# FROM INSIGHT TO IMPACT:

**Project 01**

## *Beyond the Net - Lawn Tennis Association*

Helping practitioners use tennis as a catalyst for positive behaviour change, youth engagement and safer communities.

BEYOND THE NET
TOOLKIT GAMES

LTA SERVES

LTA
TENNIS
FOR BRITAIN

THE SWANS
COMMUNITY PARTNERSHIP

## FROM INSIGHT TO IMPACT

**Project 01** - *Beyond the Net*

Developing a National Workforce Resource with the Lawn Tennis Association.

Commissioned by the Lawn Tennis Association (LTA), The Swans Community Partnership collaborated to design and develop *Beyond the Net* — an innovative workforce development toolkit that uses tennis as a vehicle to tackle crime, violence and anti-social behaviour whilst building resilience, confidence and positive relationships amongst children, young people and adults.

## PROJECT OVERVIEW

| | |
|---|---|
| **Client** | Lawn Tennis Association (LTA) |
| **Organisation** | The Swans Community Partnership |
| **Sector** | National Governing Body for Sport |
| **Service Provided** | Consultancy • Insight • Resource Development • Workforce Development • Learning Design |
| **Project Length** | Ongoing |
| **Status** | Final Production & National Launch |
| **Year** | 2025 – 2026 |

## THE CHALLENGE

The Lawn Tennis Association commissioned The Swans Community Partnership to support the development of an innovative workforce resource as part of the LTA Serves programme.

The ambition was to create far more than a collection of tennis coaching activities. The resource needed to equip coaches, youth workers and practitioners with practical tools that used tennis as a catalyst for meaningful conversations around crime, violence, anti-social behaviour, and positive behaviour change.

Working across underserved communities, the toolkit needed to be evidence-informed, trauma-aware, and adaptable for a range of delivery environments, including schools, youth clubs, community organisations, and criminal justice settings.

It also needed to provide practitioners with the confidence, structure, and flexibility to adapt activities whilst maintaining consistent learning outcomes. Early consultation highlighted themes including poverty, adverse childhood experiences (ACEs), community inequality, violence, emotional wellbeing, and the importance of compassionate coaching.

## OUR APPROACH

**Listen -** We explored the programme's aims through collaborative discussions with the Lawn Tennis Association and key partners.

By listening to stakeholders from sport, youth development, and community organisations, we developed a clear understanding of both the opportunities and challenges surrounding the use of tennis as a vehicle for social change.

## DISCOVER

Building on the initial consultation, we reviewed existing evidence and explored wider research relating to:

- Crime and violence prevention
- Youth engagement
- Trauma-informed practice
- Adverse Childhood Experiences (ACEs)
- Behaviour change
- Community development
- Workforce confidence
- Sport for Development

Alongside the available research, lived experience insights and practitioner feedback helped shape the philosophy and direction of the resource, ensuring it reflected both evidence and real-world delivery.

## CO-DESIGN

Rather than producing the toolkit in isolation, we worked collaboratively throughout the development process with the Lawn Tennis Association and key stakeholders.

This collaborative approach enabled ideas to be tested, refined, and strengthened, ensuring the final resource balanced educational theory with practical delivery and remained accessible for practitioners working across a variety of settings.

## DEVELOP

The Swans Community Partnership developed much of the educational content and delivery resources, including:

- Development of the toolkit framework
- Learning outcomes and delivery structure
- Session progression
- Activity design
- Reflection and behaviour-change activities
- Facilitator guidance
- Activity diagrams and visual resources
- Adaptations for different age groups and settings
- Inclusion and trauma-informed guidance

The finished resource includes nineteen adaptable activities designed to develop resilience, teamwork, communication, decision-making, emotional regulation, and positive relationships through tennis. The toolkit also provides guidance for community settings, controlled environments, and different participant age groups.

## REFINE

Throughout development the resource continued to evolve through stakeholder feedback, collaborative review, and iterative refinement.

Activities were strengthened through improved visual design, clearer facilitator guidance, differentiated delivery options and enhanced reflection opportunities, ensuring the resource remained practical, engaging and accessible for practitioners.

The project is now entering its final production phase ahead of national launch.

## THE SOLUTION

The outcome is *Beyond the Net* — a comprehensive workforce development toolkit that enables practitioners to use tennis as an engaging vehicle for tackling wider social issues.

The toolkit combines practical activities with reflective learning, behavioural development and coaching guidance, helping practitioners move beyond technical coaching to deliver meaningful personal development.

The finished resource includes:

- Comprehensive facilitator guidance
- Progressive activity cards
- Age-specific adaptations
- Trauma-informed delivery guidance
- Reflection activities
- Behaviour change themes
- Monitoring and evaluation guidance
- Professionally designed activity diagrams and supporting visuals
-

The toolkit is suitable for delivery across:

- Schools
- Community clubs
- Youth organisations
- Faith settings
- Criminal Justice environments
- Community outreach programmes

## WHAT WE DELIVERED

***National Workforce Toolkit -*** A comprehensive practitioner resource supporting the delivery of sport for development programmes.

***Training Framework -*** A structured learning approach enabling practitioners to confidently deliver sessions.

***Visual Resource Library -*** Professionally designed activity diagrams, illustrations and supporting graphics.

***Facilitator Guidance -*** Practical advice covering delivery style, reflection, inclusion and participant engagement.

***Monitoring & Evaluation Framework -*** Guidance supporting organisations to evidence learning, behavioural outcomes and programme impact.

***Learning Resources -*** Nineteen adaptable activities linked to positive youth development, personal values and behaviour change.

## PROJECT OUTCOMES

### Immediate Outcomes

- Developed a new national workforce development resource
- Produced nineteen adaptable learning activities
- Created a comprehensive facilitator toolkit
- Developed professional visual resources and activity diagrams
- Embedded trauma-informed and values-based coaching principles
- Supported the LTA Serves workforce with practical delivery guidance
- Resource prepared for national launch

### Longer-Term Impact

The launch of *Beyond the Net* is expected to:

- Increase practitioner confidence.
- Improve consistency of programme delivery.
- Strengthen workforce capability across multiple sectors.
- Enhance participant engagement and personal development.
- Support positive behaviour change through sport.

- Increase opportunities for partnership working.
- Provide a scalable resource capable of national implementation.

## OUR CONSULTANCY PROCESS

### From Insight to Impact

### Insight

We listened carefully to the client's ambitions, reviewed the available evidence and explored the realities faced by practitioners working with vulnerable children, young people and communities.

### Co-Design

Working collaboratively with the Lawn Tennis Association and stakeholders, we transformed ideas into a practical, evidence-informed framework that reflected both strategic objectives and frontline delivery needs.

### Development

We designed and produced engaging activities, facilitator guidance, learning resources and professional visuals that combined technical tennis delivery with wider personal development outcomes.

### Implementation

The completed resource now supports practitioners across community organisations, schools and criminal justice settings to introduce new ways of engaging participants through tennis.

### Impact

With national rollout planned through the LTA Serves programme, *Beyond the Net* will help strengthen workforce confidence, improve delivery quality and create positive experiences for thousands of participants.

## PROJECT STATUS

### Final Production

*Beyond the Net* has now entered its final production phase and is scheduled to be officially launched at the National Tennis Centre. The resource will support practitioners working across the Criminal Justice System, community organisations and wider sport-for-development sector, equipping them with practical tools to use tennis as a platform for engagement, personal development and positive behaviour change.