

street
games
case study

16

Report Subject:
**The Bristol StreetGames
Tennis Project**

Title:
Tennis for a new audience



Why did you establish the StreetGames Tennis programme?

In Bristol we are aiming to reach non-traditional tennis players by providing them with a programme of tennis opportunities that they previously would not have accessed. StreetGames tennis is designed to be played anywhere and the format used helps to build confidence in playing the game. The casual, drop in sessions give participants the opportunity to play tennis, including some basic competition, with friends in a comfortable setting and to be able to try the sport for the first time.

The Bristol programme is setup to provide a number of tennis opportunities within parks and multi-activity sites (football and basketball courts) to engage with a diverse community and encourage participation in a sport that is traditionally perceived as elitist and inaccessible. This is an excellent way to give people the opportunity to pick up a racket and have a go, without worrying about ability or a full understanding of the rules.

What sessions take place and what links have been formed?

An important element of the StreetGames programme is the flexibility and variation of the session; taking tennis to people's doorstep and making tennis accessible. Using portable zsig nets and cones to make courts on multi-use games areas and providing informal supervised play makes the game attractive in disadvantaged areas.

The term time programme consists of eight-week blocks of one hour sessions run at various locations and at a time to suit the local community. The times of the sessions vary greatly depending upon the location, with some running after school, 4-5pm and some later in the evening at 8-9pm. The times of the sessions are set on local knowledge and based around existing links with youth centers, play rangers, PCSO's and community groups, who help with the promotion of the sessions.

Tennis sessions are also setup within multi-sport taster



Background Facts for Doorstep Sport

sessions; 'Active8' sessions provide the opportunity to try new sports, at which approximately 30 young people attend each session. Those who participate are given information as to where they can continue to play tennis; follow on sessions at the local parks are planned to provide an informal introduction to playing tennis in the park along with the more traditional coaching programmes available.

Weekly sessions are also being set up to provide regular ongoing informal play at a low cost. Assistants from the parks and clubs, all of whom have taken part in the LTA StreetGames Tennis Workshop, lead the sessions and at a cost of only £1 per player. To date, this has been funded from a variety of sources including Sport Unlimited, StreetGames and community club funding, along with training and equipment from the Tennis Foundation.

How have we benefited in growing tennis participation?

We have proactively engaged a new audience to a greater degree than traditional more formal tennis coaching

StreetGames

StreetGames is a national partner of Sport England and a centre of expertise for developing doorstep sport in disadvantaged communities.

The charity supports community based sports projects that deliver sport and volunteering opportunities to young people living in the 20% most deprived wards in the UK.

StreetGames works with National Governing Bodies of Sport to establish and develop links between community and mainstream sport. Recognised by the London 2012 Olympic & Paralympic Games Inspire Mark, StreetGames is creating a lasting legacy of doorstep sport in the UK.

sessions and provided more opportunities to play tennis. After one initial block of 8 weeks, one multi-use games area has gained funding for mini tennis nets, rackets and cones for their centre. The young people involved are continuing to play tennis, including teenagers who had never been engaged with tennis before. The coach from the local club will support the sessions and provide the opportunity for players to follow on to the informal or formal park club sessions as an introduction to the parks setup.

Encouraging those who already play football, rounders and basketball to get involved has also seen a new group of youngsters get involved in the sport. We look forward to a great summer full of more activity!

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