



## TFF PARKS SCHEME

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# TFF Parks

- 🌐 A weekly FREE coach-led scheme delivered in public parks
- 🌐 One coach delivers the scheme to 12yrs+ players and community help support the scheme to expand to all ages with multiple coaches and supporting volunteers.
- 🌐 TFF Parks creates vibrant tennis communities that provide pathways to wider tennis opportunities
- 🌐 TFF Parks is the perfect scheme for local clubs to support in order to facilitate a growth of their club membership and coaching programme uptake.

"I first picked up a racquet at a TFF Parks scheme in Pye Hayes in 2015 to improve my mental health. I loved the tennis so much that a few years later, I trained to become a tennis coach. I then supported the delivery of the schemes thereafter. TFF has somewhat shaped my life with tennis coaching as my career now. TFF Parks has been a major positive influence in my life"

PRETPAL CHAGAR (TFF Coach at Pye Hayes Park)

*"Getting a tennis racquet in a kid's hand and seeing them enjoy the sport is the best pathway to a healthy and active future. It's also the needed element for the future of British Tennis."*

PAT CASH (TFF Patron)

**TENNIS FOR FREE**

*"What I really love about the TFF sessions is that they are open to everyone. Whether you are 3 or 83 you can come for as long or short a time as you like and it's available to the whole family. There is something available for everyone regardless of age, size, shape or level. It is that welcoming"*

JUDY MURRAY (TFF Patron)

## How Does it Work?

TFF Parks scheme is focused around delivering weekly tennis sessions in public parks to drive new tennis interest into the local community. The scheme starts as just a yellow ball weekly tennis scheme for those aged 12yrs+ and expands into an All Ages TFF scheme featuring multiple groups as the community grows.

### TFF Parks (12yrs+)

**The TFF scheme starts** as a weekly 1 hour session for players aged **12yrs+** (featuring 1 coach):

- Where:** On public parks with 2x courts+
- When:** Saturdays or Sundays
- How:** A 1x Hour Coach Led session
- By Whom:** 1x licensed and accredited level 2+ coach delivering a one hour session to players aged 12yrs+

From as little as a few weeks, a tennis community will grow and the new TFF site is potentially capable to expand to :

### TFF Parks (All Ages)

- Where:** On public parks with 3x courts+
- When:** Saturdays or Sundays
- How:** A 1x Hour Coach Led session
- By Whom:** 3x coach/assistants each delivering the 3x sub groups over a one hour period.

## Growing Tennis Communities!!

ALL TFF schemes start out with a community centric web page on the [tennisforfree.com](https://tennisforfree.com) website that allows the general public to offer their support to a given TFF site. The website will list its goals and in most cases, will list its ambition to deliver TFF for all ages.

When the required elements of 'TFF - All Ages' is achieved, the site will expand to include an extra coach and volunteers from the community who will support the upscaled scheme.

The web page will remain at the centre of community engagement and will list its achievements, site partners, testimonials from players, testimonials from coaches, site goals, required elements for upgrading to TFF with all ages.. etc.

TFF's central team will provide support and training on growing communities from the single coach/12yrs+ scheme to expand into a vibrant community supporting all ages.



# What you get from the TFF Parks scheme?

## A WEEKLY DELIVERY BUDGET.

The lead coach payment covered from the outset and additional coach funding support on expansion to All Ages TFF.

## AN EQUIPMENT PACK.

A starter pack of 6 adult racquets and a hopper of balls with additional equipment support when a site expands to All Ages TFF.

## MARKETING PACK & PR CAMPAIGN.

Banners, posters, flyers, e-flyers, PR in local press, local radio, all done by TFF and partners giving your TFF session a real kick-start from Day One.

## SECURE STRONGBOX STORAGE CONTAINER.

We can link with Court Operator to provide an on-site lock up making it quick and easy to set up and pack up each TFF session.

## TFF CENTRAL SUPPORT

TFF's Central Team supporting you all the way through the scheme, helping to keep it vibrant and keep bringing in new players for years to come.

## COMMUNITY CENTRIC WEBSITE PAGE

A dedicated page on the TFF website that has been designed specifically for community engagement. This allows your site to draw good-will and support from the local community to allow your TFF site to grow into a vibrant tennis community for all ages.

## DIGITAL MEDIA PROMOTION

Linking your site in with the TFF National media campaigns, helping you to set up your own sites social media sites, Virgin Money Giving pages and many other ways to keep your site thriving as a real community hub.

## VOLUNTEER PROGRAMME

An easy way to recruit Volunteers for specific roles at your site making it a real community scheme, run by the community, for the community.

## PARTNERING

We will help you create partnership in the community, with Clubs, Youth groups, GP referral schemes, local Volunteer organisations, the list is endless.



## STRONGBOX STORAGE



## FENCE BANNERS



## A5 FLYERS



## E FLYER



## A3 FENCE MATERIAL POSTERS





# 3x Great Reasons to deliver TFF Parks

We would like to work with you to add TFF to the suite of products on offer to your public facilities. Amongst many others, below are 3x great reasons to get involved.

## 1. TFF SUPPORT PACKAGE

Free equipment, Free promotional materials, Free media support, Free community focused dedicated website page for your site and a dedicated support team to help you grow tennis participation at your public facility.

## 2. TASKFORCE, VOLUNTEERING, COMMUNITY ENGAGEMENT

Your TFF site has the supporting infrastructure to grow into a vibrant tennis community. What will start out as a 12yrs+ basic scheme will likely grow into a large community supporting all ages of player and all ability levels.

## 3. LOCAL CLUB GROWTH OPPORTUNITIES

The vast majority of tennis clubs have a set of park tennis courts that aren't far away. TFF Parks delivered by a linked tennis club, allows the club to reach out into the community to attract new players. The players are likely to give you a volunteer base, grow your coaching programme and club membership.

TFF can also be delivered at a tennis club too ([via TFF Clubs](#)).

## CHECKLIST

To deliver the TFF Parks scheme, you'll need to tick the following boxes:

[ ] Be approved by the Local Council / Court operator to deliver the scheme on a public facility with 2x courts or more (expansion to 'All Ages TFF' can only happen on 3x courts or more).

[ ] Have an accredited level 2+ coach happy to head up the scheme who will need to be the person delivering the sessions.

[ ] You'll need to use the Club Spark software and run the sessions through the TFF Module on ClubSpark.

## NEXT STEPS

### 1, Discuss the Project with your LTA PDP.

Contact your LTA PDP to discuss the scheme.

### 2, Work with all partners to agree and undertake the following:

- \* Training for TFF Clubs delivery
- \* Workforce at Site
- \* Timeline & timetable

### 3, Commence Pre-Launch Processes

TFF will work with you on the elements required before launch. Refer to the [TFF Stages to Launch document](#).

# TFF Parks Q & A

Contact us by email or via your LTA PDP with any questions. Some of your questions maybe answered below:

## WHO DELIVERS THE WEEKLY SESSIONS?



A single coach or a team of 3x Coach, assistants and/or volunteer(s) would lead the weekly sessions which would either be 12yrs+ scheme (single coach) or will have expanded to be open to all ages of player (All Ages TFF).

## INSTEAD OF DELIVERING TFF AT A PARK, CAN IT BE AT OUR CLUB INSTEAD??



Yes, but this is a different scheme that we offer called [TFF Clubs](#). TFF Parks though provides a great opportunity for you to promote your club to get players from the local community onto your wider tennis programme or as members of your club.

## ANY EXPECTATIONS FROM A LINKED CLUB?



We're looking for the linked club to support the TFF delivery team by having support coaches and assistants available on the odd occasion a member of the main team can't make a session. We'd also look for the club to help promote the weekly sessions

## ANY EXPECTATIONS FROM THE COUNCIL?



We're looking for council to sign our [Partnership Agreement](#) document and help provide ongoing support for the programme in terms of promotion on website/other community outlets and upholding the agreed times for the weekly sessions and supporting free hours.

## CAN WE DELIVER TFF AT DIFFERENT PARKS ON DIFFERENT WEEKS (LIKE A ROADSHOW)?



No, TFF Parks **can't** be run at one park one week and another park another week. The reason is because it's important to build a local community and continuity of the scheme is essential in this regard. It is however possible to run an additional TFF scheme altogether IF the schemes don't share the same catchment of local community (typically more than 5 mile apart from each other).

## CAN SESSIONS RUN FOR LONGER THAN 1 HOUR OR BE RUN MORE THAN ONCE IN A WEEK?



No, TFF Parks is a standardised programme across the UK and runs to the same format in all locations. TFF Parks is either a 1 hour scheme that is delivered on a Saturday or Sunday for a consecutive block of weeks.

## HOW ARE THE SESSIONS PROMOTED?



TFF will help support a PR and marketing campaign to get people knowing about the weekly sessions. There will also be ongoing promotion of the programme in partnership with other partners of the scheme (eg council, linked club, LTA..etc).

## HOW LONG DOES THE TFF SCHEME LAST FOR?



We'd look for the scheme to run for the remainder of the year in which the scheme launches and the following year. We'd then review the scheme with all partners and look ideally to continue the scheme year on year.

## WILL WE RECEIVE TRAINING ON DELIVERING TFF?



Yes, we will provide online training for delivering Tennis For Free and a TFF officer will support any training needs.

## IS THERE FUNDING FOR DELIVERING THE TFF SESSIONS?



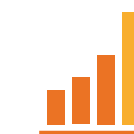
We will provide £13 per hour for Level 1 coaches, £18 for level 2 coaches and £25 for level 3+ coaches. We encourage the use of assistants and volunteers where possible to support or take the role of delivering a sub session although funding for additional personnel outside of qualified coaches will not be covered by TFF.

## HOW ARE ATTENDANCES MONITORED?



The sessions will be monitored through the TFF Module on ClubSpark that will allow TFF and partners to monitor and keep in contact with attendees and help support growing communities.

## WHAT SESSION NUMBERS CAN WE EXPECT?



This largely depends on number of courts and whether the scheme is running as 12yrs+ or All Ages. Successful sites typically see 4000 attendances and 1000 individuals play at TFF sites across a couple of years.

## WHAT ARE THE EXPECTATIONS OF THE TEAM



### DELIVERING THE WEEKLY SESSIONS?

The delivery team must have completed TFF's online training course and each deliver a sub group of the session on All Ages TFF. The Lead Coach will need to ensure that there is a full team available for delivery



“ Somewhere out there, there are girls and boys who will be the best tennis players in the world. They just need opportunity. Tennis For Free scheme provides this opportunity and I’d urge everyone to get their tennis elbows and nudge people to support Tennis For Free ”

Stephen Fry (TFF Patron)

“ From a council perspective, we’ve been able to address our social inclusion agenda by breaking down the financial barriers and maximising the usage of our tennis courts. We’ve also seen less vandalism and anti-social behaviour at the parks – probably as a result of them being busier ”

Samantha Beak (Head of Leisure, Epsom & Ewell Council)



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***CONTACT US AT: [SUPPORT@TENNISFORFREE.COM](mailto:SUPPORT@TENNISFORFREE.COM)***