

A blue and red tennis ball icon is positioned in the top right corner of the slide, casting a long shadow towards the bottom left.

**WE DO
TENNIS**

2025 We Do Tennis Coach Forum

3/1/2025

1. 2025 Timetable

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2025 COACHING SCHEDULE

BLOCK 1	Monday 6th January to Sunday 9th March
BLOCK 2A	Monday 17th March to Wednesday 16th April
BLOCK 2B	Thursday 24th April to Sunday 25th May
FAMILY CUP	Monday 19th May to Sunday 25th May (Family Cup Event)
BLOCK 3	Monday 2nd June to Sunday 3rd August
FAMILY GAMES WEEK	Monday 4th August to Sunday 10th August (Parent & Child Competition)
BLOCK 4	Monday 18th August to Sunday 19th October
MONSTER SMASH	Monday 20th October to Sunday 26th October (Parent & Child Competition)
BLOCK 5	Monday 3rd November to Sunday 21st December

2025 BREAKS: NO COACHING THESE WEEKS
*Please note - coaches may choose to adjust the company wide breaks or run an abbreviated programme during school holidays. Speak to your coach for more information

Monday 10th March to Sunday 16th March
Thursday 17th April to Wednesday 23rd April
Monday 26th May to Sunday 1st June
Monday 11th August to Sunday 17th August
Monday 27th October to Sunday 2nd November

**YOU CAN JOIN OUR
SESSIONS AT ANY TIME**

EMAIL US AT enquiries@wedotennis.co.uk

 @wedotennis.co.uk  @wedotennisuk  @wedotennis

**FIVE WEEKS FREE
PER YEAR**

- WDT SESSIONS RUN 45 WEEKS PER YEAR
- WE CHARGE FOR 40 WEEKS
- SOME MONTHS YOU WILL GET MORE SESSIONS

For more information on how our coaching programme works, please scan here



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- Big Focus on the Family comps
- You can move your break week if needs be or use it as catch up
- If you are running camps, you can abbreviate your schedule
- Need to emphasise that the payments are for all year round and that you pay for 40 but get 45
- Want to encourage more email-based comms
- Please put this up at your venue

2. Monthly Artwork

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MARKETING ARTWORK

Below is a selection of our marketing artwork for 2025. Each graphic is paired with a particular month. Our social media channels will be themed similarly and we encourage our venues and coaches to share this artwork. If we work together, we can reach more people and increase participation across our network.



- Need to be active on social media with these images
- Case studies will be really important moving forward to support these
- These are great opportunities to showcase our programmes and sell.

3. Monthly Tactics

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HOW WE GROW YOUR VENUE

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Every month, we have a marketing tactic designed to grow participation and numbers at your tennis venue

January New Years Resolutions BIG FOCUS	Encouraging players to get fit and healthy and start a new hobby Try tennis for £10	July Wimbledon Offer BIG FOCUS	Tennis' busiest time of year. Capitalise on Wimbledon hype with a rest of month free offer for new players. Promotions start in June so our audience is aware Rest of month free for new or returning players
February Share the Love	Everyone knows that tennis is better with friends. bring a friend to tennis in February and get a month of tennis on us Bring a friend to tennis, get a month of tennis on us	August Diversity and Inclusion in Tennis	Showcase the work We Do Tennis is doing to diversify and make the sport more inclusive. Focus on wheelchair, deaf, blind and LGBTQI+ Social media, showcase how inclusive tennis can be
March Female Focus	Our sport is becoming one of the most inclusive and diverse in Britain. Let's celebrate and highlight the successes of women in tennis A free month of tennis for females, consider launching cardio	September Launch Month BIG FOCUS	Launch a series of 6-week courses in the month of September targeting adults All venues offering new 6-week courses
April Launch Month BIG FOCUS	Launch a series of 6-week courses targeting juniors as the weather begins to warm up All venues offering new 6-week courses	October Monster Smash	Get everyone on court (juniors & parents), encouraging loads of social media activity. Prize draw for parents for sharing and engaging new audiences Parents like, share & comment to be entered into a prize pool
May Summer Camps	Focus on having all holiday camps loaded across venue network & promote across social media Early bird discount offers promoted to players	November Winter Warriors BIG FOCUS	Encouraging players to stick with tennis through the winter months. Players offered a free camp, tournament as an incentive Rewards offered to player for sticking through the winter
June Grass Court Season	Getting ready for Wimbledon - loads of tennis across the UK. Eastbourne, Queens, Nottingham etc. Promote new free courses for players Free tennis for sign ups in June	December Advent Calendar of Offers	From individual lessons to refer a friend, December is about promoting offers available to players. A new webpage will be created that will be updated daily with a new offer Each day, a new offer is uploaded to our website

- Less big focuses meaning easier to focus on our main growth opportunities
- Wanting to encompass everything we have to offer.
- Adapt and utilise the initiatives to suit your venue and needs

4. Partnerships



- Working with Active Away to promote our holidays.
- Delivering 2-week roadshow around are venues to gauge interest from players and coaches



- Actively looking for sponsors to help elevate our presence and reach
- If you know anyone who would be interested in sponsorship it can be great for kit or one-off initiatives



- Working with Bassline to help drive equipment sales and also wanting to find some key coaches to push the Dunlop Brand
- Best prices available via the discount.

5. LTA Youth no more....



- We Do Tennis creating our own version of a “starter course” however will be applicable to all ages and abilities
- Shorter course (4 weeks) and 2 options, without a racket £19.99 or £29.99 with a racket and a ball
- We need your help... Stuck for a good name.... Any suggestions

6. 3 Way Teamwork



Venue or Park



We Do Tennis



Coaching team

We really want to ensure that we feel we are all working as a team to grow the venues we represent and the tennis activity we deliver.

6. Engagement



This coming year we want to have a huge push on engagement on our social media but also the WhatsApp groups

We Do Tennis is a platform not only to learn of other coaches but also share your experience with the next generation of coaches

Use the tools to help you but also ask for help and support. That is what we are here for.

8. Cardio Tennis



What's next??