

TFF Clubs

**The one hour super charged Tennis For
Free session bringing new players to
your private facility**



Need to grow tennis interest in your private facility? TFF Clubs can help!

Tennis For Free (TFF) is a charity working throughout the UK to grow the game of tennis and create vibrant tennis communities.

TFF Clubs is a dedicated scheme for tennis clubs and provides an easy-to-run session format designed to grow club membership and coaching programme adoption. It operates on just one or two Tennis Club courts for those aged 12 years and above.

"TFF Clubs has been a very worthwhile scheme for our tennis club. It has allowed us to run weekly sessions welcoming new players that in many cases have joined the club. We get to show off our facilities whilst providing a welcoming environment, and at the heart of it, is a fun session that everyone enjoys."

IAN ARMFIELD (Head Coach, Solihull Tennis Club)



"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

"TFF Clubs is a great way to breathe new life into your tennis club. Being able to offer a weekly one hour session to be enjoyed by members and non-members is a great way to showcase your facilities and recruit new members"

PATRICK HOLLWEY (Club Chairman)

CHECKLIST FOR TFF CLUBS

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

- ❑ Private facility operator (eg Club committee) to agree to delivery of the scheme.
- ❑ There will need to be a coach or other TFF deliverer (linked to the venue) to run the weekly sessions .
- ❑ You'll need to use Club Spark software to record attendees on the scheme.

NEXT STEPS

1, Discuss the Project with LTA officer.

Contact your LTA PDP to discuss the scheme.

2, Work with all partners to agree the following:

- * Workforce at Site
- * Timeline & timetable

3, Commence Pre-Launch Processes

TFF will work with you on the elements required before launch.

TFF CLUBS MODEL

The TFF Clubs session structure is designed to provide a fast paced fun environment to drive new players to your private facility

The delivery team, consisting of a coach and/or volunteer(s), deliver a one hour fast paced session to new tennis players with the aim of attracting them to your private tennis facility (Club, Leisure Centre..etc).

This session can feature members as well as non-members and is the perfect environment for members to welcome potential new members and showcase your facility, coaching team and wider programme of activities.

The scheme must run for a minimum 6 week block of consecutive sessions up to a maximum of 40 weeks. The length of the scheme in a given year can be strategised as per the club's goals and objectives.

WHO DELIVERS THE WEEKLY SESSIONS?



A Coach and/or volunteer(s) would lead the weekly sessions which would be open to members and non-members.

CAN THE CLUB CAP THE NUMBER OF ATTENDANCES OF A NON-MEMBER?



It's up to the Club to decide if there is a cap on the number of attendances of non-members. However, TFF would strongly advise to have the scheme uncapped in the first year.

WHAT ARE THE EXPECTATIONS OF THE CLUB?



We're looking for the Club to set aside one or two courts per week for the duration of the scheme (between 6-40 weeks of the year) **at a peak time slot** along with providing ongoing promotion of your TFF Clubs scheme in the community. We also expect that the sessions become an integral part of your club programme.

HOW ARE THE SESSIONS PROMOTED?



TFF will support a PR and marketing campaign to get people knowing about the weekly session at your club. There will also be ongoing promotion of the programme in partnership with club.

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



No, TFF Clubs is a standardised programme across the UK and runs to the same format in all locations. Sessions are 1 hour in length and can be run on a weekday evening or a weekend to suit the Club's scheduling.

DO WE GET PROMOTIONAL BANNERS & POSTERS?



We will provide E-Flyers and E-Posters that can be printed for you to distribute throughout your community and display in your club house. They can also be electronically used via social media.

HOW LONG DOES THE TFF CLUBS SCHEME LAST



We will review the scheme with you at the end of year and assess the number of attendances of the public across the year. The scheme can continue to run year on year.

WILL WE RECEIVE TRAINING ON DELIVERING TFF?



Yes, we will provide online training on the TFF Clubs format and how best to deliver it. A member of TFF's Central Team will also support any training needs.

DOES A CLUB RECEIVE AN EQUIPMENT CONTRIBUTION?



We're able to provide up to 6 adult racquets and a hopper of balls to meet the equipment requirements of a TFF Clubs session. The Club will need to replace initial balls as well as top-up any additional racquets and equipment needed for the session.

IS THERE FUNDING FOR DELIVERING THE TFF SESSIONS?



IF you choose to have a coach deliver the weekly TFF Clubs sessions, then we can contribute the following: £7 per hour for a level 1, £9 per hour for a level 2 and £12.50 per hour for a level 3+ coach. We'd look for you to make arrangements with the coach for any pay shortfall. Please remember though, TFF Clubs can be delivered by volunteers and non-coaches, so utilising good-will maybe useful in the delivery.

HOW DOES THE CLUB MONITOR ATTENDANCES?



The sessions will be monitored through ClubSpark via the supporting TFF Module that will allow the club to monitor and keep in contact with attendees.

WHAT PERCENTAGE CONVERSION OF ATTENDEES TO CLUB MEMBERS CAN WE EXPECT?



This will entirely depend on the quality of sessions delivered and the efforts of the club in welcoming potential new members.

“TFF Clubs provides a perfect ‘bridge’ to our club by getting non-members to play at our facility in a fun, engaging and welcoming environment. Members also enjoy the TFF Clubs session and the integration with non-members enables a perfect environment to upsell our club membership.”

Chris Johnson (Head Coach - Sutton Coldfield Tennis Club)

“TFF Clubs has transformed our club and grown club membership by nearly 15%. This weekly TFF Clubs session is attended by members and non-members of the club and showcases our tennis club to all of the locality making us a truly community club for the benefit of all.”

Patrick Hollwey (Eggars Hill Tennis Club Chairman)



CONTACT US AT: SUPPORT@TENNISFORFREE.COM