



1 February 2017

Dear Club contact,

In 2015 and 2016 Seniors Tennis GB (STGB) ran an initiative in association with the LTA and a number of County Associations, designed to encourage more adults over 35 years old to play more tennis more often. The aim was to support ideas which would encourage adults to take up tennis through allocating grants up to £500 for the club or facility to help develop programmes. Overall this has been very successful so we are repeating the exercise in 2017.

It's very easy. Simply come up with a plan that focuses on encouraging take-up of tennis by adults over the age of 35 who are either entirely new to tennis or who have moved away from the game for various reasons.

Typical projects might include:

Tennis Express

Touch Tennis

Weekend or midweek timed tournaments

Mum, Dad and kids combined sessions

Local company tournaments etc.

All applications are welcome with new ideas preferred.

What you need to do: outline your ideas, including planned dates/times/places/costings for the event proposed, participant numbers, how you aim to attract new players into the programme, organiser details and the County or National Association that you are based in or belong to, together with details of how you will measure the effectiveness of the programme afterwards. For example, you might measure the number of new members you manage to recruit as a direct result of the activity, number of BTMs signed up etc. This year applications are to be made using a form which can be found on the website at <https://www.lta.org.uk/competitions/seniors-tennis> or contact Anne Clark.

Please submit your ideas and details on this form to Anne, email address:

Anne.Clark@lta.org.uk

on behalf of STGB by the deadline date of **Sunday 19 March 2017**. We will not be able to consider applications received after this date and will aim to respond to you by **9 April 2017** whether or not you are successful. If your plan is approved, you will be eligible for a grant of up to £500.

We are trying to advertise the scheme as widely as possible so please do pass on in your area.

Good luck!

Anne Clark (on behalf of STGB)

Mobile: 07770808571

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