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COACHES REPORT – 2023/24 SEASON

We continue to offer an award-winning coaching programme at Bramford Tennis Club which remains the key driver for member recruitment to the club. The sections below outline a subset of some of the key coach led activities delivered during the 2023/24 season as well as highlighting key programme focus areas for the 2024/25 season.

Note - In addition to the standard coaching services, we continue to support the club through many free hours consultancy across many specialist areas including website admin, marketing, grant submissions and have been instrumental over the last year in helping the club attract grant funding in excess of $\pounds 60,000$ towards the Project Smash initiative.

Section 1 – Looking back 2023/24 Review

JUNIOR SECTION REVIEW LTA Youth Recognised Venue Bramford Tennis Club was the first club in Suffolk to be awarded this prestigious award which recognises the excellence of our Junior Programme. "LTA Youth Recognised Venues are committed to delivering an excellent junior programme that offers both high quality coaching and regular competitive opportunities for young players. With your support we are continuing to open tennis up to everyone" Scott Lloyd LTA CEO **Big Tennis Weekend - Club Open Days** Carl Douglas Coaching continue to play a lead role in organising club open day events, at no cost **BIG TENI** to the club, providing people in the local community to come and give tennis a try for FREE. These events provide a real opportunity for the club to showcase its facilities, coaching programme and social programme and the open days often result in new memberships (and hence new revenue) for the club. This years event is scheduled for Sun 28 April 2024.

AT TOUTH	 LTA Youth Squads (age range 4-11) LTA Youth squads are a key part of the LTA Youth initiative, providing weekly term time opportunities to learn to play tennis for junior players from ages 4 and upwards. The squads run half-termly throughout the year as follows: LTA Youth BLUE (ages 4-6) – Sat @9.45am LTA Youth RED (ages 5-8) – Tue @4.00pm LTA Youth ORANGE (ages 8-11) – Tue at 4.45pm
CALLING CALLING CALLING CALLING Comparison Fun, social starter tennis courses for girls Immervideo	 Prime Video/LTA Youth Girls (ages 4-16) Over the last year, Carl Douglas Coaching were successful in their application to become one of a select group of coaches nationwide to spearhead the new Prime Video Girls initiative. As a result, we have been able to establish two new GIRLS only squads at the club: Prime Video GIRLS (ages 6-10) Wednesday 4.30pm Prime Video GIRLS (ages 10-16) Saturday 1.15pm
<text></text>	 Hot Shots (age range 11-18) Our squad for older juniors continues to attract a good number of players, some of whom are now developing further and entering competitions/league matches and looking to make improvements to their World Tennis Number (WTN). Hot Shots (11+) – Sat @10.30am Hot Shots (Performance) – Fri @6.30pm LTA Youth Summer league
SIGNUP NOV	LTA Youth Summer League (age range 5-18) As our LTA Youth junior squads have developed, we are now able to enter more teams into the LTA Youth Summer league competition. The matchplay opportunities such a competition provides will help accelerate player development even further. Some of our junior players have also gone on to represent the Suffolk County Team.



Tennis Festivals (Monster Smash etc)

In addition to our standard coaching programme, we also continued to run a series of tennis festivals throughout the year which allow parents to get on court and take part in FUN tennis challenges with their children. Festivals we ran during 2023/4 based on the LTA Team Challenge programme included:

- French Open 28 May 2023
- Girl, Set, Match 16 Jul 2023
- US Open 10 Aug 2023
- Monster Smash 21 Oct 2023

OUTREACH SECTION REVIEW

SKILLS CHALLENG



ACTIVITIES TO TRY

AT HOME

Guides/Brownies/Scouts

We continue to reach out to kids organisations including Guides/Brownies/Scouts/Beavers etc offering tennis taster sessions. We've had visits from the 29th All Hallows Ipswich Guide, Bramford Brownies and Bramford Beavers over the last 12 months and all had a fantastic time.

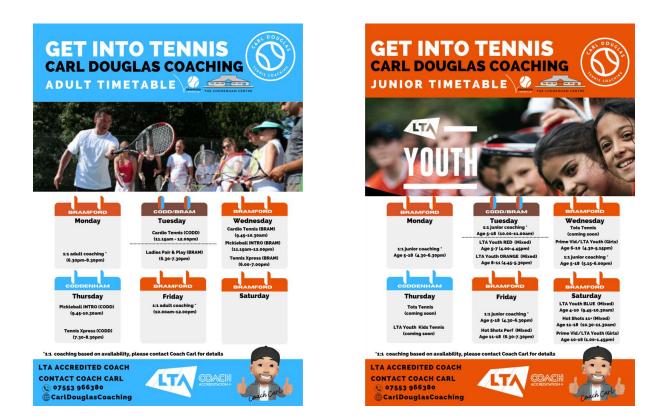
Tennis at home – CONTINUED

During the Covid-19 lockdown and ever since, I have continued to build a series of "Tennis at home" lessons and skill challenges to try to keep people engaged with tennis whilst stuck at home. Some of the videos have been shared widely via social media. The content is added to from time to time and some schools have been making use of this FREE content.

ADULT SECTION REVIEW	
Social tennis Serious Fun	Ladies Pair & Play This is the most popular squad we run at Bramford Tennis Club and has always been well attended. This is also where a lot of player development has taken place over the last few years, ultimately leading to the formation of several ladies teams who now represent the club in summer and winter leagues.
TENNIS XPRESS	Tennis Xpress (Mixed Adult Group) Over the last year, we managed to establish a new Adult beginner group on Thu evenings known as Tennis Xpress. The group is largely based at Coddenham over the Summer months before returning to Bramford for the Winter Season. We are hoping to establish an additional Tennis Xpress squad during the 2023/4 season at Bramford on a Wednesday evening as part of the Sport England Tennis for Free funding initiative.
Adult 1:1 coaching	Adult 1:1 coaching We continue to offer a range of 1:1 coaching to adults at the club at all standards of play. This remains a popular option at Bramford and also has the additional benefit that only one court is required, hence other courts remain free for either casual social play or matches.
vodafone PLAY YOUR WAY TO WIMBLEDON WIMBLEDON	Play Your Way to Wimbledon (PYWTW) We ran a very successful PYWTW competition, with our winners for Ladies and Junior 18U doubles going forward to the regional finals and the chance to eventually play at Wimbledon.

Section 2 – Looking Forward to 2024/5

Our planned coaching programme for this season is shown below though please note that this is subject to change during the year subject to demand. Tennis Festivals and League fixtures are in addition to those items listed in the flyers below



For up-to-date information on coaching programme, visit CarlDouglasCoaching