

منهج

Annabel Croft
Tennis Academy



LIVE.LOVE.TENNIS.



WELCOME TO THE

ANNABEL CROFT TENNIS ACADEMY



I started the Annabel Croft Tennis Academy (ACTA) in 2009 because I wanted to share - with as many people as possible - my coaching experiences and the exciting drills that I used as a tennis professional. To me, tennis is not just about producing

Grand Slam champions, it's about learning the basic skills to be able to enjoy this wonderful game for life.

Having spent over 35 years involved in this sport - either through playing or in the media - I have learned that good quality tennis is focused on movement and footwork skills as well as playing the key strokes. This is the basis for the ACTA philosophy which is now taught in several places around Europe.

I hope we have the opportunity to welcome you on court in the near

future or to help you find out more about the ACTA operations. We have spent the last 6 years helping many players fall in love with tennis and we hope you will too.

A handwritten signature in black ink that reads "Annabel" with a small "x" mark below it.

Annabel Croft



ABOUT THE ANNABEL CROFT TENNIS ACADEMY (ACTA)

ACTA was founded in April 2009 by the former British No. 1 and tennis TV presenter Annabel Croft, her husband Mel Coleman and tennis professional Steve Cockell.

Launched from start up as an after school coaching programme at the National Tennis Centre (NTC), the academy is now in its 6th year

with over 350 players participating weekly in the programme.

In addition to the regular coaching programme, ACTA launched its own mini tennis performance programme in 2011 which is now called A.C.E Squad (standing for: Attitude Conquers Everything) This focuses on providing expert coaching and care for players aged 13&U looking to play tennis to a higher level. ACTA has also recently developed a programme at the other end of the scale with a uniquely designed entry level programme for players aged 3-7yrs called "ACTA Little Hitters".

Both of these initiatives are examples of ACTA's creative outlook on coaching tennis and an illustration of our desire to help children of all ages and standards enjoy playing the game.

In addition to the weekly NTC programme, ACTA has enhanced its operations with developing a unique tennis service in the holiday market both in the UK and overseas. Our UK junior holiday courses are available to players aged 4-16yrs and provide coaching for all standards. Based over 15-20 hours each week, they offer a great mix of high quality



“ Very often tennis clubs in the UK have a team of coaches with different ideas of what makes a player improve. By having a clear coaching philosophy within a structured tennis programme, coaches, players and parents can be clear about what they are trying to achieve in order to succeed. ”

**Steve Cockell, ACTA
Head Coach**

coaching and themed on court activities that players use as an exciting way of developing their tennis skills.

For players looking to play tennis on their holidays overseas, ACTA is now the UK's only residential tennis operator in Europe with tennis academies at Aphrodite Hills in Cyprus and Pine Cliffs in the Algarve. Each resort features award winning 5* facilities both on and off court. Both adult and junior players can enjoy participating in a range of scheduled classes that are inspiring, rewarding and carefully co-ordinated to make a memorable tennis holiday experience.

THE ACTA PHILOSOPHIES

ACTA invest heavily in the training of its team in order to apply the same coaching philosophy to every player taking to the courts.

All our coaching groups adhere to the concept of “Movement & Repetition” to maximise the results a player can achieve on court. This philosophy expresses the academies belief that players must prioritise their movement and footwork to gain control of the ball and master the game. Our coaches are always armed with large baskets of balls for

each session and follow specific, well thought out drills to maximise work on this aspect. This enables players to gain a high level of improvement in a short space of time.

Our second philosophy relates more to the game itself and how we aim to run our business. “Live. Love.Tennis” best describes the way we may feel about playing tennis, the integrity and loyalty that needs to be shown to master it, and the lasting friendships that the game is able to create.

WHAT MAKES ACTA DIFFERENT FROM OTHER COACHING PROGRAMMES?

People choose ACTA time and again because of its desire to deliver accelerated learning pathways for all our players.

By managing our groups carefully (most of our classes have a maximum of 4 players), we can guarantee that each

player will get more direct tuition from their coach, that more balls per session will be hit and that learning will take place at a much higher rate than in larger coaching groups. Historically, this is a performance model for higher level players but we believe this is the way forward for every tennis player.

Add to this carefully designed rewards and certificates of achievement, player care packages including tournament support, an online branded tennis

shop - and the odd famous face that drops in to help with our training sessions - and we believe we have the right mix to inspire our players every time we step on court.





FROM TINY TOTS TO TEENS, EVERYONE LOVES ACTA HOLIDAY CAMPS!

In addition to our weekly programme, ACTA are specialists at running tennis camps for junior players in the school holidays with carefully designed courses for all age groups from 4-6yrs up to courses aimed at teenage players aged 13-16yrs.

ACTA places as much time and energy into its holiday courses as it does its term time

programme to create a tennis experience that is definitely not a babysitting service! Players are carefully matched to work together in similar age groups and standards, groups are kept to small numbers per coach and there are plenty of cleverly designed games and exercises to burn off all that excess energy.

In addition, ACTA runs camps linked to its A.C.E programme for young performance players. These courses are designed to help them improve both their general play and their LTA rating. Each week has a set playing standard criteria to allow matches to be

registered and of course there are the compulsory drills, games and fun on court too!

The ACTA summer camps currently run at both the National Tennis Centre in Roehampton and at St George's Weybridge. We aim to add more top class locations as our services expand. Camps are open to anyone, not just players on our weekly programme (players have travelled from as far away as Singapore and Egypt!) so players are welcome to bring friends from school or players from another club to join in the experience!



ANNABEL CROFT TENNIS HOLIDAYS

Located within 5* award winning holiday resorts in both Cyprus and Portugal and offering world class tennis facilities in spectacular settings, the Annabel Croft Tennis Academy is the perfect overseas tennis destination.

Launched in January 2012, the Annabel Croft Tennis Academy at Aphrodite Hills was our first overseas tennis destination and features 4 luxury clay courts and 5 hard courts, all set against the

stunning backdrop of the Mediterranean Sea.

Players visiting the academy can participate in a range of coaching services suitable for players of all ages and standards. They can also benefit from the first class facilities on offer throughout the resort including hotel and villa accommodation, restaurants, award winning spa and gym and championship golf course.

Our academy at the Pine Cliffs Resort in the Algarve has only just opened but is already receiving rave reviews. With 2 clay courts and 3 hard courts set amongst the beautifully

landscaped gardens of the resort and with the beach only yards away, this is the perfect place to head for a family holiday or tennis weekend retreat.

Tennis coaching is offered throughout the year at Pine Cliffs and guests are invited to stay at either the 5* Sheraton Hotel or a choice of luxury apartments and villas conveniently located within a short walk of the tennis.

ALL OUR TENNIS HOLIDAY DETAILS CAN BE FOUND AT:
www.annabelcrofttennisholidays.com



Players looking to visit our overseas destinations can now use our dedicated tennis holidays service - Annabel Croft Tennis Holidays.

Offering the best prices, information and packages to our tennis academies - as well as a range of recommended tennis holidays around the world - our holiday service aims to give players a brand new range of opportunities to play tennis at some unique and inspiring locations.

Annabel Croft Tennis Holidays works closely with clubs and coaches as well as individuals and families, and our services feature full ATOL and ABTA protection giving both our organisers and clients peace of mind when booking their holidays with us.



ABOUT THE OWNERS

Annabel Croft



Mel Coleman



Steve Cockell



The Annabel Croft Tennis Academy is owned in partnership by Annabel Croft, Mel Coleman and Steve Cockell. Annabel is the former British No.1 and current tennis TV presenter and analyst. She is married to Mel Coleman and together they launched the academy in April 2009. Mel is a former America's Cup yachtsman and worked in the city for over 18 years. Steve Cockell has been a qualified tennis professional for 22 years and has a wealth of operational experience acquired from running UK and overseas tennis camps for over 12 years.

BUSINESS DEVELOPMENT

The Annabel Croft Tennis Academy is always looking for ways to expand its business both in the UK and overseas. We have a history of working with like minded partners who share our passion for the game of tennis and have common brand values. Here are some of the opportunities that we have been involved in so far:

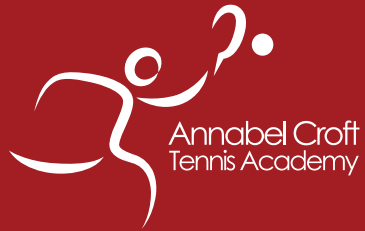
- Tennis operations and development of club programmes
- Strategic partnerships within UK tennis clubs
- Marketing initiatives and sponsorship
- Club tennis holidays and travel services
- Community tennis projects
- Corporate events

Should you wish to discuss ways in which you feel that your company, club, coaching group or tennis facility would benefit from an association with the academy, then please give us a call and we are always happy to discuss any potential partnerships or opportunities.

ACTA Partners for 2015:







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