets as possible in 30 seconds.
- 'Keepie Uppie Challenge' on the side of the racket.
- 'Volley Rally and Ground Stroke Rally Challenges'.
- Participants can compete to get their scores on the 'Leader Board' and win prizes at the end of the day!
- You could also run a prize draw to win some free sessions at the Tennis Satellite Club, free individual lessons or a free year's membership at the Hub Club.

A creative way to show that tennis can be whatever you want it to be, it's a great sport that can be adapted to all ages, abilities and spaces to ensure everyone has a great experience.



PROMOTIONAL MATERIAL

Information signposting the Tennis Satellite Club can be provided in the form of leaflets / letters / vouchers. Why not ask the Host Site or targeted schools / colleges to distribute the information via their notice boards / websites / newsletters / digital and social media channels. By raising the profile and awareness of tennis locally this could attract more players to the Tennis Satellite Club and boost membership levels for the Hub Club.

You might also consider 'bring a friend' offers to encourage those attending already to bring their friends.

PRINTING / PHOTOCOPYING FACILITY

If you develop a good relationship with the Host Site, you may be able to enter into an arrangement where you can use their photocopying and printing facilities at reduced rates for your programme's promotional material and administration. This could result in revenue for the Host Site and could be cheaper than going to other commercial operators.

Each Tennis Satellite Club will receive access to branded promotional materials as part of the package of support from the LTA and Tennis Foundation, these will include, 7x TennIS A4 posters and 1x TennIS PVC banner.





▶ Playing, Leading & Competing

Each Tennis Satellite Club will be expected to deliver a minimum of one activity from each of the three key areas throughout the course of the year: **Playing, Leading & Competing.**

This section provides an overview of the options available under each heading. Coaches involved in the delivery of Tennis Satellite Clubs can gain further guidance and ideas in the following resource: *Tennis Satellite Club Toolkit - Playing, Leading & Competing.*

The toolkit, which contains a range of guidance, lesson plans, activity cards and templates, has been developed to make running a Tennis Satellite Club as easy as possible, each Tennis Satellite Club (Category A) will receive hard copies as part of the package of support. The toolkit is also available to download online at: www.schoolstennis.org

Playing

SHORT TENNIS

Playing tennis is great fun and by using modified equipment and space, everyone can achieve, whether they have played before or not.

Short Tennis is a great way for people of all ages and abilities to enjoy playing tennis. It's just like the real thing, but with smaller courts, nets, rackets and softer balls making it easier and more fun to play. Whether you are a complete beginner or just want to play with your mates, Short Tennis is for you. Another great benefit of Short Tennis is that you don't need a tennis court – it can be played in a sports hall, on badminton courts, any large indoor space, or even on a free strip of car park. Short Tennis will allow more young people to participate at a level that is appropriate for them, which improves their achievement, making them want to play again.

Short Tennis could provide the perfect format to start off your Tennis Satellite Club and if you can gain access to a suitable indoor space, it will also keep the participants attending during the winter months! The *Tennis Satellite Club Toolkit - Playing, Leading & Competing* contains a range of lesson plans and activity cards, and most of the activities can be adapted to cater for Short Tennis or traditional tennis delivery.

More info...

- *The Tennis Satellite Club Toolkit – Playing, Leading & Competing can also be downloaded online at: www.schoolstennis.org*

Design Your Club



- *Once you have introduced the concept of Short Tennis and been using the activities in the toolkit, you can get the participants selecting their own activities, setting their own goals and progressing at the appropriate rate. Some of the group may prefer to keep playing Short Tennis, however, others may wish to progress to low compression balls on a modified tennis court or even the full court.*
- *Get the participants working in pairs or small groups to plan and deliver a session, perhaps giving each group a theme or particular activity card to work on.*

CARDIO TENNIS

Get young people bouncing to the beat with Cardio Tennis!

Cardio Tennis is a tennis inspired workout played to up-tempo music. It's a fun group activity that features drills and games providing a high energy workout, it is suitable for everyone including those that haven't played tennis before through to advanced players. By using low compression balls, it allows everyone to have a great cardio workout whilst being able to achieve and improve tennis skills at the same time.

Participants are encouraged to wear heart rate monitors or pedometers, so they can see how hard they are working. The measure of success becomes the participant's heart rate, or the number of steps they have taken, rather than the number of balls they hit over the net and into the court. Cardio Tennis is a fantastic adapted version of the game, ideal for encouraging disengaged groups to take part in the sport, it has also proved to be a great way of encouraging women and girls to participate and also retaining those that already play. Cardio Tennis can take place outside on a tennis court or inside in a sports hall.

CARDIO TENNIS WORKSHOPS FOR TENNIS COACHES AND REPS INSTRUCTORS:

If you would like to deliver Cardio Tennis, coaches and fitness instructors must attend a 1 day training workshop (cost approx. £60). The Cardio Tennis Instructor course is eligible for credits and Continued Professional Development points (CPD) for licensed coaches and REPs Instructors.

In order to book on to the workshop, as a minimum you must have one of the following qualifications and accreditations:

- Tennis Coaches: An LTA Registered Level 2 Coaching Assistant or above.
- Fitness Instructors: REPs Level 2 or above.

CARDIO TENNIS COURSES FOR TEACHERS AND LECTURERS:

If pupils enjoy Cardio Tennis as part of the Tennis Satellite Club and want to take part in more Cardio Tennis during curriculum time, the three-hour Cardio Tennis Teacher Training Course has been developed to provide secondary school PE teachers and college sports lecturers with the knowledge and skills to deliver Cardio Tennis within a school or college environment. Every attendee will receive a copy of the Cardio Tennis Teacher Resource, each school and college represented at a course will also receive a free Schools Tennis Cardio Equipment Starter Pack, (limited to one per school / college and if they have not previously receive one). The Tennis Foundation and LTA provide annual funding to local LTA Tennis Development Managers to enable teachers and lecturers to attend courses for free, contact your local Tennis Development Manager for details of local courses.



Design Your Club

- Give everyone pedometers so they can record the number of steps taken each session and compare sessions to beat their personal best number of steps! They could organise a 'PB leader board'.
- Encourage the group to bring along their own 'iPod playlists'.
- Split into small groups and task each group with designing their own Cardio Tennis drill or even a full session, which they can lead with their selected 'playlist'.

More info...

- You can find local Cardio Tennis workshops in the courses section of the LTA website, please visit: www.lta.org.uk/Courses
- For more information on Cardio Tennis, please visit: www.lta.org.uk/cardiotennis
- Contact your local Tennis Development Manager for details of how to book onto a teacher training course, please visit: www.lta.org.uk/in-your-area - select County



Scan the QR code to view a short, promotional film about our support for Cardio Tennis in a school environment or visit: www.schoolstennis.org

TENNIS XPRESS

Tennis Xpress is a six week coaching programme recently launched by the LTA for adult beginners, but it could easily be adapted for a teenage audience aimed at developing basic skills and game play. Tennis Xpress is delivered on traditional tennis courts, using low compression balls to help participants develop their skills and it encourages them to play the game from week one - learn how to serve, rally & score. More information on Tennis Xpress can be found online at: www.lta.org.uk

TRADITIONAL TENNIS

This says what it is really... but don't think full court, full sized rackets and yellow balls is the only option – you might find reducing the court size, introducing shorter rackets and low compression balls makes the experience more accessible for young people of all ages and ability levels.

SECONDARY SCHOOLS TENNIS TEACHER TRAINING COURSE

To further embed tennis within schools the Tennis Foundation / LTA have a range of support available for secondary school teachers. Many secondary school PE teachers believe a lack of training, experience and confidence are detrimental to the delivery of tennis in schools. Tennis has the ability to support pupils' learning, both within and beyond the curriculum. That's why, to support secondary school teachers deliver fun, progressive and inclusive tennis activities, we have developed a package of innovative support including free training, resources and equipment.

The three-hour Secondary Schools Tennis Teacher Training Course has been developed to provide teachers with the confidence and knowledge to deliver traditional and modified versions of the sport. Every teacher attending the course will receive a copy of the innovative Secondary Schools Tennis Teacher Resource. The resource provides ideas and lesson plans for Traditional, Modified and Alternative Delivery as well as providing support for teachers delivering BTEC units and resources to assist teachers in assessing the ability of pupils against National Curriculum attainment levels. Each school represented at a Secondary Schools Tennis Teacher Training Course is also supported with a free Schools Tennis Equipment Pack, worth over £500! (Equipment packs are limited to one per school and if they have not previously received one.)

The Tennis Foundation and LTA provide annual funding to local LTA Tennis Development Managers to enable teachers to attend courses for free, contact your local Tennis Development Manager for details of local courses.



Design Your Club

Let the young people make their own decisions around what format of tennis they want to play – try to have a selection of rackets of difference sizes, range of balls red / orange / green / yellow, mini nets and let them choose what size of court they feel confident playing on.

Free Tennis Equipment Pack



Leading

Design Your Club



This is where you can really give young people a chance to develop their leadership skills and give them a sense of ownership. Tennis is so much more than hitting a fluffy ball over a net! Tennis can provide opportunities for young people to develop a whole range of transferable life skills and build confidence through their experiences on the tennis court, e.g. communication, planning, organisation, vocational skills and self-esteem.

To kick this off, once you have a core group of participants, you could introduce the 'Design Your Club' concept and ask them to come up with their own ideas around how they would like to experience tennis, also ask them which particular aspects they might like to lead on, e.g. media / promotion, competitions, challenges, social events, buddy coaching, volunteering with events at the Hub Club or at school / college. You could deliver the Tennis Leaders course to introduce leadership and then get the participants to group into teams reflecting their personal skills and the themes they would feel confident taking a lead on, each team could be responsible for leading on various elements of the club through the year and new recruits to the programme could feed in appropriately. You could build in some planning time within the sessions but hopefully they might also be able to do some planning outside of the sessions.

'Design Your Club' team themes:

- **Media / Promotions** – Task a small group to launch an on-going social media campaign to promote the Tennis Satellite Club to other young people, spreading the word about tennis.
- **Competitions** – One group could set up regular competitions with different formats each half term e.g. Short Tennis singles / doubles / team events, American Doubles, challenges with various competition stations.
- **Social events** – 'The socialites' of the group could plan a calendar of events e.g. 'Bring a mate night', 'Hit & BBQ', 'Tunes & Tennis' or 'Wimbledon Strawberries & Cream'.



TENNIS LEADERS

Tennis Leaders is the first step on the tennis and sport career pathway for volunteering and potentially, paid employment. It has been designed to offer a wide range of opportunities to young people aged 13 years plus, providing them with enhanced leadership skills and experience.

There are five Tennis Leaders modules, complete the core module before working through any of the additional four modules: Core module introduction to tennis (three hours); volunteering at your tennis venue; leading a practice session; helping at your school; helping at a competition (two hours per additional module). As a minimum, to receive their free certificate and T-shirt, participants will need to complete the core module plus one additional module.

Tennis Leaders can now be delivered by qualified and active teachers / lecturers as well as licensed and registered coaches (Level 3 upwards) without the need to go on any specific training. All you need is the Tutor Workbook and Tennis Leaders Workbooks which are available free of charge from your local Tennis Development Manager and LTA county office.

As mentioned under the 'Design Your Club' section, you could deliver the Tennis Leaders course to introduce leadership, build upon this by grouping the participants into teams and then give them specific responsibilities to lead on various elements of the club through the year.

COMPETITION ORGANISER WORKSHOP

In order to get more people competing, there need to be more opportunities to take part in local competition. Since 2008, British tennis has trained over 4,000 16–25 year olds as Competition Organisers to ensure we have enough people to meet demand and deliver high quality events and tournaments.

A free three-hour workshop, designed specifically for 16–25 year olds, can be delivered locally by our Tennis Development Managers and selected others, to provide the skills to run a range of competitions. At the training, attendees will be given a Competition Organisers Toolkit, providing them with all of the tools and resources needed to run competition. Competition Organisers can then play an important role in ensuring we keep more young people in the sport.

Design Your Club



- You can introduce various competition formats by delivering the Tennis Leaders module 'helping at a competition' and as a follow on for those interested in developing their skills further, you can signpost them to attend a local Competition Organiser Workshop.
- Your new Competition Organisers can then help to organise some intra competitions at the Tennis Satellite Club and assist with events at the Hub Club or Host Site or inter-venue competition against other local Tennis Satellite Clubs.



Scan the QR code for more information about the Tennis Leaders modules or visit: www.schoolstennis.org

VOLUNTEERING AT LOCAL EVENTS

Volunteering in tennis is a great way for young people to build upon their skills and experiences and increase the opportunities available to them in employment. There are lots of ways young people can get involved in volunteering in tennis including helping to organise competitions, becoming a tennis leader or attending a young volunteer event.

If the Hub Club needs to recruit more volunteers to increase capacity on the junior programme, the young people at the Tennis Satellite Club could be made aware of these opportunities and encouraged to help out with the junior programme or events at the Hub Club. This could also support transition from the Tennis Satellite Club to the Hub Club programme.

BRITISH TENNIS YOUTH GROUP

British tennis now has its very own Youth Group. The group work with the Lawn Tennis Association (LTA) and the Tennis Foundation on the development of new offers and campaigns aimed at young people. Members of the group will represent the interests of the young people in the sport at a national level, and will also decide which ideas and projects get financial support through a Youth Legacy Fund.

More info...

- Find out more about the British Tennis Youth Group at: www.lta.org.uk/youthgroup



Scan the QR code to find out more about volunteering opportunities or visit: www.lta.org.uk/volunteers-officials/Volunteers1/Young-Volunteers

Competing

Young people of all ages and abilities love to compete, so it's important they are taught the rules of the game as soon as they start coming to the Tennis Satellite Club - how to score, win a point and basic rules. The *Tennis Satellite Club Toolkit - Playing, Leading & Competing* provides lots of ideas, formats and templates for incorporating regular competition into the programme, here are a few pointers to get you started.

INTRA COMPETITION (WITHIN THE CLUB)

Intra competition within the Tennis Satellite Club programme is a great way of engaging all young people in meaningful, regular and fun competitions.

- Try to ensure competition appears weekly in your coaching programme by using the competition themed activity cards in the toolkit, or set up challenges with various competition stations.
- At the end of every half term run a different type of competition e.g. Timed Tennis formats for Short Tennis or traditional tennis singles / doubles, team events, American Doubles.
- Timed tennis formats are great, as you can plan exactly how long the matches will last and therefore the overall time your competition will take, with the number of players and courts you have available.

INTER COMPETITION (BETWEEN VENUES)

Where there are local clusters of Tennis Satellite Clubs, why not develop some friendly local rivalry through inter venue competition. The toolkit provides various options for team based events and both 'Squad Tennis' or 'Team Round Robin' provide ideal formats. These are team events for teams of four players, with players in a team ranked in order of standard to ensure better standard players from each team play each other, and you can incorporate singles and doubles matches. You can either set up a league, one-day event, or just play some inter venue matches on a termly or half termly basis.

SCHOOL GAMES TENNIS TOOLKIT

The School Games Tennis Toolkit is an interactive CD-ROM, which has been designed for teachers and the school sport infrastructure, to make competition in schools as easy to run as possible. The toolkit contains more than 40 resources and templates, many of which can be edited.

Design Your Club



- Setting up regular informal competition is an excellent way for young people to learn the rules, keep score, record results, organise box leagues and promote fair play, etc. If they gain more confidence in this area it might encourage them to get involved in further leadership and volunteering opportunities inside and outside the Tennis Satellite Club.
- If you have a 'Competition Organisers group' you can task them to set up regular competitions with different formats each half term.



Scan the QR Code to view the School Games Tennis Toolkit or download it from: www.schoolstennis.org

AEGON TEAM TENNIS SCHOOLS

Aegon Team Tennis Schools is a programme of three nationally organised competitions that provides young people in secondary schools and further education colleges with the opportunity to play regular competitive tennis and to represent their school / college. All competitions begin locally and culminate in a national final. All competitions are free to enter and only four players are required for a team. Responsibility for organising these competitions lies with the LTA and the Tennis Foundation at a national level with support from a network of local league organisers.

■ Aegon Team Tennis Schools Years 8 & 10

For players of all abilities to play in localised leagues (either division 1 or division 2) with local organisers, with more successful teams able to progress on a pathway to a National Final.

■ Aegon Team Tennis Schools Senior Students

For players of a lower rating, or no rating, in Years 11-13 to play competitive tennis and provide teams with an opportunity to compete in a National Final.

■ Aegon Team Tennis Schools National Championships

Become the best school tennis team in the Country!

The PE / sports staff at schools and colleges are responsible for entering teams into the above competitions, however in some cases, staff may not be aware that they have young people in their school / college who are playing tennis and up for entering competitions. Coaches are encouraged to make sure that young people at Tennis Satellite Clubs are aware of the competitions, so if they are interested they can go back to their sports staff and encourage them to enter the appropriate event.

FAIR PLAY

Fair Play in tennis has always been an important value and the LTA and Tennis Foundation are committed to ensuring that the tennis environment is fair, open and inclusive at every level in the sport. The LTA and Tennis Foundation use 'Enjoy.Respect' as the two overarching values to represent Fair Play.



Design Your Club



- *Nominate team captains and an overall team manager for the inter venue competitions, rewarding those who are good role models or aspiring leaders.*
- *If you have a 'media / promotions group' they could produce press releases and reports following the competitions, interview the participants for quotes and stories, promoting these via social media channels.*
- *You could also encourage them to make contact with the local press and ask if they would be interested in running a feature on the Tennis Satellite Club and how it promotes tennis in the local community, with an angle on young people taking a lead on the design and running of the sessions.*

More info...

- *To find out more about Fair Play, and download Fair Play posters, please visit: www.lta.org.uk/FairPlay*

Inclusive Tennis

Tennis is a completely inclusive sport and nearly everyone can participate in tennis in its full format or when adapted. Disabled people can take part in any tennis activity and more coaches are being supported by the Tennis Foundation to be able to work confidently with players of all abilities.

The *Tennis Satellite Club Toolkit – Playing, Leading & Competing* contains some useful factsheets with specific information on how coaches can use a 'Functional Approach' and the 'STEPS' framework to ensure their tennis sessions are inclusive.

Tennis doesn't just offer young people the chance to develop their fitness and coordination, but also to build social skills, confidence, self-esteem and independence. Many disabled young people have the ability to participate fully in tennis, with little or no adaptations. However, for some pupils with more limited functional or physical abilities, tennis activities can be adapted to ensure that all young people enjoy their experience and can achieve.

19% of the UK population are disabled or have a long term limiting illness, so it is essential that coaches and the tennis workforce are given the skills and information necessary to communicate and engage with these individuals. As part of the LTA and Tennis Foundation's on-going commitment to this area, there are a number of development opportunities available to coaches to provide them with the skill-set to deliver to disabled people and those with a long term limiting illness.

Disability awareness is now fully embedded in the coaching pathway (Level 1, 2 and 3), meaning every future qualified coach will have knowledge of specific impairment groups and the skills to deliver sessions accordingly.

More info...

- *You can find details of courses in the courses section of the LTA website, please visit: www.lta.org.uk/Courses*



CONTINUOUS PROFESSIONAL DEVELOPMENT (CPD) OPPORTUNITIES FOR COACHES

The Disability Awareness Course (DAC) provides a foundation for coaches to understand impairments, communicate effectively and coach disabled people. There are also Specific Impairment Group CPDs – building on from the DAC, these are advanced courses designed to develop knowledge and skills for coaches to work with grassroots up to national standard players in specific impairment groups: wheelchair, deaf and learning disability.

INCLUSIVE TENNIS TEACHER TRAINING COURSE

If you're working with teachers delivering in a special school or that deliver activity for disabled young people in mainstream education, there's lots of support available to them to help deliver tennis.

The three-hour Inclusive Tennis Teacher Training Course has been designed to give teachers and teaching assistants in special schools, and those teaching disabled young people in mainstream education, the confidence and tools to deliver tennis to a class of children with a range of abilities in a small space.

Every teacher attending the course is supported with the Inclusive Tennis Teacher Resource providing ideas for teaching skills, strokes and competitive activity as well as techniques on how to differentiate those activities to ensure all young people can achieve. Each school represented at an Inclusive Tennis Teacher Training Course is also supported with a free Schools Tennis Inclusive Equipment Pack, worth over £500! (Equipment packs are limited to one per school and if they have not previously received one).

The Tennis Foundation and LTA provide annual funding to local LTA Tennis Development Managers to enable teachers to attend courses for free, contact your local Tennis Development Manager for details of local courses.

DISABILITY TENNIS NETWORKS

The Tennis Foundation is supporting tennis venues to become fully accessible so that everyone has the opportunity to enjoy playing the game. The Tennis Foundation has created and is currently supporting 29 Disability Tennis Networks across Great Britain. The purpose of the Disability Tennis Networks is to deliver weekly tennis programmes to increase participation in tennis by disabled people in both integrated and impairment-specific sessions. These programmes include coaching, competitions, outreach sessions, festivals and coach education opportunities and are developed in partnership with many different local organisations.

Free
Inclusive
Tennis Teacher
Resource



More info...

- To find out details of your nearest Disability Tennis Network please visit: www.disabilitytennis.org.uk



Women and Girls

Cardio Tennis is a great way of encouraging young women and girls to participate in tennis and also retaining those that already play. If a Tennis Satellite Club wishes to focus on increasing female participation, a female only Cardio Tennis session could be an excellent way of attracting young women and girls into the sport. A number of schools and colleges have introduced Cardio Tennis with the aim of enthusing teenage girls and getting them to enjoy tennis in an informal way with the focus on having fun and keeping fit to up-tempo music.

Lorraine Brazier a PE teacher at Davenant School in Essex explains why Cardio Tennis has proved such a hit, "The girls have loved the opportunity to take part in Cardio Tennis and hitting a tennis ball without having to worry where it lands or where it goes. From my experience, one of the main reasons why girls drop off from playing sport after the age of 14 is because it is no longer fun, but these sessions have been oversubscribed with enthusiastic girls wanting to play more tennis for exactly that reason – FUN!"

In Tower Hamlets Cardio Tennis has been a hit with female sixth form students following a joint project between the LTA, Tennis Foundation, Access Sport and Tower Hamlets Tennis Ltd. The targeted schools had been struggling to engage their female students in physical activity, funding from Access Sport enabled Tower Hamlets Tennis to deliver 6-8 weeks of Cardio Tennis in three sixth forms - in total 59 female students took part in the outreach sessions. Since then Tower Hamlets Tennis have introduced female only Cardio Tennis at one of their sites whilst are continuing outreach sessions due to the popularity.

Research studies conducted by the Women's Sport and Fitness Foundation have found that although some women and girls enjoy the competitive element of sport, many girls and women are turned off sport because it's competitive. Bearing this in mind, think carefully about how you introduce competition into your programmes and ensure young women and girls have the chance to play at appropriate levels against teams or individuals of a similar standard. Consult with women and girls on your programmes and find out what types of competitive experiences they would prefer to take part in.

Design Your Club



- You could recruit a 'Girls Champion' to consult with the young women and girls participating at the Tennis Satellite Club, find out what type of tennis experiences they would enjoy most and empower the 'Girls Champion' to take a lead on setting the right atmosphere and ensuring competitive formats are appropriate.



Measuring Impact

It is important Hub Clubs and Host Sites understand the impact of Tennis Satellite Clubs on the participation of young people in tennis.

Hub Clubs will be required to submit termly reports to support the LTA and Tennis Foundation to monitor the impact of Tennis Satellite Clubs. Hub Clubs will be provided with a pre-formulated reporting spread sheet to help make this process easier.

The report will capture the information below:

- **Engaged** = the total number of young people participating (attending at least 1 session)
- **Retained** = the total number of young people attending 5 sessions over 1 term
- **Sustained** = the total number of young people attending 10 sessions over 2 terms
- **Transition** = the total number of young people joining a Hub Club programme

“What’s a good conversion rate from the Tennis Satellite Club activity to our Hub Club programme?”

There’s no easy answer to this question!

It depends on a number of different factors, including demographics, distance between Tennis Satellite Club/ Hub Club and how attractive the offer of joining the Hub Club programme is.

The ‘Design Your Club’ and ‘Ideas Bank’ sections provide models of how working to these levels can help to create relevant, appealing and convenient tennis opportunities for young people, which should also be embedded into the Hub Club programme to support transition.

However, some of the young people might just prefer to play once a week at the Tennis Satellite Club or it might be their only option. We would obviously embrace them participating regularly in tennis, wherever they choose to play, so the Hub Club may decide to run more than one session at the Host Site and these sessions become an extension of the Hub Club programme.



HUB CLUB INFORMATION

After experiencing any tennis activity either in school / college or as part of the Tennis Satellite Club, it’s vital that all participants should receive information on where they can play again and the opportunities available in tennis locally. The young people are likely to have had an exciting experience and therefore feel positive about tennis, so it’s an ideal time to provide information on further opportunities.

The conversion rate from school / college to Tennis Satellite Club to Hub Club will be much lower if:

- a) you don’t provide any information about other opportunities to play at the end of each session or,
- b) you just do it verbally

Information can be provided in the form of a leaflet / letter / voucher and why not ask the host site or targeted schools / colleges to distribute the information via website / newsletter / digital and social media channels.

THINK OF WAYS TO MAKE YOUR LEAFLETS AND FLYERS STAND OUT FROM THE REST...

You could make a short ‘meet the coach’ introduction video to showcase what your coaching programme at the Hub Club offers. The video could involve yourself, other coaches and some juniors from your programme all selling what a fantastic programme awaits new members! If you post this onto the Hub Club website, you could then set up a QR code and include this on all your leaflets and flyers. Potential new members can quickly scan the QR code and see for themselves what exciting opportunities are awaiting them at the Hub Club!

FREE / DISCOUNT VOUCHERS

Handing out vouchers for free, or discounted, sessions for the Tennis Satellite Club and Hub Club programmes are a really good way to be able to monitor the conversion rate from school / college to Tennis Satellite Club to Hub Club. This works particularly well after taster days, here you see a large number of young people and can promote a specific opportunity at the end of each session (after which they will hopefully feel inspired and positive about tennis).

In the case of monitoring the conversion rate from taster days to recruiting young people to the Tennis Satellite Club, a free voucher for the first two sessions is a great way of encouraging them to continue playing out of school / college and allows you to monitor conversion rates between the schools / colleges.

ADD ‘SCHOOL / COLLEGE NAME’ TO YOUR BOOKING FORMS AND DATABASE

It’s a good idea to add ‘school / college name’ to the booking forms for your Tennis Satellite Club and Hub Club programmes. On your database you can then monitor where the majority of your participants come from, or alternatively; target those schools / colleges where the conversion rate is lower to attract new groups.



Example Programme

The following two example programmes shows the potential year round structure of a Tennis Satellite Club with activity broken down into three terms. There are examples showing how a Hub Club may wish to allocate the £1,000 revenue funding and examples of how the programme can become self-financing yet still keep fees as low as possible for participants. If a Tennis Satellite Club is successful in meeting the objectives set out in the 'Year 1 Tennis Satellite Agreement', the Hub Club will be eligible for continued support in years 2-4 with up to £1,000 available per year.

This is for example purposes only and the financials shown are open to a number of factors, i.e. demographics, coach hourly rates, conversion rates, facility access and attendance at sessions.

The £1,000 revenue funding provided by the LTA in year one should be used to kick start the programme and can be allocated towards the following:

- Subsidise coaching costs in year one, so coaching fees can be kept as low as possible to attract participants.
- Fund coaching costs for the promotional tasters in schools / colleges to launch the Tennis Satellite Club programme.
- Extra equipment, in addition to the Schools Tennis Equipment Pack provided.
- Extra promotional material / printing costs.
- Facility hire – In 'Example 1', there are no costs built in for facility hire as it is hoped that facilities can be accessed free of charge through the Host Site, however, in some cases facility costs may need to be factored in, so this has been illustrated in 'Example 2'.

We would encourage the majority of Hub Clubs to implement a small fee (for example, between £1 and £2) for individual sessions.

In order to attract participants it might be more appropriate to run sessions on a 'pay & play' basis at least for the first term, with participants signing up to 'termly block bookings' beyond this. However, this will depend on local demographics as 'pay & play' may be more appropriate in some areas, you could always offer both options and give a reduced session rate to those who commit to the termly payment up front.



EXAMPLE PROGRAMME 1

Target group: Mixed gender 14–16yrs - Based on a school site.

The figures here are based upon a minimum of 12 players per session. If there are more players, the programme could make a small profit, however if numbers increase up to 20 or more, additional coach / assistant fees may need to be factored in. The hourly rate for participants is based on £1 per hour as there are no facility costs included.

	Sep-Dec	Jan-Mar	Apr-Jul	Summer Hols
Promotion / launch	Tasters / curriculum promotion sessions in schools / colleges to launch Tennis Satellite Club programme. + Media campaign + Host Site supporting consultation 6hrs @ £20/hr = £120	March leaflet drop / media campaign to promote Easter camps and summer term programme.	June leaflet drop / media campaign to promote summer camps and autumn term programme.	On-going promotion for autumn term programme.
Weekly sessions and holiday camps	10 weeks @ £20/hr = £200 H.term 1x 2hr camp = £40	12 weeks @ £20/hr = £240 Easter 2x 2hrs camps = £80	12 weeks @ £20/hr = £240 H.term 1x 2hr camp = £40	4x 2hrs camps = £160
Playing	Short Tennis Cardio Tennis	Short Tennis Cardio Tennis	Tennis Xpress Traditional Tennis	Traditional Tennis and Short Tennis options Run some free taster sessions at the Hub Club
Leading	Tennis Leaders modules built into sessions, flexible delivery and introduce 'Design Your Club'	'Design Your Club' themes	'Design Your Club' themes Volunteering opportunities at Host Site	'Design Your Club' themes Volunteering opportunities at Host Site
Competing	Half term intra competition	Easter inter competition	Half term intra competition	Competitions built into 2hr camps
Income LTA Grant and Pay & Play fees	LTA grant: £1000 12 players, £1/hr x 12hrs = £144	12 players, £1/hr x 16hrs = £192	12 players, £1/hr x 14hrs = £168	12 players, £1/hr x 8hrs = £96
Expenditure	Coach cost: £360 Equipment: n/a	Coach cost: £320 Equipment / balls: £60 Printing: £50	Coach cost: £280 Equipment / balls: £60 Printing: £50	Coach cost: £160

(Any profit can be rolled over to Year 2. Alternatively you may need to cover facility hire, or allocate some funding towards competition prizes or additional coaching time for promotional events, etc.)

Year 1

Total Income £1600
 Total Expenditure £1340
Profit - Year 1 £260

EXAMPLE PROGRAMME 2

Target group: College students 16–19yrs – Focus on regular, participant led competition - Based in the college sports hall Sept–March / and local school or park courts April–August.

The figures here are based upon a minimum of 12 players per session. If there are more players, the programme could make a small profit, however if numbers increase up to 20 or more, additional coach/ assistant fees may need to be factored in. The hourly rate for participants is based on £2 per hour as the programme will take place in a sports hall during the first two terms, therefore facility hire of £25/hr has been factored in.

	Sep-Dec	Jan-Mar	Apr-Jul	Summer Hols
Promotion / launch	Road show of college tasters focus on quick fire Short Tennis competition to promote Free Tennis Match Day / Tennis Satellite Club. + Social Media campaign. 12hrs @ £20/hr = £240 Launch event 4hrs x2 coaches @ £20/hr = £160	Student Union to support media campaign round college to promote. Link into any incentive programmes. Club participants 'spread the word' - Bring a mate and get a free session.	Continue with support from Student Union to promote summer competitions programme. Club participants 'spread the word'.	Target newbies at Freshers Week for autumn programme.
Weekly sessions and holiday camps	10 weeks @ £20/hr = £200 Facility fees 10hrs @ £25/hr = £250	12 weeks @ £20/hr = £240 Easter 1x 4hr team competition (outdoor) = £80 Facility fees 12hrs @ £25/hr = £300	12 weeks @ £20/hr = £240 H.term 1x 4hr team competition = £80 Run at local outdoor courts	2x 4hr competitions = £160 Run at local outdoor courts
Playing	Short Tennis	Short Tennis	Traditional Tennis	Traditional Tennis and Short Tennis options. Run some free taster sessions at the Hub Club.
Leading	Introduce 'Design Your Club' Competition Organisers workshop and establish competition planning teams. Regular competition built into programme.	Teams to plan and deliver themed competitions over two terms and Easter / summer holidays.	Continue themed competitions	Volunteers to run box league and continue over summer holidays – text in results and email updates.
Competing	Competition Weeks 5 & 10	Competition Weeks 6 & 12 Easter team competition	Competition Weeks 6 & 12 Half term team competition Players set up own box league for summer term	Competitions built into 4hr camps
Income LTA Grant and Pay & Play fees	LTA grant: £1000 12 players, £2/hr x 10hrs = £240	12 players, £2/hr x 16hrs = £384	12 players, £2/hr x 16hrs = £384	12 players, £2/hr x 8hrs = £192
Expenditure	Coach cost: £600 Facility fees: £250 Equipment: n/a	Coach cost: £320 Facility fees: £300 Equipment / balls: £60 Printing: £50	Coach cost: £320 Equipment / balls: £60 Printing: £50	Coach cost: £160

Year 1

Total Income £2200
 Total Expenditure £2170
 Profit - Year 1 £30

Case Study

Lordswood Community Tennis Club, based at Lordswood School in Birmingham.

Edgbaston Priory Club in Birmingham has been involved in establishing a fantastic new community tennis club on the courts at Lordswood School. Lordswood Community Tennis Club offers affordable coaching and membership to the whole community and the link with Lordswood School has been instrumental to the growth of the club. The Community Tennis Coach, Stuart Maidment started to introduce tennis at the school by delivering taster sessions and coaching blocks within the curriculum, this helped to raise the profile and awareness of tennis to groups of young people aged 11-18 years who had little or no previous experience of playing the game. This led to the formulation of weekend / evening community sessions for teenagers, and the progression for those teenagers wanting to play tennis more often has been the Lordswood Community Tennis Club programme on the school site. Some young people have also progressed onto the programme at Edgbaston Priory Club.

Cardio Tennis sessions were also introduced specifically for the girls at Lordswood Girls School to give them a chance to try tennis in a totally different format, they were then encouraged to join the weekly Cardio Tennis sessions at the club.

View a short film showing how the relationship between Lordswood School and Edgbaston Priory Club has resulted in more young people picking up a racket and making the step from school tennis to community tennis.



Scan the QR code to view a short film about Lordswood Community Tennis Club or visit: www.lta.org.uk/clubs-schools/Schools-tennis/School-Club-Links/Tennis-Satellite-Clubs

Produced by The Tennis Foundation | Charity No. 298175
For more information visit: www.tennisfoundation.org.uk

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**CREATING
CHANCES**

