

Linking School and Club Activity Successfully – Heron Tennis and Nerwquay Tretheras School



Aims and Objectives

- To give around 40 females, currently not playing, the opportunity to experience and enjoy tennis
- To provide a follow-on route incorporating club membership and ongoing coaching.
- Inactive Teenage girls are possibly the hardest of all player groups to attract/retain into tennis.

Main achievements to date

- Around 90 youngsters took part in the initial sessions and these were not tennis playing people.
- 16 of these players have subsequently joined the club as a result and are attending weekly sessions. This group has led to many new friendships and a really good social element exists with this programme.
- Were able to recruit existing junior girl players to assist in delivery of the programme and plans are in place for them to take the coaching awards

What is still to be achieved?

- To keep the weekly sessions going (which they are)
- We would love to repeat this or similar programme on this and other target groups.

Key factors and what advice can you share with other projects?

- Linking with the schools and PE teaching staff to have direct access to the players who met the target criteria.
- Adapting the sessions
- It was about the players relaxing, having fun and making friends and the tennis was a means of helping this along.



What is in place to ensure sustainability?

- Players are now paying for their sessions.
- We will be running further promotions to help feed additional players into the sessions

What challenges did you overcome to reach these achievements

- The perception that tennis is only for posh, rich and sporty people, that it is stuffy and clubs are unwelcoming.
- Our coaches adapted their teaching styles and session plans. We used music, they picked play lists, made everything fun, chat time, little competitive play, and made sure social feel to group was strong.
- We were also able to make the follow-on route of coaching and membership very affordable thanks to sportivate.
- One area we really struggled was getting the players and their parents to complete and return the sportivate forms.

Headline Figures and Statistics

- 90 players took part in coaching
- 16 have joined the club and still playing on a weekly basis
- 35 completed from a target of 40

We now have a weekly session for teenage girls built into our programme which is great as we will promote this session and attract even more players into the tennis. When most sports are losing females of this age bracket we are now very pleased to be growing in this area.

Paul Roberts – Heron Tennis

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