

# GROMORE

*“A performance-led consultancy and digital platform revolutionising opportunities in Wheelchair Tennis and Para-Standing Tennis across every age and stage”*

*The Pathway. The Programme. The Coaches.*

Matthew Grover & Ross Cudmore  
Co-Founders

# Built from Passion, Driven by Purpose

**GROMORE** was born from a simple but powerful realisation: grassroots development and talented players with physical impairments were being left behind; not due to a lack of ability, but lack of opportunity, infrastructure and tailored support.

As advocates deeply embedded in the tennis community and with lived experience, we have witnessed first-hand the gaps in pathways, resources, and expertise. We knew the system could do better. So, we built Gromore to bridge those gaps; creating a scalable, professional solution that empowers Coaches, Clubs, Counties, Governing Bodies, Charities and Players to unlock potential at every level.



# Meet the Team

## Matt Grover

- World and European Singles & Doubles Champion (w/ Ross).
- Experienced coach and talent-performance pathway manager.
- Over 13+ years of experience in development and high-performance sport.
- Worked with National and International Stakeholders, developed pathways and supported athlete to international success.



## Ross Cudmore

- World and European Doubles Champion (w/ Matt).
- 10+ years of expertise in coaching, programme development and digital innovation.
- **LTA National Park Venue of The Year Award Winner (2025).**



# The Challenge



## Fragmented Pathways

No clear progression from grassroots to elite level. Players often hit dead ends with nowhere to develop their talent further.



## Inconsistent Opportunities

Access to quality coaching, competition, and development programmes varies drastically by region, leaving many players without support.



## Limited Coaching Expertise

Coaches lack the knowledge and confidence to work effectively with players with impairments, but also awareness of disability pathways.

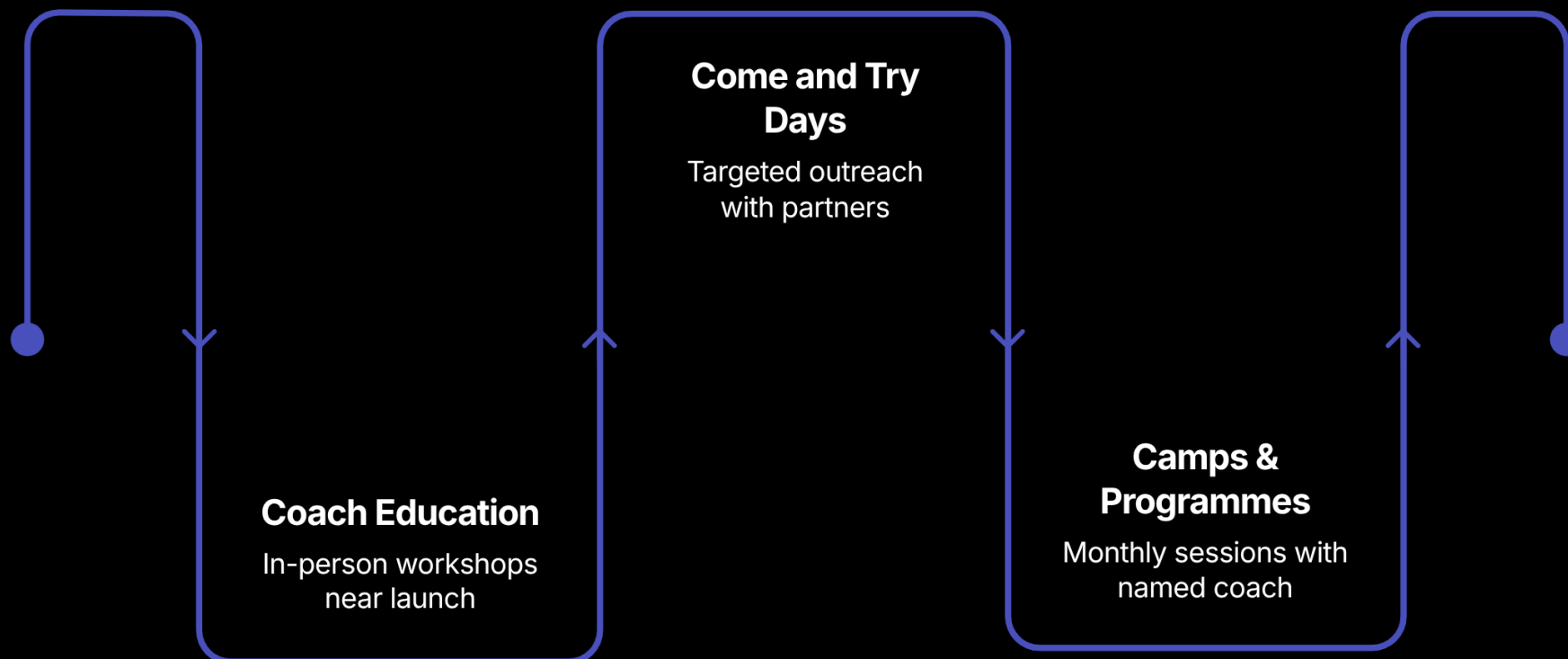


## Visibility and Awareness

Para-tennis remains under-promoted and misunderstood, limiting participation growth and stakeholder investment.

# The Pathway

This is where everything comes together. Three connected steps that take a venue from zero awareness to a thriving, self-sustaining para tennis programme.



Each step feeds directly into the next, creating momentum that is deliberately designed to be maintained long after **GROMORE's** initial involvement.

# The Coaches

**01**

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## Online CPD Workshops

Flexible, accessible learning on eligible impairments for para-tennis and adaptable coaching techniques that meets physical demands of players.

**03**

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## Development, High-Performance & Elite

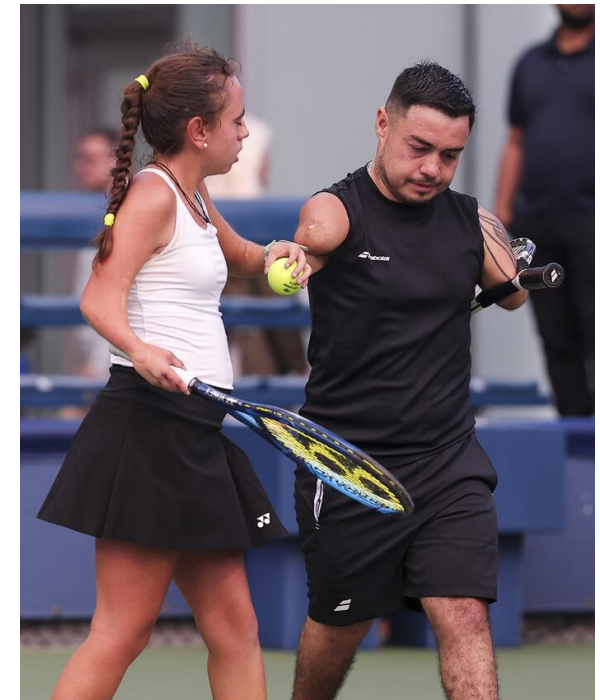
Systems to technically and tactically develop players across the full pathway and impairment classes.

**02**

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## In-Person CPD Courses

Tailored to venue and County Association goals – Wheelchair Tennis, Para Standing Tennis or **both**.

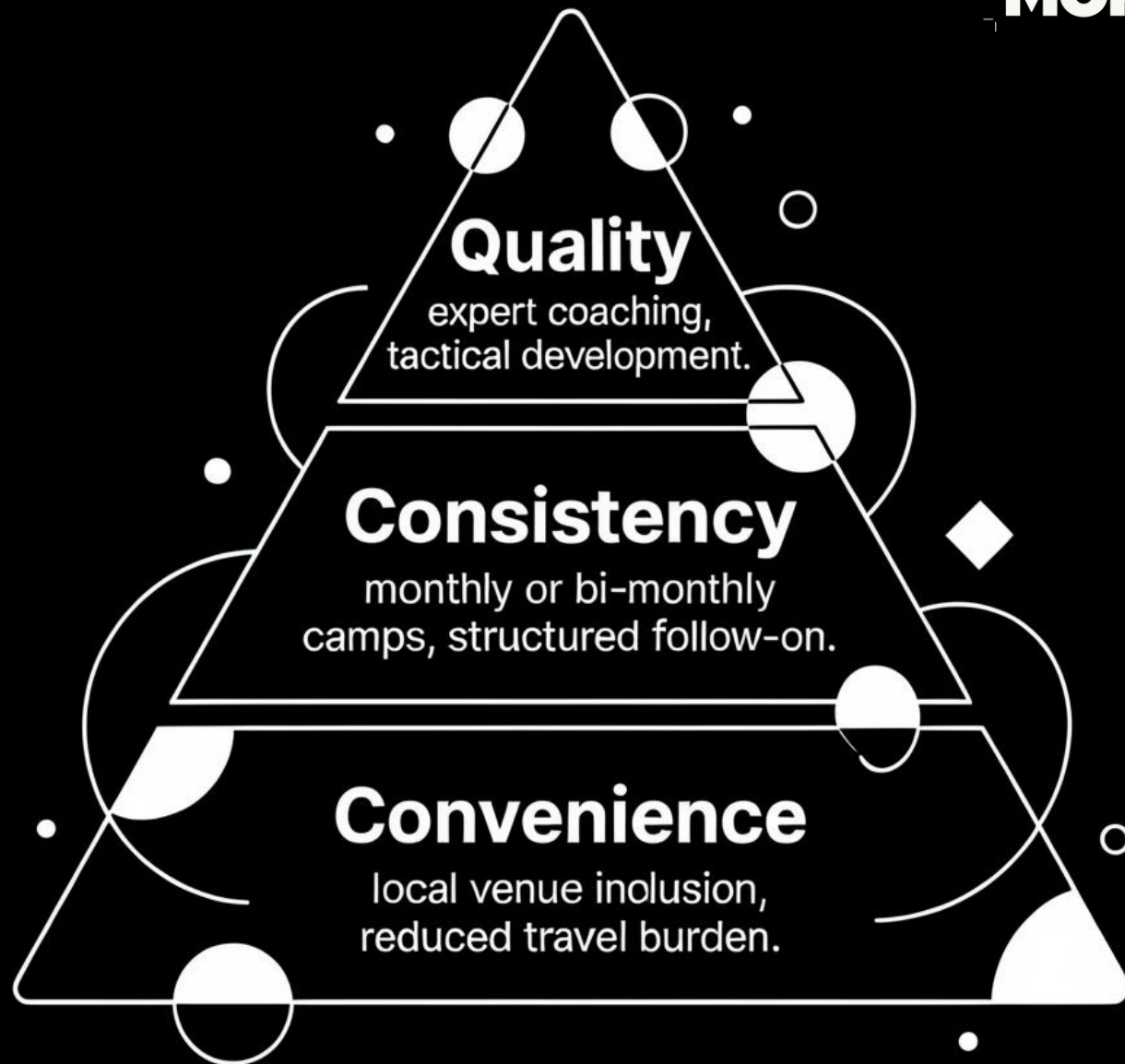


# The Programme

Quality. Consistent. Convenience. These are our three non-negotiables of any successful programme for players with physical impairments.

The **GROMORE** model recommends monthly camps with longer value, high-value days that justifies travel.

For venues with a strong local player demographic connection, more frequent sessions remain an option. Flexibility is built in.



# Inclusive at Home, Elite on Camp

Most players with impairments are already playing alongside non-disabled players and in mainstream tennis, at their home venues. **GROMORE** enhances that experience while providing dedicated opportunities to play with others like them, develop their game and reach their true potential.



## Compete at World Level

For those with elite ambitions, a clear development pathway to international competition.



## Play Your Friends

For those playing for joy: better skills, more confidence, more wins.

# Coach Education First



**GROMORE** in-person workshops are delivered as close to programme launch days and camps/ festivals as possible, so coaches immediately put their skills to use.

- The most important attendee is the coach who will run ongoing sessions for bespoke venue and/or county,
- Coaches are invited to attend come and try days, festivals and camps; a real-world practice,
- Players benefit too: their local coach may be on site and able to recommend future sessions directly.

# Come and Try Days That Actually Work

Effective outreach isn't about random social media posts. **It's about leveraging trusted relationships.**



## County Associations

Targeted emails from an LTA County Association to all coaches and venues carries far more weight than Ad campaigns.



## Word of Mouth

If someone they already know mentions it, they come. Every time. People buy into people.



## Community Partnerships

Linking with local groups already working with people with impairments unlocks warm, pre-qualified audiences.



## Continued Support

Tailored support for follow-on programme and player development.

# The Follow-On: Camps & Programmes



The end of a come & try day is not the end, it's the beginning. Players must leave knowing exactly who is running future camps and programmes.

The clarity transforms a one-off event into a sustained, growing programme. The named coach. The named venue. The named date. No ambiguity. Standards are raised.

- **Named Coach:** Players know exactly who they'll be working with.
- **Named Venue:** Familiar, accessible, and easy to commit to.
- **Regular Dates:** Monthly or bi-monthly schedule, set in advance.

# Ready to Build Something That Lasts?

**GROMORE** offers a complete proven ecosystem, connecting coach education, community programmes, and a clear development-performance pathway into one joined-up model for para tennis development.



## Educate

Coaches who are confident and equipped



## Activate

Communities who discover the sport



## Develop

Players who reach their potential

# Ready to transform Para-Tennis together

*Partner with GROMORE to raise  
standards, grow participation and fuel  
talent pathways.*

*Get in touch now via email or via  
[www.gromore.co.uk](http://www.gromore.co.uk)*

