


TEENAGERS IN TENNIS

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14-15 NOVEMBER 2015




Belgium 2015

THE BACKGROUND

ITF Report

Today



Belgium 2015

CONTENTS

What is the global trend for child participation in tennis and other sports

What else do teenagers do? Common trends?


Why do some leave tennis?

What can we do next?



Belgium 2015

TEENS IN TENNIS




THE HUMAN GRAPH

TEENS IN TENNIS

FINDING ONE

A large drop in tennis participation is seen after age 14



TEENS IN TENNIS: FINDING ONE

A large drop in tennis participation is seen after age 14

Belgium:

Almost 50% fewer 16-20 year olds club members than 11-15 year olds (1, 2011)

France:

101,000 player members age 13-14,
79,000 age 15-16
48,000 age 17-18 (2, 2011)

**TEENS IN TENNIS: FINDING ONE**

A large drop in tennis participation is seen after age 14

GB:

Competitive players by age..

Age 13: 13,268

Age 14: 12,586

Age 18: 7865

All players by age...

Age 14: 136,400

Age 15: 109,200

**TEENS IN TENNIS: FINDING ONE**

A large drop in tennis participation is seen after age 14

US:

Peak participation – 14 years

Decline – 15 years

**TEENS IN TENNIS****FINDING TWO**

Teenage participation seems to be falling year on year

**TEENS IN TENNIS: FINDING TWO**

Teenage participation falling year on year

GB:

Players (once or more) aged 16-19:

2007/08 = 85,400

2009/2010 = 68,100 (4, 2010)

Netherlands:

Age 12-17 participation fell by 29,404 players between 2004 and 2007 (8, 2009)

**TEENS IN TENNIS: FINDING TWO**

Teenage participation falling year on year

France:

Competitive players age 13-18:

2010 = 241,282

2011 = 229,084

Germany:


Club membership of players aged 0-18 declined almost every year from 1994 (570,915 players) to 2011 (399,299)



TEENS IN TENNIS

FINDING THREE

Low female participation compared with males




TEENS IN TENNIS: FINDING THREE

Low female versus male participation

France: Player Members

Age Group	Male	Female	Difference
11 to 14	154,796 (70%)	65,883 (30%)	88,913
15 to 18	88,403 (69%)	39,298 (31%)	49,105
Total	243,199	105,181	138,018




TEENS IN TENNIS: FINDING THREE

Low female versus male participation

Germany: Club Members

Age Group (0-18)	Male	Female	Difference
2010	232,012 (57%)	171,835 (43%)	60,177
2011	229,028 (57%)	170,201 (43%)	58,827
Total	461,040	342,036	119,004




TEENS IN TENNIS: FINDING THREE

Low female versus male participation

GB: Player Members

Age Group	Male	Female	Difference
11-14	35,506 (68%)	16,964 (32%)	18,542
15-18	28,083 (70%)	12,151 (30%)	15,932
Total	63,589	29,115	34,474



TEENS IN SPORT



TEENS IN SPORT

FINDING FOUR

Most sports see decline in teenager participation between 13-16 years



TEENS IN SPORT: FINDING FOUR

Sport participation drops between ages 13-16 years

% OF TEENS WHO ARE MEMBERS OF A SPORT CLUB:

Age 13: 73% (Netherlands), 60% (Switzerland)

Age 16: 60% (Netherlands), 50% (Switzerland)



TEENS IN SPORT

FINDING FIVE

Compared with other sports, tennis is not very popular with teenagers



TEENS IN SPORT: FINDING FIVE

Tennis not seen as a popular sport with teenagers

UK & SWITZERLAND

Tennis not a top 10 sport for participation by 11-15 year olds



TEENS IN SPORT: FINDING FIVE

Top 10 sports done by British 11-15 year olds in the last 4 weeks
Taken from Department for Culture, Media and Sport (11, 2011)

RANK	SPORT	% OF RESPONDENTS WHO HAD PARTICIPATED
1	Soccer (including 5 v 5)	50.0
2	Basketball	27.3
3	Swimming, diving or lifesaving	26.6
4	Gym or Gymnastics	24.8
5	Walking or Hiking	22.5
6	Rounders	20.9
7	Cycling or riding a bike	20.4
8	Netball	19.3
9	Badminton	18.9
10	Rugby	17.9

TEENS IN SPORT: FINDING FIVE

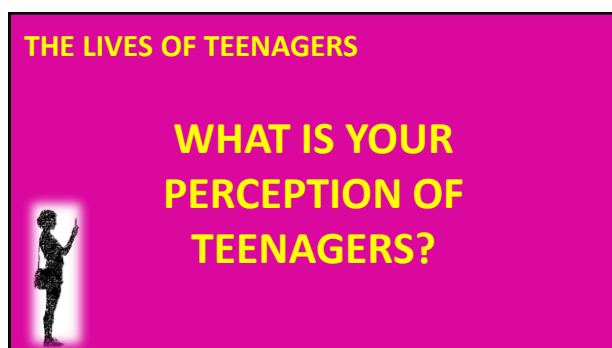
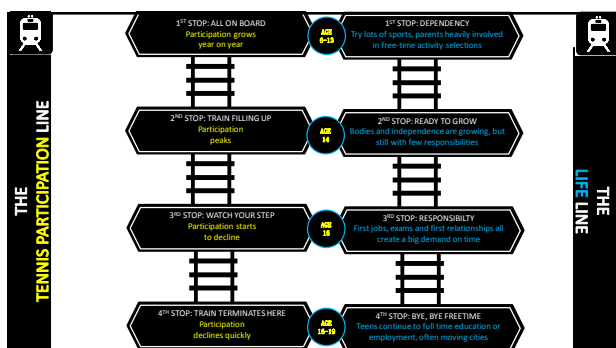
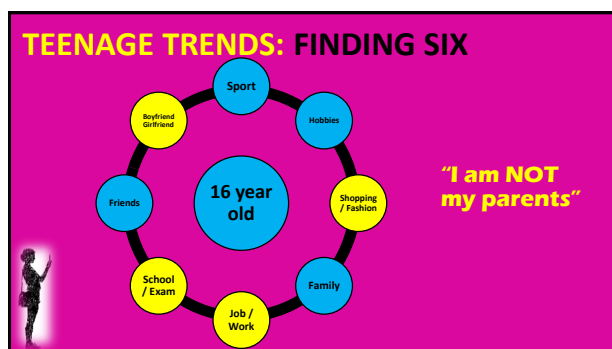
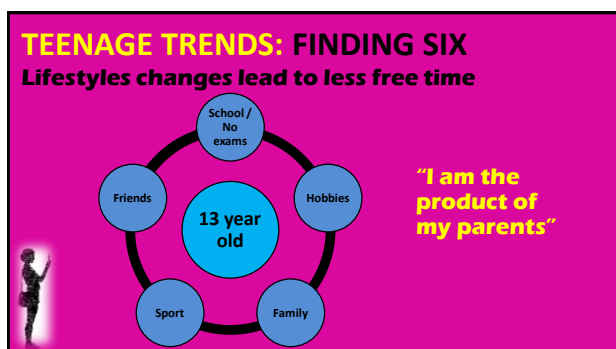
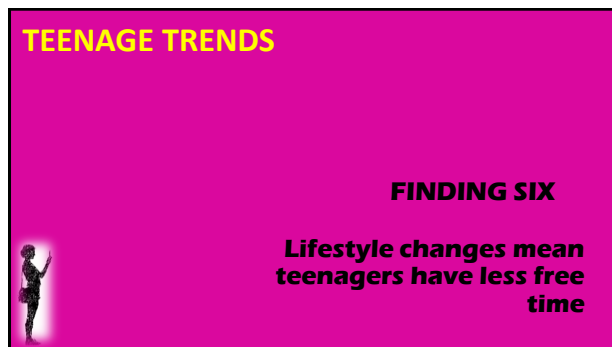
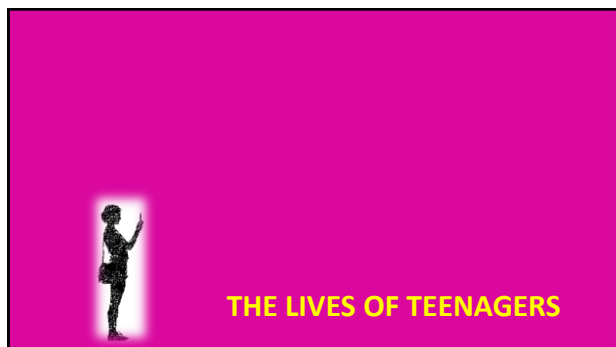
Top 10 Sports Female 15-19 in Switzerland (10, 2008)

RANK	SPORT	% OF 15-19 YEAR OLDS WHO HAD PARTICIPATED
1	Swimming	31.1
2	Cycling	30.2
3	Snowboard	24.3
4	Running	23.6
5	Dance	15.8
6	Skiing	15.0
7	Volleyball (including Beach)	14.0
8	Gymnastics	11.2
9	Soccer	11.1
10	Fitness Class/Aerobics	11.1

TEENS IN SPORT: FINDING FIVE

Top 10 most attractive sports to inactive 13-17 year olds in the US (13, 2011)

RANK	SPORT
1	Working out with weights
2	Swimming for fitness
3	Workout out using machines
4	Running/Jogging
5	Camping
6	Cycling
7	Basketball
8	Fitness Classes
9	Hiking
10	Martial Arts



THE LIVES OF TEENAGERS



THE LIVES OF TEENAGERS IN REALITY...

- Very aware of global and ethical issues
- Looking for their own identity and belonging
- Bodies are changing
- Often low self-confidence
- Scared of looking incompetent in front of others

TEENAGERS IN REALITY...

A group in great need of social support

An economic 'master key'

- Losing 14yr old is losing a 14-30 year old
- Attraction v Retention
- Growth of sport – coaching, courts, equipment, membership
- External funding – teens = money

TEENAGE TRENDS

FINDING SEVEN

The Social Economy helps develop identity & belonging

TEENAGE TRENDS: FINDING SEVEN

Social economy for identity and belonging

Isn't enough to just do something – teens have to show it...

Instagram, Facebook, Twitter, Snapchat, Yik Yak, Whats App

Photos, Likes, Posts, Groups, Fan Pages, Number of Friends

TEENAGE TRENDS: SOCIAL MEDIA

- 92% of teens have a smart phone
- 56% are online multiple times per day
- 24% are online 'constantly'
- 71% of teenagers are on Facebook
- 52% on Instagram
- 41% on Snapchat
- 33% on Twitter
- 98% of 18-24 year olds in the US use Facebook
- The average Facebook user is connected to 80 group or fan pages

WHY DO TEENS LEAVE SPORT?

What elements of our coaching and competition cause teenagers to leave?

What are we missing that could help them to stay?



WHY DO TEENS LEAVE TENNIS?

Game too serious at a high level

Poor competitive results or 'overemphasis' on competition (even during coaching)

Low perception of competence

It is a 'kids' sport



WHY DO TEENS LEAVE SPORT?

Busier Lives (exam, relationship, job) = less time

Increased Body Consciousness...

Do girls want to perform sport with boys?



WHY DO TEENS LEAVE SPORT?

KEY PSYCHOLOGICAL POINTS TO HIGHLIGHT...

Teenagers are more likely to struggle with...

- Identity
- Self-confidence
- Body Consciousness
- Self-consciousness over their ability in sport?

HOW DOES THIS AFFECT OUR COACHING?



WHICH SPORTS ARE POPULAR WITH TEENS AND WHY?

Girls...

- Dance
- Swimming
- Cycling

Boys...

- Soccer
- Basketball
- Gym



SUMMARY OF FINDINGS



1. Participation drops after age 14
2. Participation is falling year to year
3. Low female teen participation
4. Most sports see decline from ages 13-16



5. Tennis is not a popular sport with teenagers
6. Teenagers have less time at 16 than at 13
7. Social economy helps develop teen identity and belonging



A new approach to teenagers



A NEW APPROACH TO TEENAGERS

We are losing too many teenagers

Our priority is to get more to stay.

But how?



A NEW APPROACH TO TEENAGERS

First remember who we are dealing with?

- Need for belonging and identity
- Not 'world class' players
- Concerned about their body
- Concerned about their sport ability
- BEFORE 14 is key to retention



A NEW APPROACH TO TEENAGERS

So we need an intervention that...

- Reduces their body and ability concerns
- Makes them feel 'competent'
- Allows them to socialise
- Offers belonging
- Can be shown online
- Does not take half-a-day



A TEEN PROGRAMME

- Age 13-17
- 1 hour tennis / Social activities after?
- Emphasis on the 'social' before the 'game' development

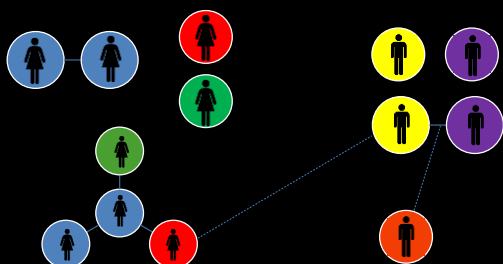


THE GREATEST COACHING SKILL IN TEENAGE TENNIS?

Social Engineering



A TEEN PROGRAMME



THE GREATEST COACHING SKILL IN TEENAGE TENNIS?

Belonging and Identity...

- Needs social bonds
- Friends with shared likes and interests
- The more friends a player has – the more incentive to stay in the sport



A Typical Session

- Friends together
- Personalities that match
- Don't force 3 friends to split
- Let them chat during exercises (girls especially)



Bring in Social Identity

- Instagram, Facebook, Twitter presence
- Fan pages
- Online competitions 'Best Tennis Selfie'
- Within child protection regulations



GAME BASED COACHING

We want them to feel they are good at 'tennis' not at hitting a ball.

Therefore they must play.

If they can only hit with a coach, they will leave.

If they leave they won't get better!



WHAT ABOUT THE TENNIS?

- Rally based with each other (social)
- Clever coaching
 - Pick the right partners
 - Coach them without the knowing
 - Targets – cooperative/competitive
- Main aim – give them the 'game' skills so they can rally and improve as fast as possible



Teen girls: Belonging, Game & Body Confidence



Gender?

- Option of 'Girls Only'
- Or split within a session
- Some girls won't want to exercise or play points against boys – some will, make sure you they are comfortable



THREE GOLDEN RULES FOR A TEEN PROGRAMME

- Make them feel they belong (friends)
- Make them feel they are good players
- Make them feel confident about themselves (body, game, personality)



Teenage Competition

- 90% in the club?
- 10% outside?



Remember the activities teens liked?

- Team competition
- No competition
- Why?



NORTHUMBERLAND
WORLD TENNIS TOUR

In club competition series

Each event is a country



NORTHUMBERLAND
WORLD TENNIS TOUR

FORMAT

- Maximum of 1.5 hours
- No paper, no drawsheet, no results recorded
- Team based – earn 'cones' for your team
- Win match get '2' lose & win 2 points get '1'
- First to 7 or 10 points
- Every player plays at least 4 matches



NORTHUMBERLAND
WORLD TENNIS TOUR

EXTRAS...

- Passport and Tour Points
- Each player on winning team gets a small trophy (40 cents each)
- All players leave with a small prize built into the cost of the event
- All get a certificate...

NORTHUMBERLAND
WORLD TENNIS TOUR

THESE EVENTS DO NOT...

- Record any results
- Count for a ranking or rating

We are not trying to make a French Open champion – we are trying to build retention.

NORTHUMBERLAND
WORLD TENNIS TOUR

COMPARING OUR LAST CLUB EVENTS (4 COURTS, 50 PLAYERS)
FOR PLAYERS AGE 11-17...

	WORLD TOUR	KNOCKOUT
Time Taken	2 x 1h15m	3 weeks
No. of matches per player	4 to 6	1 to 3
Number of entries	30	7
Paperwork?	No	Yes
Profit	220 euros	40 euros
'Winners'	15	1

NORTHUMBERLAND
WORLD TENNIS TOUR

3 GOLDEN RULES OF TEEN COMPETITION

- Manipulate the matches so nobody gets beaten easily (more than once)
- Offer at least 4 matches per event
- Ensure nobody else knows how many each individual won/lost

SUMMARY

We are losing too many teenagers

They need a programme where they can feel confident to develop their identity and belonging

Coaches need to be experts in social as well as tennis development



SUMMARY

Ignite their excitement

Fill them with confidence

Give them a home from home.



THANK YOU



3 things you can do in your club or programme to improve your retention of teenagers?

