



**AEGON SCHOOLS TENNIS**

**Schools Tennis**  
Strategy, 2009 - 2013

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**The Schools Tennis Strategy sets out the vision, direction and plans for the future of tennis in schools across Great Britain. The strategy, which looks at ‘where we are now’, ‘where do we want to be’ and ‘how we are going to get there’, has been developed by The Tennis Foundation, in partnership with the LTA and others working in tennis and the education sector.**

It aims to maximise tennis' contribution to children and young people and to the Government's PE, School Sport and Young People strategy (PESSYP). It also sets out how an effective schools programme can contribute to the future success of British Tennis, playing an integral role in growing the base of the sport and supporting talent ID and development. The success of the Strategy is crucial as part of tennis' legacy for the 2012 London Olympic and Paralympic Games.

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# WHERE ARE WE NOW?

1.0

## 1.1 ABOUT THE TENNIS FOUNDATION

The Tennis Foundation is driven by the belief that tennis should be accessible to everyone.

### What is the overall goal of the Tennis Foundation?

Making sustainable, organised and affordable tennis accessible to people of all ages and abilities across existing local authority facilities in England, Scotland and Wales.

### How will the Tennis Foundation operate?

The Tennis Foundation are working with the LTA, alongside local authorities, education providers and other local partners to deliver its strategy. To succeed, it is essential we leverage all the existing resources on the ground, including the school sport infrastructure, Local Authorities and County Sports Partnerships. Coaches working on the ground at this local level will be absolutely critical in this drive to engage more people in playing tennis across Britain

### Tennis in Parks & Other Public Facilities:

The Tennis Foundation is actively encouraging existing, organised tennis in Parks and Public facilities.

### What is a Beacon?

A beacon site is a local authority public facility providing local communities with access to affordable, organised and high quality coaching and competitive opportunities.

Beacons will have minimum standards in terms of the number and quality of facilities on offer, cost, and the coaching programmes offered. It also represents a business opportunity for local coaches.

A Beacon will form a social community tennis centre and ideally should provide a small café for social interaction for all ages:

- Year One: 50 Beacon Sites
- Year Two: 125 Beacon Sites (75 new Beacon sites)
- Year Three: 225 Beacon Sites (75 new Beacon sites)

### What about the other Park facilities?

The Tennis Foundation will create self organised tennis opportunities in hundreds of Parks with Self Service.

### What is Self Service?

“Self service” tennis is a local community park-based tennis facility that people can access free of charge. The Tennis Foundation will be providing basic signage at self service facilities, including information about scoring and how to play and enjoy the game, as well as links to local clubs and Beacon sites with accessible coaching and competition

### %age of courts with a free tennis offer:

- Year One: 30% already achieved
- Year Two: 60%
- Year Three: 100%

### Locations with signage:

- Year One: 300 locations, 2009
- Year Two: 750 locations, 2010
- Year Three: 1,350 location, 2011

### How can we drive people to the parks and retain them?

The Tennis Foundation will be coming up with ideas, PR initiatives and joint marketing campaigns to drive potential players to the parks where there is organised Tennis. Central to this will be the new online virtual tennis community; [www.eparktennis.com](http://www.eparktennis.com)

### What is a Hotspot?

A hotspot is an area of sustainable tennis delivery, where partners from local government, clubs, coaches, schools and other education providers all work together to deliver a range of tennis opportunities across a local authority area.

This joined up approach will help ensure that more people can access existing facilities in parks, schools and communities, as well as high quality coaching. It will also help talented tennis players to develop and ensure that they are linked into the talent pathways now in place across British Tennis.

A successful Hotspot will rely on a team of coaches working across all partners in a local area, from schools to parks to indoor centres. They will also link with satellite clubs and High Performance Centres.

### First 7 potential Hotspots:

- St Albans and Welwyn:
- London Borough of Haringey:
- Nottingham and Loughborough:
- Reading and Wokingham:
- Portsmouth:
- Glasgow:
- London Borough of Hackney

13 more Hotspots will be announced 2009/10.

# WHERE ARE WE NOW?

## 1.2 TENNIS IN BRITAIN

Tennis is already one of the highest participation sports in Britain. According to market research (BMRB TGI Survey October 2007) some 3.9 million people aged 7 and above in the UK play tennis regularly or occasionally, including an estimated 1.6 million children and 2.3 million adults. The DCMS Taking Part Survey (2005) puts the adult figure even higher, with an estimated 2.73 million adults (6.7%) playing tennis in the last 12 months.

At junior level, the DCMS Taking Part Survey (2006/2007) estimates that 21.1% of children aged 11-15 play tennis. The same survey found that approximately 381,000 (11.9%) of 11-15 years olds have taken part in tennis outside the school curriculum in the last four weeks. It is worth noting that these figures are in spite of the seasonal nature of Schools Tennis, which often clashes with critical exam periods. As part of our Schools Tennis Strategy we want to extend the availability of tennis year-round; to encourage more regular participation and increase the proportion of young people participating in tennis inside and outside the curriculum.

British Tennis is committed to broadening its appeal in communities nationwide by creating opportunities for children and young people for the first time. In addition, we will focus strongly during 2009 -13 on improving the quality of tennis delivery, including in schools. We believe it is essential to ensure people have positive first experiences of tennis to help keep them engaged.

As outlined below, we will work to achieve this through improved support to Schools Tennis. The strategy is an integral part of British Tennis' work to grow overall participation in tennis; alongside a range of other activities, including:

- **Broadening the appeal of tennis** - tackling misconceptions, for example tennis as an "exclusive" or "expensive" sport.
- **Enhanced competitions** - improving existing and introducing new competitions, including entry-level competitions.
- **Improving coach and teacher education and support** to improve the quality of experience and increase the likelihood that people will stay involved.
- Encouraging coaches and tennis facilities, including schools, to offer **an increased and more inclusive range of tennis activities** to appeal to different audiences.

## Support Infrastructure

British Tennis has a comprehensive nationwide delivery network. The focused central team at The National Tennis Centre in Roehampton, where both The Tennis Foundation and LTA are based, includes leading specialists in their field.

These are supported by enhanced local resource on the ground through a county based "Field Team" and by regionally based experts. These include a network of facilities project managers, tennis development and talent and performance specialists. This refocused workforce means British Tennis is better placed to make efficient use of its resources, and constantly monitor and evaluate progress.

The work programmes, measures and priorities of the Field Team have recently been reviewed and have resulted in a greater focus and emphasis on Schools Tennis and school-club links in particular.

## 1.3 SCHOOL SPORT

There has been a much increased focus on school sport, including competitive school sport, in recent years. With community legacy at the heart of London's bid for the 2012 Games, comprehensive school sport strategies in place and, arguably, unprecedented levels of investment, it is undeniably an exciting time for school sport.

Sport is a devolved matter within the UK, and the Department of Culture, Media and Sport (England), Scottish Executive and Welsh Assembly have all developed comprehensive strategies for school sport. These are described in detail in the Appendix (4.2) and vary depending on the national context, with common themes including a focus on:

- Increasing the opportunities for children and young people to access and participate in sport regularly
- School-club links to encourage participation outside of curriculum hours and sustain participation once people leave education
- Competition
- Volunteering opportunities for children and young people
- Support for talented youngsters, helping them progress and achieve their potential

# WHERE ARE WE NOW?

## 1.4 TENNIS IN SCHOOLS

The Government's School Sport Survey (2007/8) shows tennis is now offered in 79% of schools, up from 76% in 2005/06 and 70% in 2003/4. Tennis is well placed to capitalise on this increase and introduce more young people to the game, alongside additional work to keep them involved throughout their lifetime. Significant improvements have also been made in terms of school-clubs links. They are now in place at 40% of schools, a substantial 13% increase on 2003/4, when only 27% of schools had such links.

This undoubted progress is indicative of a great deal of positive activity in tennis, with much good practice around the country. However, until now there has not been a Schools Tennis Strategy and it is widely recognised that much more could be done with an improved, co-ordinated approach. In particular, much focus should be placed on the quality of provision and school-club links, rather than quantity in isolation.

To date, British Tennis has successfully embraced the leadership and volunteering agenda within schools. To build on this, the tennis leaders programme will be redeveloped by removing the current coaching bias, broadening its appeal to wider tennis audiences and making it more accessible for delivery within the school environment. Tennis leaders will be open to young people aged between 13 and 16 (currently 14-18) and will be aligned to Sports Leaders UK and the new 14-19 diploma. We will recruit and train 6,000 tennis leaders by 2013. Tennis leaders will feed into further volunteering and employment opportunities available to young people aged 16+, to include level 1 coaching assistant qualification, tennis' young volunteers project with the charity 'v' (competition organisers and club volunteer coordinators), refereeing & line judging opportunities and the AASE scheme.

Much positive work on Schools Tennis competition has taken place to date, however, focus over the next 3 years will be to increase opportunities for players of a recreational ability, players with a disability and engagement with the Competition Manager network (England).

## 1.5 AEGON: THE LEAD PARTNER OF BRITISH TENNIS

The partnership between the LTA, Tennis Foundation and AEGON, the first lead partner of British Tennis, began on 1st January 2009.

The landmark five-year deal was announced in September 2008 and sees support provided across all levels of British Tennis until 2013.

AEGON, a leading life assurance and pensions company, will play an integral part within the four pillars that make up the commercial programme: community (including schools), competition, performance and events.



# WHERE DO WE WANT TO BE?

With its broad appeal, high levels of interest in the sport, nationwide delivery network and facilities, tennis can make a major contribution to the drive to get more people involved in sport and secure a powerful legacy for the London 2012 Games.

The Schools Tennis Strategy is integral to this work, helping to increase and sustain participation and support the development of talent.

## 2.1 THE VISION

We aim to put a racket in every child's hand by 2012 and ensure tennis achieves its potential as one of the nation's leading sports. The Schools Tennis Strategy is central to achieving this goal. It aims:

*"To provide opportunities for all children and young people to participate in high quality tennis in schools and school-club links, and ensure they can reach their potential as the next generation of players, coaches and volunteers."*

## 2.2 GUIDING PRINCIPLES

The Schools Tennis Strategy will:

- Be child centred
- Make tennis more fun and provide positive first experiences of a sport for life
- Increase investment in Schools Tennis
- Provide a simple, but co-ordinated approach to the delivery of Schools Tennis
- Reflect and compliment the wider ambitions of British Tennis
- Align with and compliment the agendas and policies of our partners
- Be informed and developed by the right people
- Raise the profile and improve the image and reputation of Schools Tennis

## 2.3 DRIVERS

To help us achieve our vision, our work will be focussed around 3 drivers:

- Support tennis in schools through stronger school-club links
- Develop and support teachers, coaches, leaders and volunteers
- Develop simple, inclusive and progressive schools competition opportunities

These drivers are designed to ensure that the development of Schools Tennis is undertaken on a sustainable basis.

## 2.4 MEASURES

The Tennis Foundation will work with the LTA's county-based Field Team to roll-out the Schools Tennis Strategy across Britain. The ongoing School Sport Survey (commissioned by the Department of Children, Schools and Families) will help us monitor progress.

Monitoring and evaluation will be undertaken on an ongoing basis and the following four key measures have been developed to help us monitor progress:

Percentage of schools with a formal School Club Link			
Measured by the annual School Sport Survey and by internal data collection through Schools Tennis Membership			
<b>09/10:</b> 42%	<b>10/11:</b> 44%	<b>11/12:</b> 46%	<b>12/13:</b> 49%

Number of Schools Tennis Members			
Measured by the number of schools that join the Schools Tennis Membership scheme and registered individuals			
<b>09/10:</b> 3000	<b>10/11:</b> 3500	<b>11/12:</b> 3750	<b>12/13:</b> 4000

Number of teachers and coaches trained			
Measured by the number of teachers attending Teacher Training courses and the number of coaches completing UKCC Level 1 & Level 2 and attending the 'Working in Primary/Secondary Schools' courses			
<b>09/10:</b> 3800	<b>10/11:</b> 4800	<b>11/12:</b> 5760	<b>12/13:</b> 6500

Number of young people competing in inter-schools competitions			
Measured by the number of young people competing in the 'National' and 'Local' categories of the framework			
<b>09/10:</b> 15000	<b>10/11:</b> 25167	<b>11/12:</b> 37513	<b>12/13:</b> 51344

The four measures above are specific to Schools Tennis, but as part of the success of the Strategy, the team will closely monitor wider British Tennis measures, such as junior membership levels at affiliated clubs, number of regularly competing juniors in clubs and number of young leaders placed.

Feedback mechanisms will be established to gather qualitative information about Schools Tennis. Some of these are already in place, for example the annual British Tennis stakeholder audit.

Effort will also be placed on working with clubs and coaches to monitor the effectiveness of their School Club Links in terms of how many children and young people continue playing at a club/community venue, following an introduction to tennis at school.\*

## 3.1 CONSULTATION

The Schools Tennis Strategy has been developed taking into account the findings of the 'Grassroots Tennis - Community Review', carried out on behalf of The LTA by SMC & Associates and published in January 2007. This comprehensive review was wide ranging and involved qualitative feedback from sectors of the game, from grassroots to performance, within Britain and abroad.

The Strategy has also been informed by online research surveys, conducted during Summer 2008, specifically for the Secondary School sector. Over 3,000 responses were received from teachers and pupils. This is in addition to ongoing internal research and development.

Key groups of people involved in delivering Schools Tennis were consulted and provided with the opportunity to feedback on the draft Strategy, specifically:

- Tennis Foundation Board
- LTA Teams & Management Team
- Tennis Scotland
- Tennis Wales
- BSTA Management Committee & Council
- School Sport Partnership Infrastructure (England)

The following key organisations were also provided with the opportunity to provide feedback:

- The Youth Sport Trust
- The Department for Culture, Media & Sport
- Association for Physical Education (AfPE)
- Sport England
- sports coach UK
- School Sport Partnership Infrastructure (England)
- Partnerships for Schools (England)

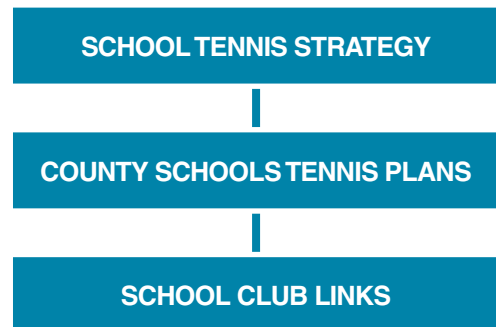
## 3.2 OVERVIEW OF APPROACH

Taking into account the current Schools Tennis landscape, including wide-ranging examples of good practice and geographical variations, we acknowledge that a 'one size fits all' approach will not work.

The focus of the Schools Tennis Strategy will be developing a wide range of resources to ensure that teachers and tennis providers are empowered and have appropriate and tailored support to develop successful and sustainable Schools Tennis programmes, including competitions, and club links. It will use existing, established networks in tennis and in school sport and will build on existing best practice. As such, it is deliberately not designed to be a new national 'initiative' or 'scheme'.

As part of their annual planning process (April-June), each LTA county team will be required to produce a schools tennis plan, with appropriate support to underpin the delivery.

Working with the Field Team and the school sport infrastructure, as part of their planning process, tennis providers will be encouraged to develop and sustain their school-club links. Funding needs will be identified through this work and where appropriate, will be fed into the County Schools Tennis Plan.



Schools and tennis providers will therefore access support through a strategic and targeted approach, as above. In addition, an annual 'Guide to Schools Tennis' will be produced - a publication promoting everything British Tennis has to offer schools, together with explanations on the support infrastructure, club network, parks programme and talent development pathways. With this second approach, schools and clubs will be able to access 'off the shelf' and bespoke support, as required.

# HOW WILL WE GET THERE?

## 3.3 AREAS OF WORK

To deliver success, the Schools Tennis Strategy includes a series of 'Areas of Work', summarised below, with additional detail provided in the annual action plan.

- **School-club links:** Given their vital contribution to growing and sustaining participation and for the effective identification and development of talented youngsters, support will be prioritised towards schools with school-club links in place. Three levels of support will be provided (see below for additional detail). For the purposes of this strategy, clubs are defined as 'tennis providers', or 'places to play'. For example, schools can link with operators in parks, indoor centres or local authority sites - in addition to affiliated tennis clubs.
- **Schools Tennis Membership:** The Tennis Foundation is currently working with The British Schools Tennis Association (BSTA) to develop an exciting new and improved membership package for schools. This scheme helps us communicate more effectively with schools involved in tennis, offer incentives and rewards. The new membership structure will feature two 'tiers', with Tier 1 being a free registration and Tier 2 will be available for an annual subscription and will allow access to an enhanced range of benefits.
- **Facility Development:** access to quality places to play tennis is central to British Tennis' plans for 2009-2013. Concerns about facilities featured strongly in feedback through the Tennis Foundation's recent schools survey. We will be working to improve access to quality places to play, including school sites, through the facilities strategy and work with local authorities and Partnership for Schools on Building Schools for the Future (England).
- **Equipment:** tennis equipment has, relatively speaking, reduced in price in recent years. However, we do not want access to tennis equipment to act as a barrier to tennis participation. Equipment, initially mini-tennis equipment for primary schools, will therefore form a core part of the support available.
- **Communication:** effective engagement with the schools network in all the home countries is essential if we are to promote tennis and its benefits, as well as to promote the new support available. We will be working to improve our communication with schools and other relevant stakeholders.
- **Alternative and modified activities:** British Tennis recognises that tennis needs to offer a range of activities alongside more traditional formats if it is to engage and re-engage more young people in tennis, and reduce drop-off, particularly among teenage girls. We will therefore explore the use of Cardio Tennis, a tennis-based fitness activity, in secondary schools, and also look at "progressive" (mini) tennis for older pupils starting out in tennis. This will be a focus in Year 2, as part of our offering and support for Secondary Schools.
- **Cross-curricular support:** an 'off the shelf' resource, aimed at Primary Schools and focussed around Wimbledon, showing how tennis can be used as a vehicle to deliver other subjects, such as Design & Technology, Numeracy and Science in an innovative way.
- **Teacher training and support:** teachers are essential to the delivery of Schools Tennis, yet many surveyed cite a lack of confidence in delivering tennis. To address this, and to drive up the quality and consistency of Schools Tennis, we will develop an improved range of teacher training and support resources.
- **Coach development, education and support:** alongside teachers themselves, qualified coaches play a key role in delivering Schools Tennis. Many have little experience of large group work, particularly for mixed abilities. British Tennis will aim to address this through the Schools Tennis Strategy and as part of its wider coach education work.
- **Young Tennis Leaders and Officials:** recruiting more young volunteers in tennis is central to the sport's ability to deliver increased participation and success. The Schools Tennis Strategy plays an integral role in encouraging and signposting volunteering opportunities, including the redevelopment of the existing Tennis Leaders award.
- **Talent ID and Development:** since 2007 a new system of talent ID and development has been introduced for British Tennis. We will work to raise awareness of this across the schools network and ensure that appropriate links are in place between schools and the performance network, including through school-club links.
- **Internal Learning and Development:** the strategy will be underpinned through internal learning and development across the British Tennis workforce.
- **Increased and improved schools competitions:** Through the improved and simplified Schools Tennis Competition Framework, we aim to deliver a comprehensive range of competitions for children and young people of all ages, from mini-tennis red upwards to the National Schools Championships at U16 and U18. The focus in Year 1 will be to increase and improve opportunities for recreational level ability players.

# HOW WILL WE GET THERE?

## 3.4 DEVELOPING PLACES TO PLAY

- **Facility Development:** British Tennis is developing a comprehensive facilities strategy, grouping facilities into three categories and identifying the investment priorities at each level over the next four years. The strategy aims to provide quality facilities that can be easily accessed by people nationwide, so that irrespective of their background or ability they can play tennis, receive quality coaching and achieve their personal targets for their game.

The strategy focuses capital investment at three levels – in performance clubs; priority clubs, including those contributing to talent ID, delivering good quality service and expanding their membership base; and in community settings such as parks, schools and local authority courts.

- **Parks Development:** The parks programme is a key priority and aims to facilitate access to high quality tennis in communities across England. We will work in partnership with local authorities to help identify priority sites for improvement or development, alongside enhanced access. We will engage directly with key local authorities and provide advice and information on best practice in tennis and identify potential multi-sport activities and seek advice on issues such as planning.

The opportunity is far reaching and would include; providing free access to court time and affordable coaching and fun community competitions.

Through the development of 'Self Service', 'Beacon' and 'Hotspots', the aim is for 100% of park courts to offer free access within 3 years.

- **Club Development:** At its heart, British Tennis has a thriving club structure of over 2,700 affiliated clubs. However, to increase and broaden the appeal of tennis, particularly as people's expectations increase and they have more calls on their leisure time, we recognise the need to support the club infrastructure and continuously improve and grow its capacity.

Tennis Clubmark helps clubs reach out to new members; offer additional sessions and build school-club links; improve the quality of customer service and of tennis delivered within the club structure; and contribute to improved talent ID and development through better understanding of talent principles and links into the performance network.

Investment in clubs will be focussed on those making the biggest contribution to target outcomes, to incentivise change and delivery. For example, clubs are now required to offer a junior tennis programme as a condition of funding support (capital or revenue) and from October 2008, Tennis Clubmark or working towards Tennis Clubmark, will also be a condition of grant.

Access will be facilitated among quality clubs to high quality county-based and appropriate national support and advice. This will cover tennis development, talent ID and development, competitions and, where appropriate, specialist facilities development advice. As such it will contribute to growing and sustaining participation and improved talent development. We will raise awareness of the support available to clubs and the benefits of affiliation as a means to engage non-affiliated community groups, for example ethnic minority clubs.

'Tennis Resources,' British Tennis' club support toolkit, will continue to be developed, with over 200 resources already accessible online and via CD-Roms. They include practical ways of improving customer service (a key factor in participation), the quality of club tennis, including talent ID and development and suggest ways in which clubs can widen access to their programmes. In 2009, a new section on Schools Tennis will be added, providing clubs and coaches with a comprehensive range of resources to help them create and develop school-club links.

# HOW WILL WE GET THERE?

Strong school-club links are vital to the success and sustainability of any schools delivery. As such they are central to the Schools Tennis Strategy.

While the proportion of schools with a club-link is measured through the Annual School Sport Survey, there has never before been an accurate measure of the nature and quality of school-club links in tennis.

To address this, three levels of school-club link will be developed, with support from British Tennis tailored appropriately, together with a simple process for schools and clubs to assess their level of involvement.

Working with the LTA's County-based field team and as part of their planning process, clubs will be encouraged to develop annual plans, to develop and sustain their school-club links. These will then feed into the County Schools Tennis Plans, providing an accurate overview of activity and ensuring that financial resource is targeted effectively.

## 3.5 INCLUSION

The Tennis Foundation's philosophy is 'One Game All'. This strategy and subsequent support for schools, aims to ensure that all activities, resources and training will be fully inclusive. The strategy will work towards creating sustained and improved opportunities for children and young people regardless of their ability or disability or their socio-economic circumstances.

British Tennis is committed and continuously striving to give anyone the opportunity to play, work, volunteer, compete and succeed in tennis, regardless of people's background, age, ethnicity, religion, sexual preference, disability or ability. This is at the heart of everything we do and recent achievements in this area of work include attaining preliminary status of the Equality Standard for Sport. Work to increase diversity in tennis is detailed in the annual Equality and Diversity Action Plan.

A focus for Year 2 (2009/2010) of the strategy will be specific support for Special Schools, which will be linked to the wider work of a new Disability Strategy, to be launched in 2009.

## 3.6 SAFEGUARDING & CHILD PROTECTION

British Tennis has continued to work with the NSPCC and Sport England's Child Protection In Sport Unit (CPSU) to pursue improved levels of safety for children. Our work is in line with the National Standards for Safeguarding and Protecting Children in Sport, and we achieved the 'Intermediate Level' in November 2007. 2007 also saw British Tennis appoint an expert Child Protection Committee to make crucial decisions affecting the safety of children. This formed part of the adoption of new Child Protection Procedures, developed following detailed consultation and review.



# HOW WILL WE GET THERE?

## 3.7 STRATEGIC LINKS

As outlined in the introduction, the Schools Tennis Strategy, and wider work across the education sector as a whole is an integral part of British Tennis' work to grow overall participation and increase success in tennis. It builds on a number of existing strategies in tennis and beyond, including:

### **Tennis Foundation - Community Tennis Strategy**

The Tennis Foundation is leading the drive to develop and grow quality, fun tennis opportunities for communities across Britain, making tennis accessible to people of all ages and abilities, year-round. The vision is for a network of tennis "hotspots", which will act as areas of sustainable tennis development, bringing together partners from local authorities, schools and other education providers and clubs.

More information about the wider work of The Tennis Foundation can be found at: [www.tennisfoundation.org.uk](http://www.tennisfoundation.org.uk)

### **Blueprint for British Tennis**

The Blueprint for British Tennis sets out the LTA's vision, direction and proposed outline plans for the future of the sport in Great Britain. The Blueprint was prepared after extensive consultation with the wide range of groups in British Tennis during 2006. The document covers all aspects of tennis and provides a framework for the direction in which British Tennis is now heading. There is a detailed implementation plan in place, with progress monitored on an ongoing basis across British Tennis. 'Community Tennis', which includes schools, is one of seven key strands in the Blueprint, and is delivered by The Tennis Foundation working through the LTA's County networks.

More information about the Blueprint for British Tennis can be found online at: [www.lta.org.uk](http://www.lta.org.uk)

### **British Tennis Whole Sport Plan 2009 – 2013 (England)**

The British Tennis Whole Sport Plan sets out the potential and significant contribution British Tennis can make to Sport England's drive to create a world leading community sports system.

It outlines the activities, or interventions, planned to deliver success in tennis at all levels. The contribution would be made across all three of Sport England's target outcomes. It also highlights our commitment to broadening the appeal of tennis to non-traditional groups, as well as improving the quality of experience for existing tennis players of all ages, to ensure that tennis fulfils its potential as one of the nation's leading sports.

### **PE & School Sport Strategy for Young People (PESSYP)**

The Schools Tennis Strategy links to the PE & School Sport Strategy, operating in England. PESSYP operates through 10 strands and each area of work within the Schools Tennis Strategy is linked to a strand.

- Club Links (CLI)
- Sport Unlimited (SUN)
- Coaching (COA)
- Competition (COM)
- Continuing Professional Development (CPD)
- Disability (DIS)
- Gifted and Talented (GAT)
- Infrastructure (INF)
- Leadership and Volunteering (LAV)
- Swimming (SWI)



# HOW WILL WE GET THERE?

## 3.8 YEAR 1: 2008/2009 ACTION PLAN - WHAT ARE WE GOING TO DO & WHEN ARE WE GOING TO DO IT?

### Driver 1: Support tennis in schools through stronger school-club links

1.1 : School Club Links (PESSYP Link [England]: CLI)	
What are we going to do?	By When?
1.1.1 - Develop definitions for 3 levels of school club link and a process for schools and clubs to simply assess their level of link on an annual basis - receiving reward and recognition accordingly.	Jun 09
1.1.2 - Develop Schools Tennis content for 'Tennis Resources' – the British Tennis Clubs' Toolkit. Information will be provided for clubs and coaches on how to and why to develop a school-club link, a series of template letters/forms etc. and wider background information on school sport.	Apr 09
1.2 : Schools Tennis Membership (PESSYP Link [England]: CLI)	
What are we going to do?	By When?
1.2.1 - Launch an enhanced Schools Tennis Membership scheme – with an improved range of benefits, a free 'Registration' and payable 'Full-Member' options.	Jun 09
1.3 : Facility Development (PESSYP Link [England]: CLI)	
What are we going to do?	By When?
1.3.1 - Develop a package of support to engage with The Building Schools for the Future programme (England).	Mar 09
1.3.2 - Input into the development of the British Tennis Facility Strategy.	Jan 09
1.4 : Equipment (PESSYP Link [England]: CLI)	
What are we going to do?	By When?
1.4.1 - Develop an approved equipment pack for Primary Schools (Secondary & Special School packs to follow).	Apr 09
1.5 : Communication (PESSYP Link [England]: CLI)	
What are we going to do?	By When?
1.5.1 - Run a Schools Tennis Roadshow in each of the 9 Sport England/Youth Sport Trust Region.	Jun 09
1.5.2 - Produce an annual 'Guide to Schools Tennis' publication, showing what British Tennis offers schools. It will provide an overview on all the opportunities available (competition, young leaders, teacher training etc) and an explanation of the British Tennis infrastructure (professional support, clubs, coaches, talent development pathways etc).	Apr 09
1.5.3 - Develop a Schools Tennis E-Bulletin.	Jun 09
1.5.4 - Develop an annual 'bumper' printed Schools Tennis Magazine.	Jun 09
1.5.5 - Develop the Schools Tennis website to become a one-stop-shop for guidance and resource.	Ongoing
1.5.6 - Deliver School Club Links Workshops at regional Coach Forums & Public Indoor Tennis Centre Forums.	Feb - Jun 09
1.5.7 - Exhibit at Youth Sport Trust national conferences.	Oct + Feb 09
1.6 : Cross Curricular Support (PESSYP Link [England]: CLI)	
What are we going to do?	By When?
1.6.1 - Develop a cross-curricular resource for Primary Schools, focussed around Wimbledon, showing how tennis can be used as a vehicle to deliver other subjects, such as Design & Technology, Numeracy and Science in an innovative way.	Apr 09

# HOW WILL WE GET THERE?

## Driver 2: Develop and support teachers, coaches, leaders and volunteers

### 2.1 : Teacher Training & Support (PESSYP Link [England]: CPD)

What are we going to do?	By When?
2.1.1 - Develop a Primary Schools Teacher Training Course and DVD teaching resource.	Apr 09

### 2.2 : Coach Development, Education & Support (PESSYP Link [England]: COA)

What are we going to do?	By When?
2.2.1 - Enhance Schools Tennis content in UKCC Level 1 & Level 2 courses.	Complete
2.2.2 - Develop a 1-day Working in Primary Schools Coach Development CPD Module.	Apr 09
1.1.3 - Develop Schools Tennis content for 'Tennis Resources' – the British Tennis Clubs' Toolkit. Information will be provided for clubs and coaches on how to and why to develop a school-club link, a series of template letters/forms etc. and wider background information on school sport.	Apr 09

### 2.3 : Young Tennis Leaders & Officials (PESSYP Link [England]: LAV)

What are we going to do?	By When?
2.3.1 - Redevelop the Tennis Leaders course to make it more accessible for delivery within schools. Sports Leaders UK Level 1 will become a pre-requisite and a range of 3-hour 'bolt-on' modules will be developed - including; coaching, competition organisation and club management.	Apr 09
2.3.2 - Work with the Youth Sport Trust (England) to appoint a Young Officials Development Officer (YODO) to assist with the re-development of the Tennis Leaders Course, assist with the roll-out of Competition Organisers modules and mentor young people delivering their first competition and young officials identified through 'v'.	Oct 09

### 2.4 : Talent Identification & Development (PESSYP Link [England]: GAT)

What are we going to do?	By When?
2.4.1 - Develop a Talent ID Framework for Schools Tennis, that compliments the LTA Talent Development structure and the Gifted & Talented agenda within school sport. Guidance will be produced, both for tennis people (coaches, colleagues etc) and for those working in the school sport infrastructure.	Apr 09

### 2.5 : Internal Learning & Development (PESSYP Link [England]: CPD)

What are we going to do?	By When?
2.5.1 - Provide an annual programme of Learning & Development support for the British Tennis Field Team.	Ongoing
2.5.2 - Develop internal guidance documents on the school sport infrastructure and programmes.	Ongoing
2.5.3 - Produce bi-monthly Schools Tennis Field Team Briefings.	Ongoing

# HOW WILL WE GET THERE?

## Driver 3 : Develop simple, inclusive and progressive schools competition opportunities

### 3.1 : National Category of Competitions (PESSYP Link [England]: COM)

What are we going to do?	By When?
3.1.1 - Further develop and enhance The National Schools Championships.	Dec 08 onwards
3.1.2 - Further develop and enhance The Senior Students Competition.	Dec 08 onwards
3.1.3 - Further develop and enhance The Year 8&Under and Year 10 & Under Competition.	Dec 08 onwards

### 3.2 : Local Category of Competitions (PESSYP Link [England]: COM)

What are we going to do?	By When?
3.2.1 - Develop a fun competitive structure for recreational level players, to include Year 3 & 4 to provide entry-level competition and 7 & 8 to address post-primary drop off.	Complete

### 3.3 : Other Category of Competitions (PESSYP Link [England]: COM)

What are we going to do?	By When?
3.3.1 - Develop formats to support YST's Intra School Competition resource.	Sep 08

### 3.4 : Competition Support (PESSYP Link [England]: COM)

What are we going to do?	By When?
3.4.1 - Develop a Schools Tennis Competition Framework.	Complete
3.4.2 - Develop new Schools Tennis Competition Guide - a comprehensive resource with templates and guidance.	Complete
3.4.3 - Develop Schools Tennis Competition CPD opportunities for teachers.	Mar 09
3.4.4 - Raise the profile of Schools Tennis Competitions, in particular the 3 National events.	Ongoing

## 3.9 LOOKING AHEAD TO YEAR 2 & 3

The main focus for Year 1 (2008/2009) of the Schools Tennis Strategy is providing support to Primary Schools and enhancing and building school-club links.

Looking ahead to Year 2 (2009/2010) and Year 3 (2010/2011), focus will be directed at providing improved support to Secondary and Special Schools.

Progress of Year 1 will be monitored and support and resources produced will be refined/reviewed where necessary.

## 4.1 TENNIS IN BRITAIN

### Participation & Interest

- Tennis is one of the highest participation sports and a major spectator sport with high levels of public interest.
- According to market research (BMRB TGI Survey October 2007) there are 26.9 million supporters or 'followers' of tennis in Britain among adults over 18, the second highest after football.
- The DCMS Taking Part Survey shows that approximately 2.73 million adults to play tennis once a year; millions of children also have access to tennis, with 79% of all schools offering tennis.
- In terms of regular participation, the Sport England Active People Survey 2006/07 found that 939,500 people aged 16+ play tennis as least once per month.

### Competition

- The LTA estimates that there are at least 65,000 under 17s in the UK playing competitive tennis.
- Increasing the numbers regularly competing (6 or more LTA events a year) is a major priority for British Tennis, with competitions central to engaging and retaining people in tennis, as well as supporting talent development.
- The number of regularly competing juniors has increased more than 125% from 8600 to 19,600 in just two years (2006-8). This compared to around 80,000 in France. British Tennis has a target to increase the number of regularly competing juniors to 31,454 by September 2010.

### Clubs

- There are around 2,700 LTA affiliated clubs in Britain. Around 610,000 people play tennis regularly at an LTA affiliated club (source: LTA research).
- There are 21 High Performance Clubs (HPC) nationwide offering programmes tailored to meet the needs of performance juniors. They work with a wider network of approximately 160 "Satellite" or feeder clubs.
- Satellite clubs provide quality coaching and competitive opportunities for aspiring performance youngsters, focusing on the development of players aged 12 and under. Based on their track record in developing players, selected satellite clubs are designated "HPC links", and are responsible for feeding players into the HPC network. As a condition of funding all satellite clubs deliver a complete tennis programme and intra and inter-club competition, with a key focus on mini tennis and 12 and under players.
- Both HPCs and satellite clubs also provide full mini-tennis programmes and frequently act as hubs of tennis excellence for the local area. Nine of the High Performance Centres are based at local 'pay & play' indoor facilities.

- British Tennis is committed to the quality as well as quantity of tennis clubs. Tennis Clubmark, its club accreditation scheme, was launched in 2007 and the aim is to have 1000 clubs achieving the standard by 2013. Please note; for the purposes of this strategy and delivery of Schools Tennis, the word club is defined by 'any tennis provider'. This could include; affiliated tennis clubs, parks, local authorities or coaching companies.

### Coaches and Volunteers

- There are more than 6000 qualified coaches, including 3,100 LTA licensed coaches, including specialists at performance, club and recreational levels.
- British Tennis is committed to developing coaching talent and offers and endorses a range of coaching qualifications. It also endorses and supports the Advanced Apprenticeship in Sporting Excellence (AASE) for tennis, a scheme aimed at 16-18 year old, which includes a Level 3 NVQ.
- British Tennis has a nationwide network of committed volunteers. Improving the support provided to volunteers, including competition organisers, as well as encouraging more young people to get involved are both key priorities in the British Tennis Whole Sport Plan for 2009-2013. This will support the growth of wider opportunities for children and young people in tennis.

### Facilities

- There are an estimated 8,700 courts of varying standards in parks across the country. (Source: Tennis Foundation research).
- Within the network of affiliated clubs, there are approximately 13,800 tennis courts, including around 5400 floodlit courts and almost 1500 indoor courts.
- Around 300 facilities projects have been supported by the LTA in the four years (2004-2008) and facilities improvements will continue to be a major priority for tennis in the run-up to and beyond the London 2012 Games. As part of its facilities strategy for 2009-2013, the LTA and Tennis Foundation will be looking to work with selected schools, local authorities, and clubs to ensure people have access to high quality places to play across the country.

# APPENDIX

## 4.2 THE CONTEXT: SCHOOL SPORT IN BRITAIN

### England

It is undeniably an exciting time for school sport in England, with increased investment and emphasis on sport and competition.

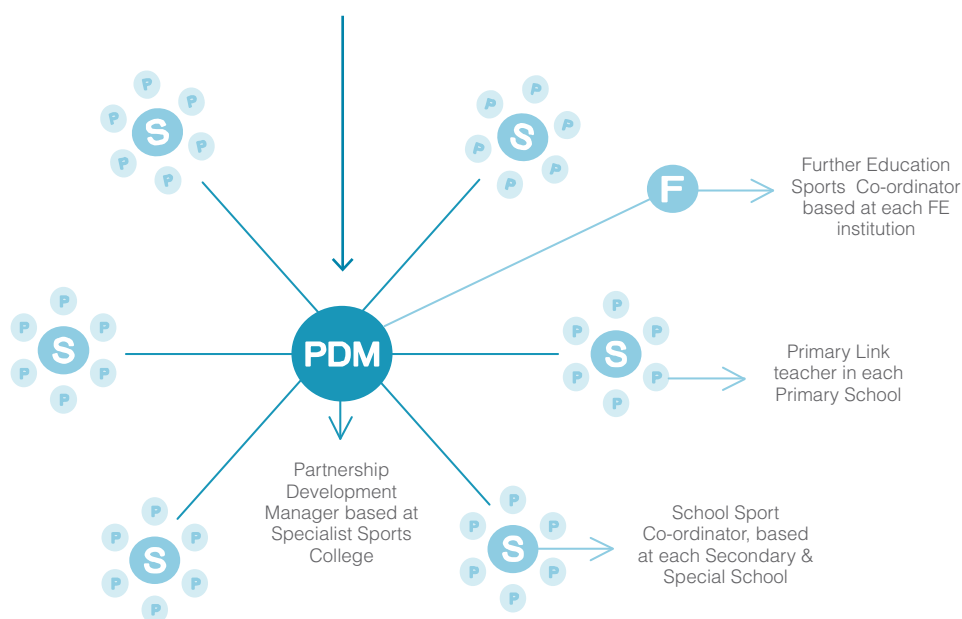
The PE and Sport Strategy for Young People (PESSYP) launched in April 2008, expresses the Government's continuing commitment to improve the quantity and quality of PE and sport undertaken by young people aged 5-19 in England. PESSYP builds on the success of the PE, School Sport and Club Links (PESSCL) Strategy for 5-16 year olds, which went live in April 2003. It will see an investment of £755 million over three years to deliver the work announced by the Prime Minister in July 2007, to increase the aspirational target of participation in PE & School Sport from 2 hours to 5 hours per week (The 5 hour offer).

Through the network of 450 School Sport Partnerships, a significant infrastructure for School Sport has been developed over the last 5 years and continues to grow:

- 467 Partnership Development Managers
- 3318 School Sport Co-ordinators
- 18,248 Primary Link Teachers
- 225 Competition Managers
- 350+ Further Education Sports Co-ordinators

### A typical School Sport Partnership:

**Competition Manager:** 1 Competition Manager (or Senior Competition Manager) per 2 School Sport Partnerships)



**PDM:** Partnership Development Manager (based at the Specialist Sports College)

**S:** School Sport Co-ordinator (based in each Secondary School)

**P:** Primary Link Teacher (based in each Primary School)

**F:** Further Education Sports Co-ordinator (based in each FE institution)

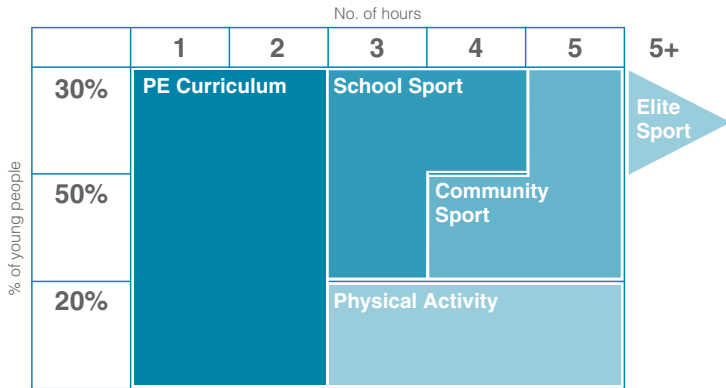
In addition, there is:

- A Director of Specialism in each Specialist Sports College.
- A Competition Manager based across 2 School Sport Partnerships, managed by a Senior Competition Manager in each County.

# APPENDIX

## The Sporting Landscape for Young People

In developing the PESSYP Strategy, a segmentation exercise was undertaken looking at the sporting landscape for young people and how the 5-hour offer should be targeted.



30%: Sporty Types

50%: Semi-Sporty Types

20%: Non-Sporty Types

It is vital that British Tennis engages with the School Sport infrastructure and channels its resource effectively, to ensure the vision for Schools Tennis can be achieved.

## Scotland

The Active Schools Programme in Scotland provides pupils with opportunities to get active to the extent that it makes a positive contribution to their health. The fundamental aim of Active Schools is to give school-aged children the tools, motivation and opportunities to be more active throughout their school years and into adulthood. These opportunities are available before, during and after school, as well as in the wider community. Instrumental to delivering Active Schools is the development of a staffing network of 630 Co-ordinators and 32 Managers. These staff are responsible for putting in place and driving forward a range of planned activities in both school and community settings. Sport Scotland plays a lead role in developing, supporting and monitoring this network, working in close partnership with Scotland's 32 local authorities.

### The strategic objectives of Active Schools are to:

- Work closely with partners to put in place a national network that will enable all local authorities to effectively deliver Active Schools.
- Provide guidance and assistance with the recruitment, training and induction of enthusiastic professionals and volunteers.
- Invest in tools and resources such as TOP programmes and the Out of School Hours Learning Programme.
- Develop and strengthen links with a wider partnership network at national and local level (e.g. health, education, transport, community and voluntary sector).



# APPENDIX

## Wales

The PE and School Sport (PESS) Project was set up in 2000 as a result of a task force report, outlining the key actions required to improve standards of PE.

The project aims to raise standards in physical education by making sure that all schools:

- Manage the subject effectively within the whole school curriculum.
- Set challenging targets for raising standards in physical education and school sport.
- Provide enough curriculum time to teach the requirements of the National Curriculum for physical education in all key stages.
- Develop young people's physical skills from one year to the next and improve their understanding of the importance of health and fitness.
- Raise standards in physical education and school sport by establishing accredited continuing professional development (CPD) programmes for all teachers.
- Support schools in Wales to extend opportunities for school sport beyond the school day by improving the quality and the breadth of after school activities for all young people whatever their age, ability, ethnicity, gender or geographical location.
- Establish Development Centre Partnerships and ensure they work together for the identification and development of good practice in PE and School Sport.

Dragon Sport is a Sports Council for Wales initiative funded by the National Lottery, designed to offer 7-11 year olds fun and enjoyable sporting opportunities. Liaising closely with

schools and community sports clubs, Dragon Sport is making a dramatic impact on sports participation by encouraging children to become involved in a variety of organised sporting activities. The scheme intends to broaden the sporting interests of children who already take part in sport and to involve children who currently lack such opportunities outside of their school PE lessons.

Dragon Sport introduces children to coaching, skill development and appropriate competition using versions of the adult game, modified to meet their needs and skill levels. A portfolio of eight modified sports is used in the scheme. The eight Dragon Sports are rugby, athletics, cricket, football, hockey, netball, tennis and golf.

5x60 is set to change the face of provision of sport in schools and transform playing fields and sports halls into hubs of bustling activity from daybreak to nightfall. 5x60 officers will be based in secondary schools and it will be their role to consult with the pupils, listen to their needs and the barriers which prevent them from participating in activity. They will timetable a programme of activities that suit the pupils' needs. These activities can take place before school during lunch after school and at weekends. The activities will be mainly targeting individuals that currently do not participate or who are in danger of losing interest.

PESS, Dragon and 5x60 are managed by the Sports Council for Wales and funding is provided through local authority partnership agreements to support a network of Active Young People staff to deliver these schemes.

