



FOR IMMEDIATE RELEASE
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Has British tennis got the 'Will to Win'

'A challenge for all local authorities, coaches and the LTA'

Will to Win Tennis, the largest private provider of public tennis in the UK in partnership with the Tennis Foundation, is offering a challenge to all coaches and local authorities – to see if they can give British Tennis the Will to Win – by developing a series of public tennis centres all over the country.

Working closely with the Tennis Foundation – the charitable arm of the LTA – the country needs a series of venues and coaches to safeguard the future of public parks tennis. The TF system of tennis beacons and hotspots will be the way forward to create a winning pathway for community and parks tennis.

Will to Win will offer advice to any local authority or coach with **no fee** to develop British public tennis for the benefit of the local community.

This initiative coincides with the development of Will to Win's largest centre yet- at Lammas Park Ealing in West London - on 13th July, which will have up to 15 courts (10 floodlit).

Roger Taylor, Wimbledon semi finalist and past Davis Cup captain will open the new public facility. Roger started his tennis career in Weston Park- Sheffield and went on to be 2 times US Open doubles champion.

About the scheme he said: **' I am delighted to be involved with this scheme and the parks facilities if properly run and developed will be a great opportunity for any kids to develop their tennis. Coaches will be able to identify new talent and enable players to develop. The friendly welcoming atmosphere at these public facilities will ensure players stay in the game make the parks centres a success.'**

The formula Will to Win has developed over the past 10 years has encouraged thousands of junior players to take up the game and stay in it, with the unique atmosphere of a welcoming public centre with a complete tennis package. Will to Win operates 48 park courts across London, including Hyde Park and Regents Park, and has a team of 30 professional coaches. Facilities developed have included clubhouses, cafés, floodlight courts and mini tennis venues. As a result, Will to Win has invested over £400,000 in public centre development over the past 10 years.

Initially the development came about due to the lack of court space at members clubs and the huge demand for coaching in a friendly environment where the aim is for all ages and sections of the community have the opportunity to play tennis.

According to the Will to Win model, the public centres should offer the following:

- Free tennis 3-6pm for all juniors – for walk on play with free rackets and balls
- Free local primary schools coaching
- Links to established members clubs
- A team of qualified coaches offering a complete tennis programme
- Walk on pay and play at reasonable rates
- A clubhouse to meet and shelter
- Social tennis programme for adults and kids
- Progression path for those with exceptional ability

The challenge is there for Local Authorities to make public facilities available for coaches that are capable of delivering the above, so as to create welcoming tennis businesses which will give the coaching profession the security needed to develop British tennis. Coaches will be expected to run the centres and develop the facilities as Will to Win have done, which would include clubhouses and refurbished courts.

Steve Riley, Director of Will to Win commented, '**the time is right for UK coaches to develop their own tennis centres in public venues, and to have more of a say in how tennis is developed. Kids will be given priority to enable the player base to grow and to transform the public perception of this sport from elitist and restrictive to inclusive and welcoming**'

So take up the challenge and contact **Will to Win** to take public tennis nationwide, and to develop the next champion by expanding the player base. Will to Win will work closely with the Tennis Foundation, who will be offering to assist as funding partners in the development of park tennis facilities in the future. Come down to our latest centre to see for yourself what a public centre should be! Official opening – Sunday 13th July 12noon – ceremony 2pm

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