LTA working in partnership with StreetGames

# An ‘informal’ tennis offer

# Historical landscape of tennis…

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3500 LTA Licensed Qualified **Tennis** Coaches; **traditional coaching pathway** Level 1, Level 2 etc

2500 LTA Registered Places to Play; **formal** membership, **limited** community access, a **barrier** for newbies

Perception of tennis as **difficult to teach** and **expensive to play**

**Internal concern** that delivery by **non-tennis coaches** would **dilute the quality** of the offer

## Potential to expand and diversify…

Additional **2500 non registered venues**; leisure centres, parks, and schools

**Demand** for coaching clearly **outweighs supply**

**Opportunity** to **up-skill other sports coaches** with an **informal 'participation' workshop** that focuses on having a go!

Existing **tennis coaches** have **no desire/need** to branch out into the community, especially areas of deprivation; low income, **tough remit** and **not essential to their business**

LTA BRITISH TENNIS

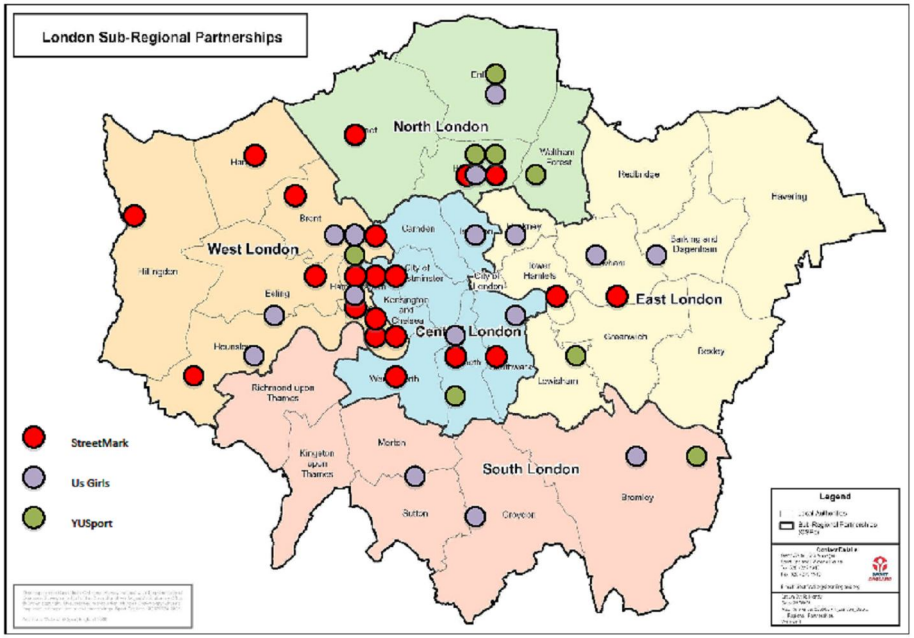
# StreetGames and the opportunity…

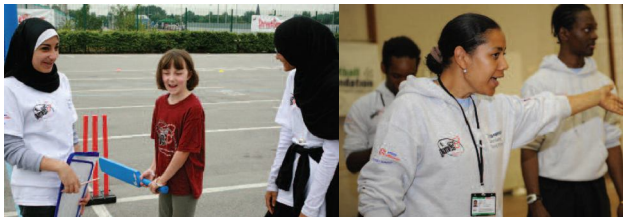
StreetGames is the only national charity dedicated to developing sport within disadvantaged communities and to making sport accessible to all young people regardless of their social circumstances.

Network of over **130 projects** Nationwide

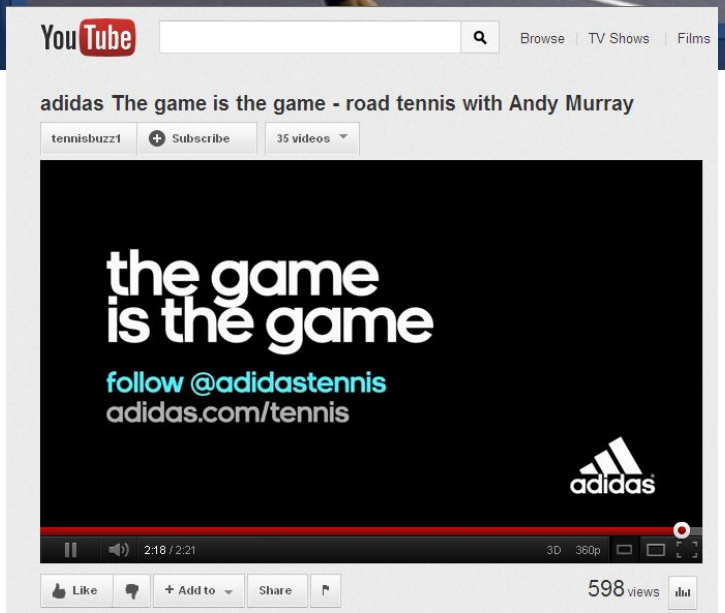
Over **xxx multi-sports coaches** offering over xxx adapted activities

Experienced workforce with a background in working with children from deprived areas



# ‘Informal’ is what people want




JUST PLAY!
The FA Mars

allplay
helping more people play tennis

LTA BRITISH TENNIS

# ‘Intro to Tennis’ 3 hour workshop

3 hour workshop covering practical delivery of the ‘game’

- the ‘informal’ game
- small spaces large numbers
- modified equipment
- basic scoring formats
- further training opportunities

150 Multi-Sport Coaches trained

Kit-bags given to 30 projects

LTA BRITISH TENNIS

*“We really enjoyed the workshop and found it valuable. Tennis is a sport that we have always thought about delivering, but due to lack of confidence, we have never really gone for it!”*

JAMES GREGORY – SPORTS COACH THANET DISTRICT COUNCIL

*“The workshop made me more confident with my tennis knowledge of different skills and games..... would like to use some of the activities as part of our multi-sports StreetGames sessions.”*

ZOE WHETTON – SG COACH NORTH HYKEHAM YOUTH CENTRE

*“It was fun and informative, gave me ideas on new ways to use the space I have....”*

LIANA MATHURIN-BROWN – SDO NEWHAM COLLEGE

# StreetGames tennis in action…

# Impact on tennis participation

## Tennis participation increased **160%** across all the 130 projects:

CASE STUDY

Watch a video of Street Tennis

LOCAL LTA SUPPORT
The Tennis Development Manager in your area can provide advice and guidance on getting started and making links with other places to play

THE BRISTOL STREETGAMES TENNIS PROJECT – TENNIS FOR A NEW AUDIENCE

**Why did you establish the StreetGames Tennis programme?**

In Bristol we are aiming to reach non-traditional tennis players by providing them with a programme of tennis opportunities that they previously would not have accessed. StreetGames tennis is designed to be played anywhere and the format used helps to build confidence in playing the game. The casual, drop in sessions give participants the opportunity to play tennis, including some basic competition, with friends in a comfortable setting and to be able to try the sport for the first time.

The Bristol programme is setup to provide a number of tennis opportunities within parks and multi-activity sites (football and basketball courts) to engage with a diverse community and encourage participation in a sport that is traditionally perceived as elitist and inaccessible. This is an excellent way to give people the opportunity to pick up a racket and have a go, without worrying about ability or a full understanding of the rules.

**What sessions take place and what links have been formed?**

An important element of the StreetGames programme is the flexibility and variation of the session; taking tennis to people's doorstep and making tennis accessible. Using portable zsig nets and cones to make courts on multi-use games areas and providing informal supervised play makes the game attractive in disadvantaged areas.

The term time programme consists of eight-week blocks of one hour sessions run at various locations and at a time to suit the local community. The times of the sessions vary greatly depending upon the location, with some running after school, 4-5pm and some later in the evening at 8-9pm. The times of the sessions are set on local knowledge and based around existing links with youth centers, play rangers, PCSO's and community groups, who help with the promotion of the sessions.

Tennis sessions are also setup within multi-sport taster sessions; 'Active8' sessions provide the opportunity to try new sports, at which approximately 30 children attend each session. Those who participate are given information as to where they can continue to play tennis; follow on sessions at the local parks are planned to provide an informal introduction to playing tennis in the park along with the more traditional coaching programmes available.

Weekly sessions are also being setup to provide regular ongoing informal play at a low cost. Assistants from the parks and clubs, all of whom have taken part in the LTA StreetGames Tennis Workshop, lead the sessions and at a cost of only £1 per player. To date, this has been funded from a variety of sources including Sport Unlimited, StreetGames and community club funding, along with training and equipment from the Tennis Foundation.

**How have we benefited in growing tennis participation?**

We have proactively engaged a new audience to a greater degree than traditional more formal tennis coaching sessions and provided more opportunities to play tennis. After one initial block of 8 weeks, one multi-use games area has gained funding for mini tennis nets, rackets and cones for their centre. The kids involved are continuing to play tennis, including teenagers who had never been engaged with tennis before. The coach from the local club will support the sessions and provide the opportunity for players to follow on to the informal or formal park club sessions as an introduction to the parks setup.

Encouraging those who already play football, rounders and basketball to get involved has also seen a new group of youngsters get involved in the sport. We look forward to a great summer full of more activity!

April – June 2010 – 2,292

April – June 2011 – **5,965**

## Comparison with other sports:

Athletics – 3,455

*Basketball – 8,384

**one of the most popular SG sports*

# Promoting this to clubs and coaches…

Article within British Tennis Quarterly - Official LTA publication

Over 20,000 copies distributed nationally and to 400,000 players digitally

INSIDER

how to…

## …GET MORE KIDS PLAYING

Changing sport, changing communities, changing lives – It's what StreetGames is all about!

StreetGames is an award-winning national charity that brings sport to the doorstep of young people living in disadvantaged communities.

The charity's network of 130 projects delivers sporting opportunities to youngsters in England, Wales and Scotland, making sure the less well-off can participate and enjoy sport.

By helping local people to establish and develop "doorstep sport" projects, StreetGames is able to offer young people a sport when they want it, when they want it and how they want it. The charity says there's no "one size fits all" approach – it's all about finding the right solution for each community.

### ALTERNATIVE TENNIS

In spring 2011, the LTA saw an opportunity to attract more young people to tennis by providing a programme of fun, informal versions of the sport.

The LTA delivered five StreetGames Tennis Workshops to StreetGames project leaders and multi-sports coaches – two in London and one each in Birmingham, Manchester and Sunderland. The workshops was an informal introduction to the game, using Tennis Freestyle and Touchtennis to demonstrate various techniques to help deliver the sport to a mixed-ability group, within limited facilities by coaches and leaders with little technical knowledge.

David Hudgell from Bristol City Council attended one of the workshops. He says: "It was very useful to see tennis delivered in an alternative way. We liked that it can be play-based rather than just concentrating on techniques – using less formal coaching techniques means it can be delivered by a variety of people."

### MAKING TENNIS POSSIBLE

The workshops were a great success, with more than 140 people attending nationwide, representing 80 different organisations, including StreetGames projects, local authority groups and alternative community clubs. Forty of these venues were provided with a free kick-start kit bag, which included 30 mini rackets, 60 sponge balls, a portable net and some barrier tape. This kit, along with the basic three-hour workshop and training book, has given project leaders the resources and, crucially, the confidence to introduce tennis as a regular sport.

James Gregory from Thurrock District Council says: "We really enjoyed the workshop and found it valuable. Tennis is a sport that we have always thought about delivering but due to lack of confidence we have never really gone for it."

Since running the sessions, existing projects have introduced tennis as a weekly activity, with some already creating links with their local club and park staff, offering opportunities for those children that are really keen to get more involved. The LTA aim to build on this success and continue to work with StreetGames on more practical workshops to support the promotion and delivery of tennis UK-wide.

The LTA Programmes Team also spoke at the StreetGames National Conference at Warwick University, sharing plans for growing participation and engaging with more diverse groups through informal alternatives, such as Cardio Tennis, Tennis Freestyle and Touchtennis. This was reinforced at the Young Leader Conference in June, where tennis was showcased alongside rugby and dance as a mainstream "new" activity.

### JARGON BUSTER

A doorstep sport is sport delivered close to home in disadvantaged communities that is at the right time, the right price, the right place and in the right style.

### TENNIS ALTERNATIVES

Touchtennis is a new sport that follows the same basic rules as Mini Tennis, using small rackets and sponge balls.

Tennis Freestyle is based on tennis tricks in the same way that other sports are (eg freestyle football). It can be played anywhere, with anyone and on-court skills matter less than hand-eye coordination.

Cardio Tennis is a tennis-based workout accompanied by music to help keep the activity rate up. It's a group activity made up of drills and allows players of all abilities to workout together.

FOR MORE INFORMATION ABOUT Touchtennis, Tennis Freestyle and Cardio Tennis visit www.lta.org.uk/GTO

IF YOU WANT TO LEARN MORE ABOUT StreetGames and find out how to get involved visit www.lta.org.uk/GTO

BRITISH TENNIS QUARTERLY www.lta.org.uk www.lta.org.uk SPRING 2011

# Next steps to build on the success…

Ongoing training StreetGames project leaders on the delivery of tennis through our Coach Education Centres

Working with Sports Coach UK to develop a ‘fast track’ 3 day Level 2 Tennis Qualification for multi-sports coaches working within the SG projects

Developing low cost equipment packs that can be purchased by StreetGames project leaders

Supporting StreetGames projects to deliver tennis specific festival days

Engaging with UsGirls; StreetGames Sport England funded programme that aims to get 30,000 young women participating in sport

Engaging StreetGames in the delivery of community focussed tennis interventions within the 8 ‘pilot’ areas across the UK

LTA BRITISH TENNIS