MY COMMUNITY, MY TENNIS

Bringing tennis into the heart of your community
All ages, all backgrounds, all levels of fitness.

Our LTA SERVES programme encourages people from all communities to pick up a racket and be part of the tennis family.

Tennis brings together families, different generations and the country as a whole.

It can be at the heart of our community and a source of social enjoyment. It’s a rewarding physical challenge for those who play it, and a wonderful spectacle for those who watch.

However, we must acknowledge that not everyone sees it this way. Some view it as a ‘closed sport’ without the breadth of appeal and participation of many other sports. It is important to learn from this, address the issues, and build positively for the future.

We want to take tennis forward into a new age and ensure it is embraced by many more people. It is time for us to change perceptions of tennis and break down barriers, both real and perceived.

It’s time we changed the hearts and minds of the nation and helped more people to enjoy tennis in a way that’s right for them.

It’s time to open up tennis.
INTRODUCTION

LTA SERVES is the LTA’s leading sport for development programme which aims to take tennis into the heart of local communities. It takes tennis and its benefits to places it has never been played before and to people who may have never picked up a racket or thought tennis was for them.

The LTA SERVES programme is delivered in a variety of non-traditional tennis venues and targets young people aged 8 – 18 years from a diversity of backgrounds, and those who have restricted access to tennis due to living in some of the most deprived communities where opportunities are limited.

We support community ‘LTA SERVES’ organisations by engaging and upskilling local people to become ‘Tennis Activators’, enabling them to deliver tennis sessions to the young people that already have access to the facilities.

LTA SERVES acts as a tool for social change and helps to tackle some of the major issues that young people face in the community where opportunities can be limited such as: low levels of self-confidence and self-esteem, poor health prospects, low levels of physical inactivity, anti-social behaviour and high levels of unemployment. The LTA SERVES programme empowers young people to acquire the knowledge, understanding and skills they need to manage a healthy lifestyle, build their self-confidence and enable people from diverse backgrounds to develop an understanding and good relationships through shared values and tennis. In turn this provides young people with valuable life skills beyond the tennis court.

The LTA SERVES programme is open to all communities giving everyone the opportunity to play and develop a passion for tennis and is currently delivered in a variety of places, some of which range from: Youth Clubs, Community Centres, Church Halls, Mosques, Gurdwaras, Mandirs, Housing Associations and others. We further support the development of young people by providing guidance to access additional opportunities to engage with tennis outside of their community organisation.

The LTA’s mission and vision is ‘Tennis Opened up’ making the sport ‘Relevant’, ‘Accessible’, ‘Enjoyable’ and ‘Welcoming’. Our workforce of central, regional and national partner delivery teams work directly with community organisations to provide a helping hand and provide one to one tailored support that is right for your community and young people.

HOW WE CAN WORK TOGETHER

We want to support as many local communities as possible to engage with tennis. We provide a core offer which is detailed in this document and additional enhanced offers, as well as continued tailored support.

We work with specialist National Partners like StreetGames, Sporting Equals, 2020 Foundation and Jo Melchior, as well as LTA Regional Teams to engage with community organisations and provide tailored support.

To be part of the LTA SERVES programme, your community organisation will be required to commit to the following:

• Deliver high quality, weekly tennis sessions (minimum of once a week) for those aged 8 – 18 years
• Engage with people within the local community from a diversity of backgrounds, including those living in communities where opportunities are limited (BAME groups, women and girls, LGBTQ groups, council estates, housing associations and youth groups)
• Complete reporting 4 times a year
• Share case studies demonstrating the impact of LTA SERVES on participants and groups
• Engage in regular communication and contact with our regional delivery team/national partners
LTA SERVES – CORE OFFER

TEENIE ACTIVATOR TRAINING (developed by LTA)

We know that the role of a Tennis Activator is integral to the delivery and sustainability of opening up the sport to the young people who attend your community organisation regularly.

To ensure that those training to become Tennis Activators feel empowered and confident to deliver fun and inclusive sessions, our LTA accredited coaches will deliver high quality training workshops which in turn results in young people feeling excited, engaged and motivated to continue coming back and playing tennis in the future.

Tennis Activator Training is a 3 hour practical training workshop that will equip your community leaders and volunteers with game ideas, basic rules and fun ways to introduce tennis as part of the LTA SERVES programme. The training is open to all those aged 16+ that want to deliver tennis as part of the programme, no formal prerequisites or qualifications are required to sign up.

On completion of Tennis Activator Training, community leaders and volunteers will gain recognition as Tennis Activators and receive:

- Tennis Activator Resource
- Tennis Activator Certificate

LTA SERVES EQUIPMENT BAG

You will receive an LTA SERVES equipment bag that will have lots of tennis goodies to utilise in your weekly sessions.

This will be received in advance of your Tennis Activator Training taking place.

The LTA SERVES equipment bag includes:

- Set of 21 inch rackets
- Mini tennis net
- Barrier tape
- Sponge foam tennis balls
- Throw down lines
- Set of safety marker cones

LTA SERVES ROLL OUT TENNIS COURT

An LTA SERVES roll out mini tennis court can really transform and brighten up any space; your community organisation has the option of using a roll out court on long term loan, for as long as you continue to deliver tennis sessions to the local community groups.

There is a mix of vibrant designs available for your community organisation to pick from, you will be able to request the LTA SERVES roll out court once you have completed your Tennis Activator Training and this will be delivered to your community organisation within 4 weeks.

If your community organisation would like to request an LTA SERVES court please do once your training has been completed.

DIRECT FACE TO FACE SUPPORT FROM NATIONAL PARTNER/ LTA REGIONAL TEAM

To ensure that your community organisation feels supported along their journey and Tennis Activators and young people participating are getting the most out of their weekly sessions, our team of National Partners and LTA Regional Teams will be in touch on a regular basis.

They are a friendly first point of contact and will be able to provide advice and guidance and answer any questions you may have.

*Please be advised that this is subject to stock and designs available
LTA SERVES – ENHANCED OFFER

REGIONAL TEAM HUDDLES

A number of regional team huddles are held throughout the year and hosted by our LTA Regional Team.

The purpose of these huddles is to allow Tennis Activators and others (volunteers etc.) from community organisations to get together and share ideas, best practice and discuss any challenges collectively. The huddles provide a platform to learn from others to get the best out of the young people you are delivering tennis to and keep them engaged and coming back.

LTA SERVES FESTIVALS

LTA SERVES Festivals are held for community organisations to come together and celebrate playing tennis; this provides an opportunity for all participants and Tennis Activators, etc. to play tennis in friendly and fun formats with others.

The activities are varied and include: free play activities during the morning and friendly informal competition in the afternoon for those that wish to take part.

All participants are rewarded for taking part and are provided with:
- Medal
- T-shirt

Previous LTA SERVES Festivals held have been a large success, enabling participants to make friends with others who they wouldn’t normally encounter, developing tennis skill sets and getting tips from our expert coaches, as well as providing a platform for participants to represent the community organisation they are from.

LTA SERVES SOCIAL CHANGE PROGRAMME

The LTA SERVES Social Change Programme has been designed in partnership with The Change Foundation and aims to use the power of tennis to positively impact young people’s lives, where opportunities within the community are limited.

The role of Tennis Activators delivering the LTA SERVES Social Change Programme to young people within the community is integral to see real lasting social change.

Tennis Activators are invited to attend LTA SERVES Social Change Programme Training which will cover the themes outlined below. We believe that our development approach will equip Tennis Activators with confidence to deliver, resulting in young people who are part of the LTA SERVES programme being given the opportunity to reach their potential, both as an individual and in tennis.

The LTA SERVES Social Change Programme aims to develop the following key social impact outcomes in young people:

SELF CONFIDENCE

This theme sets out to encourage young people to be able to identify and evaluate their personal strengths, set personal goals and challenges to achieve more by developing and understanding the skills they need to build their self-confidence.

HEALTH

This theme will encourage young people to develop a positive attitude to regular exercise, a balanced healthy diet and growth mind-set, to develop the knowledge and understanding they need to actively manage and live a healthier lifestyle.

COMMUNITIES TOGETHER

This theme sets out to support young people with awareness and understanding of diversity within their community, to embrace and celebrate difference. The modules within this theme discuss and explore: faith and ethnicity, generational (age), gender, social networks, discrimination, inclusion, belonging, stereotypes and giving back/connection to the community.

The programme empowers young people to acquire the knowledge, understanding and skills they need to manage a healthy lifestyle, build their self-confidence and enable people from diverse backgrounds to develop an understanding and good relationships through shared values and tennis. Key messages are delivered by Tennis Activators through informal learning using tennis as a proven tool for engaging, inspiring and teaching young people.

We are keen to support as many Tennis Activators to undergo this training, allowing them to take the skills and knowledge gained back to their community and young people taking part in tennis.

This training is accessible to all community organisations part of the LTA SERVES programme at no additional costs. If your community organisation/ Tennis Activators are interested in attending please ask our National Partners or LTA Regional Teams for upcoming dates, locations and the signing up process.
The partnership between LTA SERVES and LTA She Rallies is aimed at increasing the diversity of females to get involved in tennis. A number of LTA SERVES and She Rallies Masterclasses have been held nationally, Tennis Activators who have attended a Masterclass have received specialist advice and tailored training to enable them to go back to their community and engage more females to get involved in the game.

Tennis Activators delivering as part of LTA SERVES will be able to access this offer through speaking with our LTA Regional Team - Workforce Development Partners will be able to advise on details. If you are not sure how to touch base with the Workforce Development Partner in your region please speak with a National Partner.

Attendance to Masterclasses is free for all Tennis Activators part of the LTA SERVES programme, your commitment will be to run tennis sessions focused on female engagement within your community.

Your LTA SERVES community organisation can opt into applying for additional grant funding – LTA SERVES She Plays (see further information below), following on from Tennis Activators attending the Masterclasses. All funding is available through an application process, your application will be reviewed and a decision made within 7 – 14 days.

Your LTA SERVES community organisation is also able to discuss other fundraising options with Oaks (further information outlined below).

OAKS CONSULTANCY – FUNDRAISING SUPPORT

The LTA has partnered with Oaks Consultancy; Oaks are a team of specialists with a proven track record in sports.

Through this partnership Oaks are working with LTA SERVES community organisations to unlock grant funding opportunities available – from little as £1000 to upwards of £2m. Oaks identify opportunities to attract funding from local, regional and national funders to help enhance your tennis activity.

Oaks have brought in over £1m to community tennis and are keen to build on this by supporting you – no matter how big or small your organisation is!

Oaks are a friendly face and are on hand to support you at no cost to identify suitable funding opportunities for your work in tennis – guiding you through the whole process of securing income. The team will use your knowledge of your tennis delivery and work, whilst taking into account the on the ground experience with your beneficiaries, Oaks can help unlock new funding that will help grow the LTA SERVES Programme and your wider work in the local community.

If your LTA SERVES community organisation is:

- A not-for profit organisation
- In possession of your own bank account
- Looking to expand your work in tennis

Then you may be eligible to take up this exciting opportunity.

LTA SERVES & LTA SHE RALLIES PARTNERSHIP

The partnership between LTA SERVES and LTA She Rallies is aimed at increasing a diversity of females to get involved in tennis. A number of LTA SERVES and She Rallies Masterclasses have been held nationally, Tennis Activators who have attended a Masterclass have received specialist advice and tailored training to enable them to go back to their community and engage more females to get involved in the game.

Tennis Activators delivering as part of LTA SERVES will be able to access this offer through speaking with our LTA Regional Team - Workforce Development Partners will be able to advise on details. If you are not sure how to touch base with the Workforce Development Partner in your region please speak with a National Partner.

Attendance to Masterclasses is free for all Tennis Activators part of the LTA SERVES programme, your commitment will be to run tennis sessions focused on female engagement within your community.

Your LTA SERVES community organisation can opt into applying for additional grant funding – LTA SERVES She Plays (see further information below), following on from Tennis Activators attending the Masterclasses. All funding is available through an application process, your application will be reviewed and a decision made within 7 – 14 days.

Your LTA SERVES community organisation is also able to discuss other fundraising options with Oaks (further information outlined below).
HOW FUNDRAISING SUPPORT
has had an impact on LTA SERVES community organisations

**SUNNAH SPORTS ACADEMY**

The charity received a grant of £6,000 from Safer Communities to deliver a programme called RACE (Raising Awareness of Crime and Exploitation). RACE was an intervention and prevention programme delivered over 45-weeks to young people aged 8-15 years old from Manningham.

The programme harnessed the power of sport as a tool to educate young people on the consequences of anti-social behaviours and different forms of exploitation.

**SIKH WELFARE AWARENESS TEAM**

A grant of £41,000 for the purchase of a minibus was awarded to SWAT to deliver a multi-sport programme called VOICE!

The minibus was refurbished to include TV’s, PlayStation’s and various different bags of sport equipment that SWAT staff members could use to run sessions in the local community, to help young people engage in positive diversionary activities. This project was developed by local young people who could not afford to travel to SWAT to participate in their multi-sport sessions.

**LTA SERVES COMMUNITY ORGANISATION - COMMUNITIES FOR ALL**

A grant of £9,800 was awarded to Communities for All to deliver a multisport project that focused on tennis but incorporated activities such as table tennis and badminton on an ad-hoc basis, as well as elements of peer leadership training to build the skills and confidence of older participants.

The group are a not-for-profit company who do a lot of work with young people from diverse ethnic backgrounds, and to reach their target group the 30-week project will be delivered in a Mosque in central Manchester.

**CARLISLE YOUTH ZONE**

This community organisation is located in a very rural area just outside of Scotland.

To give local young people the opportunity to take part in physical activities on their doorstep. The centre, which operates as a registered charity received a grant of £10,000 to deliver a 52-week tennis project for young people with behavioural issues. The project involved upskilling two young people with an LTA Level 1 Tennis Coaching qualification.

The project also delivered bi-monthly outreach sessions in different venues within Carlisle, to ensure accessibility to all those that wanted to attend.

**AARON SPORTS ACADEMY**

A grant of £8,800 was awarded to Communities for All to deliver a programme called RACE (Raising Awareness of Crime and Exploitation). RACE was an intervention and prevention programme delivered over 45-weeks to young people aged 8-15 years old from Manningham.

The programme harnessed the power of sport as a tool to educate young people on the consequences of anti-social behaviours and different forms of exploitation.

**SIKH WELFARE AWARENESS TEAM**

A grant of £41,000 for the purchase of a minibus was awarded to SWAT to deliver a multi-sport programme called VOICE!

The minibus was refurbished to include TV’s, PlayStation’s and various different bags of sport equipment that SWAT staff members could use to run sessions in the local community, to help young people engage in positive diversionary activities. This project was developed by local young people who could not afford to travel to SWAT to participate in their multi-sport sessions.
**LTA SERVES: SHE PLAYS**

LTA SERVES: She Plays funding grants are aimed at supporting LTA SERVES community organisations to increase female engagement in tennis; the current landscape indicates that around 35 – 39% of participants are female, the purpose of this to help encourage more females to get involved in the game at grassroots.

We are supporting up to 30 LTA SERVES community organisations annually to be able to access LTA SERVES: She Plays grant funding of up to £1,000.

There is an application process to opt into LTA SERVES: She Plays grant funding, your application will be reviewed and a decision made within 7 – 14 days. Your LTA SERVES community organisation will be notified on success of your application and when to expect payments.

**LTA SERVESFEST**

LTA SERVESFest funding was launched to encourage communities to become more cohesive and to celebrate diversity within their community.

We support and want to encourage LTA SERVES community organisations to host their own local festivals by accessing LTA SERVESFest grant funding of up to £1,000. We are supporting up to 30 LTA SERVES community organisations annually to host and run their own event to engage the wider community.

There is an application process to opt into LTA SERVESFest grant funding, your application will be reviewed and a decision made within 7-14 days. Your LTA SERVES community organisation will be notified on success of your application and details for release of payment will be detailed.

LTA SERVES community organisations that access this grant funding are eligible to attend any LTA SERVES Festival being held nationally in addition.

**LTA SERVES: MY COMMUNITY, MY TENNIS**

LTA SERVES: My Community, My Tennis grant funding was launched to encourage LTA SERVES community organisations to play and be exposed to a variety of venues offering tennis provision in your community.

This could be playing tennis in the local park, at a community indoor tennis centre or other venue and includes use of funds for visits to The National Tennis Centre or Wimbledon.

We want participants and Tennis Activators to develop a sense of belonging and want to continue to play in these environments developing a passion for the sport and helping to develop a natural pathway for them to progress in their game.

As part of this funding grant organisations can opt in for up to £600 to access other tennis provision in the community.

---

If you would like to find out more about any core and enhanced opportunities please contact our National Partners or Community Team.

If your community organisation is interested in signing up to the LTA SERVES Programme then please get in touch with our community team: community@lta.org.uk