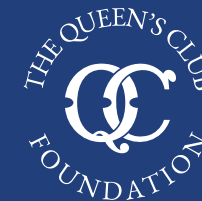




THE QUEEN'S CLUB
FOUNDATION

Impact Report

2022 - 2023



OUR MISSION

The *Queen's Club Foundation* exists to improve lives through racket sports.

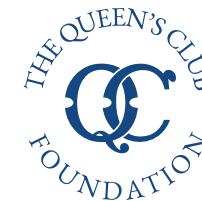


“ We deliver free and highly subsidised racket sports programmes currently in Hammersmith and Fulham. The impact of the official charity of The Queen's Club is growing. We engage with local communities, improving physical health, mental well-being and personal development.

We make racket sports more inclusive and accessible to people, whatever their background or circumstances. Please join us in our mission to help impact positively the lives of children and families in the local community and beyond.

”

- TINA SMITH, CHAIR



HIGHLIGHTS



Achieved strong engagement including 4 community events around the cinch Championships.



Inspired 10 local children from our Community Club through a coaching session on The Queen's Centre Court.



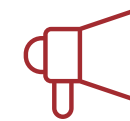
Launched Seniors Dementia Friendly Tennis classes for adults in the local community.



Launched our Summer "Rave Tennis Camps" for Fulham Reach Boat Club's Free Water Sports Week.



Expanded our youth volunteer workforce training 30 new LTA Tennis Leaders.



Launched Real Tennis and Squash outreach days at The Queen's Club.



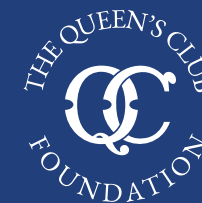
Delivered a coaching session to 16 girls from a local state school at The National Tennis Centre at Roehampton with Emma Raducanu to promote LTA Amazon Prime Youth Girls.



Developed our Special Educational Needs and Disabilities (SEND) offer for adults and children.



Delivered racket sports coaching to 502 children and young people and 22 adults within the London Borough of Hammersmith and Fulham.



TENNIS COMMUNITY CLUB

Our tennis programmes run during term time giving children aged 6-10 from Hammersmith & Fulham the chance to learn to play and enjoy the game. Most classes are free of charge and take place after school once a week at our three community venues: Rocks Lane, Bishop's Park, Brook Green and Ravenscourt Park.

Those who show promise are invited to attend the Sunday Community Club session at The Queen's Club to further develop their skills in an inspirational setting. We hosted 3 major Tennis Family Festivals at The Queen's Club inviting children and their parents/carers from our programmes for a fun afternoon

of tennis and competitive games. We invited national Junior Players and an international para-standing player to play exhibition tie-breaks at the festivals as inspiration for the attendees.

*We reached
357 children
& young people
through tennis,
an increase of
128% from 2022.*

TENNIS IMPACT 2022-2023

Launched *new dementia friendly classes* reaching 22 adults.

Identified 16 children from the Community Club local venues to receive further coaching at The Queen's Club.

Hosted *3 Community Club Family Festivals* at The Queen's Club attended by 99 children in total.

Delivered community coaching at 3 parks venues in Hammersmith & Fulham to 121 children, *53% of which were girls.*



SURVEY RESULTS 2022/2023

Of those who responded to our *2022-2023 impact surveys*:

28%

of families reported **experiencing financial hardship**

100%

of parents said they think their children will **continue to play tennis** after the Community Club course

100%

of respondents said the child had been inspired to continue playing tennis because of attending the Festival

100%

said the Community Club sessions were of **benefit to the child**

100%

of respondents agreed the Festival had a **positive impact on the participant**.

76%

of parents responded their children had an improved attitude towards sport as a result of the weekly sessions

75%

of parents said the sessions helped **improve the children's confidence**

76%

children were from an **ethnic minority background**



Community Club Sessions Feedback

“ Our daughter was not practicing sports on regular basis and had also bad mark at school in PE. She wasn't interested in sport at all, only in books so we decided to push her by enrolling her at QCF. Getting up at 7 am for the 8:30 session on Sunday was also a turn off for her as she likes lazing in bed on weekends. To our amazement after one term at QCF she begged us to continue. She has now got an excellent mark in PE for the first time.

- PARENT OF COMMUNITY CLUB PARTICIPANT

“ The course has benefited [My Daughter] immensely. She has learnt, not only, about how to play the game, she's grown in confidence, she's more resilient but also developed interest in watching tennis on TV. She would most likely, otherwise, not participate in racket sports, which she now hugely enjoys. Thank you.

- PARENT OF COMMUNITY CLUB PARTICIPANT





Tennis Festival feedback

“ Excellent to have the opportunity to be involved at 6 years old. Super to be at Queens as a professional and famous club to lift aspiration. [Our daughter] made new contacts and furthered her independence. Watching the exhibition match of the 2 x 7 year olds was a powerful message and given a firm “good”. The whole event was smoothly run so very easy for all to benefit.

- PARENT OF FESTIVAL ATTENDEE

“ The course has benefited [My Daughter] immensely. She has learnt, not only, about how to play the game, she's grown in confidence, she's more resilient but also developed interest in watching tennis on TV. She would most likely, otherwise, not participate in racket sports, which she now hugely enjoys. Thank you.

- PARENT OF FESTIVAL ATTENDEE

WOMEN & GIRLS

QCF Community Club coaches Kate Maurici and Laura Slater were selected as two of 250 coaches on the LTA Amazon Prime Youth Girls campaign to inspire 10,000 girls to get into tennis and have introduced 40 new girls to the sport.

Kate Maurici led a session at the National Tennis Centre at Roehampton for a group of girls from Sacred Heart School in Hammersmith who completed the LTA Youth Leaders programme with The QCF. The girls were surprised on court by Emma Raducanu who joined in the session and shared inspiration and insights during a Question-and-Answer session and engaged in photo opportunities to maximise social





SEND TENNIS

Serving those with *Special Educational Needs and Disabilities*



We ran weekly classes for children from a specialist special educational needs school in Hammersmith and Fulham, introducing children with autism, downs syndrome, and other special educational needs to the sport.

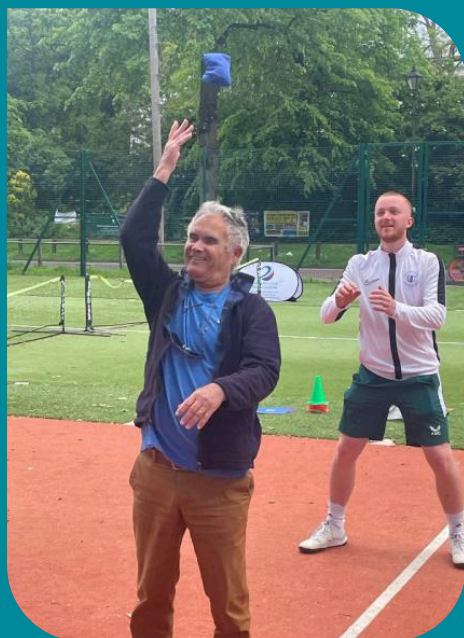
The sessions ended with a fun team challenge event in June and as a result, the school was given tickets by the LTA to attend the cinch Championships at Queen's.

We hosted a joint event with Metro Blind Sports and Middlesex Tennis at The Queen's Club to showcase visually impaired tennis.

Supported international para-standing tennis player Nicky Maxwell in increasing awareness of the sport in the UK and in preparing for an exhibition match at the US Open.

SENIORS DEMENTIA FRIENDLY TENNIS

Our pioneering dementia friendly social tennis classes provided an opportunity for the over 65's who might be socially isolated or have disabilities to be active and enjoy sense of community through tennis. We partnered with the Masbro Elders Project in Hammersmith to advertise the class in Bishop's Park which is now regularly attended.



Participants told us:

"I enjoyed the afternoon very much, especially being out in the fresh air."

"I enjoyed and for elderly people and disabled people it's good for body movement I think."

"Enjoyed the session as not played tennis for over 30 years. Coaches were very encouraging, felt good to be back on a court. Thanks to everyone."



“ I am thrilled you had a good turn out again last week. I keep getting updates and thank you's from the elders after the sessions, I'm so delighted this has taken off. It is making a huge difference to people, I can't thank you enough for welcoming our group to the sessions!

- MASBRO ELDERS PROJECT MANAGER
URBAN PARTNERSHIP GROUP



QCF AT CINCH 2023

Each year in June, The Queen's Club hosts one of the biggest tournaments of the ATP calendar, the cinch Championships, attracting tennis fans from around the world giving the The QCF an opportunity to showcase its work at the prestigious event.



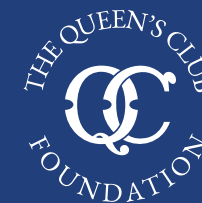
This year The QCF was invited to take part in two pre-match coin tosses at the Championships which were enthusiastically carried out by two girls from our Community Club.

At the tournament the WTA celebrated its 50-year anniversary, giving Olympia from our LTA Youth Girls programme a special moment on Centre Court to join WTA founding member Ingrid Löfdahl Bentzer, former British number one Clare Wood and WTA President Micky Lawler.

The QCF's promotional video was played on the big screens throughout the event to spread awareness.

Following the event, thanks to The Queen's Club Chairman Simon Greenwell, The QCF invited a group of Community Club players to play on Centre Court. Some were so inspired they began competing at local competitions during the summer.





DEVELOPING THE COACHING WORKFORCE

LTA Youth Leaders

The QCF coaching team is passionate about inspiring and training the next generation of coaches, leaders and volunteers.

Our QCF tutors, Kate Maurici and Laura Slater delivered the LTA Youth Leaders Programme to 30 teenagers throughout the school year at two venues: The Queen's Club and Sacred Heart School in Hammersmith.

Many of these leaders supported the coaches in running the Hammersmith & Fulham School's Games, supervising and scoring matches in a two-day event with 120 children in Years 3 & 4 from 12 schools.

Coaches & Volunteers

We have developed our Community Club coaching team to include 14 LTA Accredited coaches.

We have 50% female coaches on the team including a female Head Coach.

We invited 30 volunteers in total from Gartner and Goldman Sachs to assist at our festivals

We provided CPD in partnership with Middlesex Tennis for our coaching team at the Metro Blind Sports day, giving our coaches a valuable opportunity

to learn about and experience visually impaired tennis with demonstrations from top-ranked national players.

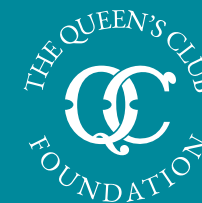
We invited our coaching team to The Club for a social event and feedback session.





“ I would like to express my gratitude to all the tennis teachers. They are incredibly professional, friendly, and helpful. Thank you to each and every one of them for their dedication and support in helping my kid to improve their tennis skills. I am truly grateful for the guidance and encouragement they have provided to my Boys.

- PARENT OF COMMUNITY CLUB PARTICIPANT



CASE STUDIES

West London Partnership (WLP) Launch

In July we ran an outreach day for young people aged 12-13 from two state schools in the WLP. Our coaches ran a tennis session at St. Paul's School for 18 secondary school pupils with a mixture of cardio tennis and friendly competition.

One teacher responded that her 11 pupils had an improved attitude towards sport as a result of attending and agreed that the event had a positive effect on the pupils and their learning capabilities. The demographics for this school were 30% from a diverse ethnic background and 20% had families known to experience financial hardship.

“ They absolutely loved it! It was wonderful for pupils to play a sport they do not get offered at school. They came back suggesting they put it forward to our Junior Leadership Team as a sport to be on offer.

– TEACHER, CARDINAL VAUGHAN MEMORIAL SCHOOL

“ It was a BRILLIANT day and the pupils all absolutely loved the experience. Thank you for inviting us to be a part of it and for putting on such a special day for them.

– TEACHER & HIGHER EDUCATION COORDINATOR, CARDINAL VAUGHAN MEMORIAL SCHOOL

“ Just a quick note to thank you so much for yesterday! Everything went smoothly and the students had so much fun. I am really looking forward to the next meeting with heads and directors and to having this embedded into the WLP's annual calendar; it has all the potentials of being a major event that should be enjoyed by a larger number of students in the younger years, especially as we do not do enough for/with them!

– LADI DARIYA, WEST LONDON PARTNERSHIP (WLP) COORDINATOR



Fulham Reach Boat Club Summer Camp

In August 2023, The QCF teamed up with Fulham Reach Boat Club to deliver a summer 'rave' camp at St. Paul's School giving 50 young people aged 14-16 the chance to play tennis.

The camp was a part of Fulham Reach's Free Water Sports Week which;

Provides free opportunities to learn to row, kayak, box and try basketball, rugby and tennis

Supported

26 SEND
participants

100%

of survey respondents
said they enjoyed it

74% of those attending
were from diverse
ethnic communities

100%

were on free school meals

62% of participants
were girls

Participants told us:

"The weather was nice
and the coaches were
friendly."

"Playing tennis was fun."

"I've learned some new
things, and it was overall
fun."



REAL TENNIS, RACKETS & SQUASH COMMUNITY CLUB

Squash Community Club

In the Academic Year 2022-2023, The QCF Squash Community Club, in partnership with charity Squash Squared, worked with 5 schools to reach 123 pupils.

– All schools were offered a space for learning in The Queen's Club Junior Centre where half the class could receive teaching while the other half received coaching.

– 1 school was a **Special Educational Needs School**

– 3 schools had significant levels of pupils from **Lower Socio-Economic Backgrounds**

60% of children were from minority ethnic backgrounds.

100% of teachers reported that pupils had improved attitude towards sport and were more confident as a result of participating in the sessions.



“ It has boosted their happiness and attitude towards sport as well as giving them something to look forward to. I have noticed that the children who have taken part in squash have become more resilient when facing different types of challenges..

– TEACHER, NORMAND CROFT SCHOOL



Real Tennis and Squash Outreach Days

We also launched our Real Tennis and Squash outreach days at The Club, where primary schools can enjoy coming in and receiving taster sessions in both sports, led by The Queen's Club pros, as well as enjoying their packed lunches at The Club.

Inspirational Tournament Visits

We enabled children from our squash Community Club to attend the Optasia Squash Championships through our partnership with Squash Squared and others to attend the Laver Cup through our links with the LTA Tennis Foundation.

THE FUTURE

In the Academic Year 2023-2024 *The QCF* will continue to build upon the strong foundations that it has built in delivering excellence in community outreach.

With the cost of living set to negatively impact local communities and physical education not prioritised in schools, our programmes will be more important than ever in giving vulnerable children and adults the chance to participate and thrive through racket sports.

Our core focus will be on serving children and young people from lower socio-economic backgrounds and minority groups.

We hope to see an increase in the number of children accessing our programmes through the creation of a community hub venue so that

children who have completed 2-3 years of our programmes can continue progressing with their tennis and feel the social, mental and physical benefits of the sport.

We aim to expand our SEND offering to work with another SEND school and will host a Disability Festival in Spring 2024 and will see a rise in the number of adults accessing our dementia friendly classes and will place an increased focus on serving refugee communities.

We will continue to focus on serving Women & Girls and hope to see an increase in the number

of schools accessing the LTA Youth Girls programme.



We will strengthen our partnerships with local charities and organisations such as the Fulham Reach Boat Club and

the Fulham Football Foundation collaborating and convening inspiring events to increase our collective impact.

In the 2023-2024 Academic Year, proposed expansion of The QCF Squash programme will include increasing numbers of participants in our Queen's Club sessions as well as outreach into schools, saving schools the time and resources needed to travel to The Queen's Club and reach schools where there are fewer facilities. This will increase the number of pupils who will benefit from accessing the benefits of squash.

JOIN US IN OUR MISSION

Donations are crucial to enable us to work with people to *improve lives through racket sports.*



To donate now, scan the QR code or visit www.queensclubfoundation.co.uk/charity-donate



