

Message from Heather

Hello to you all,

First of all I hope you are all well and staying safe, and for the many key and frontline workers in our tennis community, many thanks for all you are doing.

I hope you have found the recently released LTA guidance for Clubs, Players and Coaches informative and useful. We have been anxiously awaiting a further announcement from the LTA regarding an additional hardship grant fund for coaches who undertake less than 30 hours per week of coaching – and this will involve County contribution too. Unfortunately, this is still not with us, but please rest assured we will announce just as soon as we are able.

Of course, every Club is unique, and every club has rightly approached the move back into tennis dependent upon their individual circumstances. There is no right or wrong way, provided the LTA guidance is complied with, and I would be really interested to hear about what you have been doing at your club.

Kathy, our Secretary, sent you the information relating to how to access various grants. How has this process gone? Have you managed to secure any funds? If you haven't applied, then please do so. Government have made funds available to help us all in some way. If you have received funds how are you planning to use them? I would love to share visions.

How is the membership going? It may be hard to expect people to join your club and pay money if they are not intending to play. I wondered, is it a good time to offer short term membership so that those who normally play a team sport like Hockey, Cricket, Football etc can come and play tennis instead? I know some clubs are offering the court space to members as well as guests, and have already signed up new members through this avenue. Just an idea. Wouldn't it be great to engage with the 'gym' community who can't get to their gym but may love to keep fit and have a game of tennis? There may be ways to manage court time especially for recruiting new members.

Our social media has proved very popular and is still going strong with something going out every day. Please feel free use this to promote your club and its activities. Please send any content to [news@norfolktennis.org](mailto:news@norfolktennis.org).

The LTA has a number of Courses on their website which might be of interest to you. As a Coach or an Official, you have to gain points over the course of a year to retain your licence. Currently, these online courses are free of charge and there are many that may be useful for all committee members and volunteers in tennis. Please have a look. It is really worth exploring the LTA Website. There is so much information and guidance there for everyone involved in tennis.

Moving forward I think the marketing of your club is going to be paramount in the future. With this in mind I am thinking of setting up a Zoom Marketing Meeting, open to all clubs. If your marketing lead (*someone from your committee?*) would like to join this, please get in

touch with me. It would be great to get as many clubs as possible involved and share ideas and plans. It is important to communicate with, not only your members, but all potential members, clearly and regularly, making them aware of the measures in place at your club and what you can offer.

We don't know what is going to happen over the next few weeks but we can share our hopes and ideas and be ready for the next phase. Let's work together to get back on court

Norfolk Tennis and the LTA will keep you informed of any Government/LTA guidance on outdoor activity and exercise, but should you have any questions please refer to the FAQs on the LTA Website. The LTA have been very timely in issuing information directly to venues and coaches, so please be prepared to read the notes when they come in.

Stay Safe

Heather

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