



PLAY, LEARN AND COMPETE WITH BOOM TENNIS

PURPOSE: *Getting people to enjoy Tennis as much as we do*

MISSION: *Creating an affordable, high quality Tennis brand*

DRIVERS: The Extra Boom Mile

- Selling equipment
- Sharing administration between coaches
- Clear lesson plans and ideology
- Smart clothing
- Always joining in sessions
- Employed staff
- Goal setting
- Appraisals
- High coaching accreditation
- Coach meetings and idea sharing sessions
- Clear monthly fees with no cash

PARTICIPATION: Playing the Boom way

- School competitions
- After school clubs with incentives to play in the programme
- LTA Initiatives
- 100% intensity
- Talking Tennis - We speak like players
- Organised and well administered

PLAYERS: Boom on court

- AEGON, External and Internal comps
- Coaching system is based on points
- Understanding of technical, tactical, mental and physical demands of tennis
- Fun, enjoyable and competitive sessions