



# Boom Tennis Consulting

INVIGORATE  
INNOVATE  
INSPIRE



# Invigorate Innovate Inspire

**Boom Tennis Consulting works in collaboration with clubs to grow membership, revenue, and reputation for clubs whilst elevating quality and standards within the coaching programme.**

We have worked with all capacities of venue, from 3 courts through to large commercial centres in the UK and abroad.

The Boom Tennis Consulting Team will help you to put in place the foundations which are crucial to making any club a successful facility, not just from a coaching perspective, but marketing, partnerships, and reputational stability.



# Q

## Key questions every club should ask

- How does your club benefit from its coaching programme?
- Is the relationship with your coach one sided or beneficial to both parties?
- Does your coaching programme increase club revenue?
- Who benefits from your coaching using your club?
- Do you have a good coach who needs help with an administrator?
- Are there contracts in place that protect the club from coaching practice?
- People spend 3 hours a day on average looking at their phone, are you making the most of their screen time with your clubs social media?
- Do you review your head coach and address gaps in their skill set?

**“Boom Tennis Consulting works with you to create the coaching environment that is right for *your* club and which enhances, compliments and adds to membership quality”**

# A

## What your answers tell you

Having answered these questions you should have a greater degree of clarity about the balance of the relationship your club has with your current coaching setup.

Boom Tennis Consultancy has a very simple philosophy which is not grounded in the traditional club coach model.

We design and manage tailored coaching environments which place the club and its development at the heart of coaching staff operations.

On the following pages you can see how Boom Tennis Consulting can help your club achieve and develop the coaching infrastructure and integration you feel is right for your club.

# One Two Three...

**We have three tiers to our consultation strategy, beginning with a straightforward 3-month partnership ranging through to a permanent collaboration with your venue.**

Following a free initial consultation and analysis of your club's requirements, we will create a tailored package specific to you.

*Examples of areas covered are:* coaching support, school relationships, overseeing sponsor and partnership contracts, initiating or enhancing existing marketing strategies and many other areas crucial for club development and growth.

We understand that every club is unique, so time-scale and services will always be flexible and tailored.



# 1.

## Our 'Activation' proposition.

**This is a plan of action focussed on a club's coaching environment.**

It assesses coaching structure, coaching curriculum, and club events. It includes liaison and discussion with the committee to help ensure their coaching requirements are being addressed and propose an action plan to ensure they are met.



# 2.

## Our 'Stabilisation' proposition.

**This is a longer-term programme, typically running for six months.**

It includes everything in the 'Activation' tier and expands it to encompass; marketing and promotion; school and local authority relationships; club revenue streams; sponsorship and promotional guidance; facility improvement and potential expansion.

Typically, this proposal has been used by clubs seeking to; recruit a new coaching team; improve coaching business practice; improve club facilities and seek successful local promotion.



# 3.

## Our 'Far-Sight' proposition.

**At the heart of this programme is an expanded partnership between the club and Boom Tennis Consulting.**

It encompasses all the facets of the Activation and Stabilisation segments and works toward establishing a premium programme to establish the club as a centre of excellence.

This tier is the proposition implemented by a club seeking to overhaul their operating model, and transform their current coaching infrastructure.

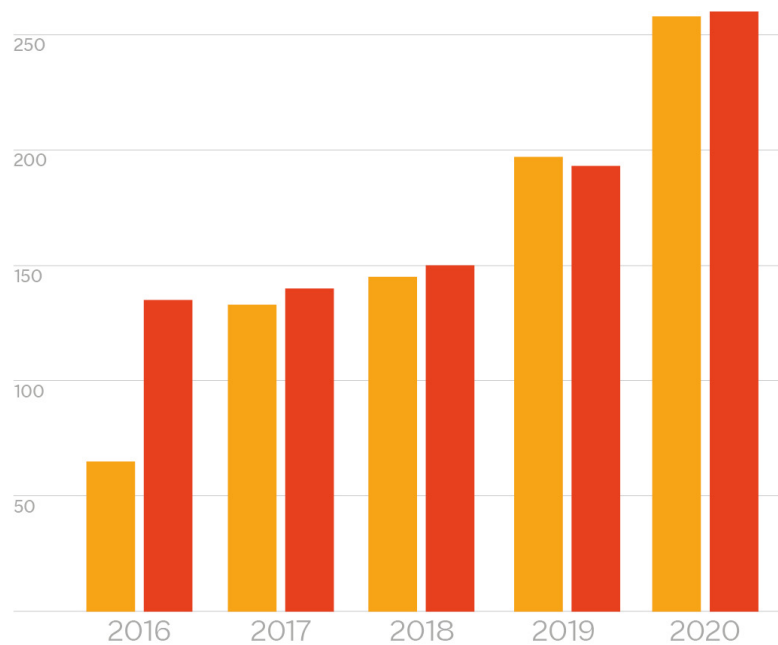


# Results

## LTA Case Study on Boom Tennis at Redhill Tennis Club.

Redhill Tennis Club Membership Growth since partnering with Boom Tennis Consulting in 2016:

**Juniors 305%** **Adults 90%**



“

*The club membership increased from 120 to over 400 in four years – a record high.*

*The coaching programme has grown from 17 participants per week to over 250, including adult coaching, junior coaching, performance and development groups.*

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# At-a-glance

**Flexibility is inbuilt - bespoke solutions can be tailored to requirements**

THE THREE PROPOSITIONS	1	2	3
<b>COACHING</b>			
Coaching curriculum		✓	✓
Upskilling coaches	✓	✓	✓
Mentoring coaching team	✓	✓	✓
Coach on-court assessments	✓	✓	✓
Coach off-court appraisals	✓	✓	✓
RPT coach qualifications	✓	✓	✓
Coach life-planning		✓	✓
Bringing juniors into club sessions			✓
Bringing juniors into club teams			✓
<b>COMPETITIONS</b>			
Internal (closed) competition review		✓	✓
LTA competitions			✓
National competitions			✓
Exhibition events	✓	✓	✓
<b>ONLINE &amp; MARKETING</b>			
Online booking system	✓	✓	✓
Marketing and design footprint and branding		✓	✓
Website design and configuration			✓
<b>CLUB LINKS</b>			
Local school links		✓	✓
Local authority links			✓
LTA links	✓	✓	✓
<b>COMMITTEE</b>			
Financial structure	✓	✓	✓
Club/facility development			✓
Sponsorship guidance			✓
Contract guidance	✓	✓	✓



# The team

## **Dave Earl**

LTA Level 5, RPT Director of Tennis, County Coach, twice 'Coach of The Year', Head Coach at Redhill LTC with over 20 years of coaching experience at Surbiton, Parklangley, Beckenham, Spain, and New York.

Dave has extensive experience on court as a coach and tutor as well as creating a sports business from scratch.

## **Marc Codling**

LTA Level 5, LTA Tutor with 30 years' experience. Marc has experience within Tennis and Leisure with an impressive track record of growing coaching programmes and driving revenues. He has worked at some of the most prestigious clubs in the UK including Chiswick Riverside and Stoke Park Country Club.

## **Lucy Charlton**

LTA Level 5, National Club League winning captain with over 15 years' experience. Lucy has run her own academy, coached at county and regional level as well as playing to national standard. Her track record is second to none when delivering sessions for players, understanding the women's game and organising programmes.



## Marcus Willis

Former 220 ATP singles player, 150 ATP doubles, GB Junior number 1 and 17 ITF. Marcus famously played Roger Federer in the second round of Wimbledon in 2016 having started in pre-qualifying and in 2017 he and his doubles partner knocked out the number 1 seeds at SW19. He brings energy, fun and passion on court whether that's in a master-class or working with the club's best players.

## Chris Johnson

Managing Director of JS Seating with a background in finance. Chris has been with JS Seating since 1987 growing their portfolio and increasing revenues. He is an accomplished Tennis player and treasurer of his Riddlesdown Tennis Club which has thrived under his stewardship.

## Caba Consultancy

A Surrey-based design and marketing agency that connects clients with a larger audience using creative, intelligent and stylish solutions. Clients include The International Olympic Committee, Premier League Football Clubs, Dow Jones, NatWest, and PwC.

### In 2016 Marcus Willis qualified for Wimbledon and played defending champion Roger Federer in the second round

The Guardian article features a dark blue header with the logo and navigation tabs for News, Opinion, Sport, Culture, Lifestyle, and More. Below the header is a sub-navigation bar with categories like Football, Cricket, Rugby union, Tennis, etc. The main headline is in blue, and the sub-headline is in black. A photograph shows Marcus Willis shaking hands with Roger Federer. The article text begins with a large blue letter 'A' and describes the match.

The BBC Sport article has a yellow header with the BBC logo and the word 'SPORT'. Below the header is a navigation bar with categories like Home, Football, Cricket, Formula 1, Rugby U, Rugby L, Tennis, Golf, Boxing, Athletics, and Commonwealth Games. The main headline is in black. A large photograph shows Roger Federer and Marcus Willis smiling. Below the photo is a play button icon and the text 'MATCH HIGHLIGHTS'. The article text below describes the match and the prize money.



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