



ADVANTAGE DURHAM & CLEVELAND

May, 2023

Advantage Durham & Cleveland is an initiative sponsored by Durham & Cleveland LTA to provide financial support to LTA-registered venues across the County. Our mission is to grow tennis across Durham & Cleveland by making it relevant, accessible, welcoming and enjoyable. Our objective is to increase the participation of adults and children at all levels of tennis and this can only be achieved by working in partnership with all our venues.

We have many successful and growing Clubs in the County, supported by hard-working and dedicated volunteers with a passion for our sport. Advantage Durham & Cleveland aims to help these Clubs and volunteers by providing access to small grants and loans as well as the shared experience of our clubs, coaches, County officers and LTA colleagues.

SMALL LOANS SCHEME – for Clubs

Durham & Cleveland LTA has created a fund to provide financial support to venues. Venues are invited to register their interest by completing the attached application form.

Advantage Durham & Cleveland is making £12,000 available annually in interest-free loan funding. The funding is for clubs to spend on a specific project that they believe will make a difference at their club – it could be something that everyone wants but a shortage of funds due to other, more pressing, priorities means that it never seems to get done.

The maximum available to any one club is £4,000 and this must be no more than 80% of the total project cost. On completion of the [Application Form](#), the D&C Club Liaison Officer will liaise with the Club to assess the application, and subsequently monitor the project to confirm that the work has been undertaken and expected outcomes achieved.

Applications may only be made by current LTA-registered Clubs, and the club must undertake to register for at least the following 4 years. A club can only have one loan in place at any one time. The Club must be willing for D&C County LTA to publicise the award on the D&C County LTA website, at AGM's and in general local and national publicity.

The key features of the scheme are:

- The maximum loan is £4,000
- Loans are interest free, repayable over 5 years
- Repayments must be made annually in 5 equal instalments (i.e. 20% each year), with the first repayment being due on March 31st of the year following the approval of the loan

The main criteria for approving a loan are:

- It supports a project that will make a real difference to the Club but would not otherwise go ahead without support



- The project will further the aims of the County to increase participation and inclusion in tennis by becoming more relevant, accessible, welcoming and enjoyable
- The Club itself is making some financial and/or in-kind contribution towards the project
- The ability of the Club to meet the payback terms
- The impact on encouraging more people to play tennis more often

Here are a few examples that have been suggested as meeting the criteria:

New signage to promote the Club
Accessibility aids for visitors with visual or other impairments
Re-painting courts/lines, new nets etc
Improving court surfaces
Improving toilet, changing or shower facilities
Clubhouse redecoration, minor renovations in the clubhouse
Furnishing renovation
Building or fencing repairs
Initiatives to increase participation

But what would make a difference at your club? Only you know!

Small Loans Scheme – Process

- a) A senior member of your Club Committee (Chairman, Treasurer, etc) should contact D&C LTA (Alan Jones, Club Liaison Officer at club@dclta.org) to discuss your proposal.
- b) Representatives of Advantage Durham & Cleveland will explain and discuss the Advantage D&C initiative to assist your application. We are keen to work more closely with our Clubs and would like to meet as many people as possible!
- c) You complete an [Advantage D&C Small Loan application form](#).
- d) Your application will be assessed and, if needed, you will be asked to make adjustments.
- e) The application is put to the D&C LTA County Executive Committee for approval and you will be informed immediately of the outcome. We would hope the whole process can be completed within 4 – 6 weeks.
- f) Once approved, the D&C LTA Treasurer will arrange payment of the loan as soon as it is required by the Club for the project.
- g) Within 6 months of the project completion the Club will provide the Club Liaison Officer with a completed [Project Completion Form](#), with an assessment of outcomes achieved compared with original objectives, actual costs compared with budget and other relevant data.



COACH AND OFFICIAL GRANT SCHEME – for Individuals

The LTA has structured pathways in place for developing coaches and for training officials to assist at tournaments. The coaching programme covers every stage from a Level 1 Assistant to developing players at an elite standard with the Level 5 Master Club Coach qualification. The Officials training scheme covers Competition Organiser, Court Supervisor, Tennis Referee and Umpire.

Advantage Durham & Cleveland recognizes the importance of encouraging players, volunteers and parents to take up coaching and/or provide support at tournaments around the county, and seeks to support them as they start that journey. The expense of the training courses can be a barrier for people who would otherwise be keen to get more involved, and we want to remove that barrier. The Coach and Official Support Scheme will financially assist venues which share that outlook and are willing to financially support their members to qualify as coaches at Levels 1 and 2, or as Referees

Qualification	Course Days	Time Period	Typical Cost
Level 1 Assistant	3	6 wks	£ 275
Level 2 Tennis Instructor	5	2-3 mths	£ 450
Competition Organiser	1	1 day	£ 25
Court Supervisor	1	1 day	Free
Tennis Referee	2	3 days	£ 75

- A maximum of £1,500 will be available for coach and official grant support in any one year
- Clubs must apply to and receive approval from Advantage Durham & Cleveland for a grant before an applicant signs up for a course. The grant will be 50% of the cost of the coaching course, or 100% of the cost of the officials' course.
- The Club will fully fund the course, and have a written agreement with the individual committing them to provide 'payment in kind' recompense to the Club in the form of an agreed number of hours (minimum 15 hours) of voluntary on-court coaching support within 6 months of completing the coaching qualification, or a commitment to voluntarily officiate at no fewer than two club tournaments in the year.

Coach and Official Grant Scheme – Process

- a) A senior member of your Club Committee (Chairman, Treasurer, etc) should contact D&C LTA (Anne Clayton, Workforce Lead at anneclayton@ntlworld.com) to discuss your proposal.
- b) You complete an [Advantage D&C Coach & Official application form](#)
- c) Advantage Durham & Cleveland will assess the application and, subject to it meeting the criteria and there being funds available in the period, will confirm approval.
- d) Advantage Durham & Cleveland will repay to the Club 50% (coaching) or 100% (Official) of the cost of the course on written confirmation from the Club that the course has been completed, certificate received and coach accreditation (for L2 Tennis Instructor) or Officials License with the LTA completed.