



TFF Stages to Launch

**Stage 1** Regional Tennis partners determine new potential sites and distribute the [Understanding TFF document](#) and/or the [TFF Q&A document](#) to canvas interest.

**Stage 2** Partners work with TFF RDOs to choose appropriate TFF package (TFF / TFF Lite). IF CS integration required, CS set up at this stage.

**Stage 3**  
Pre - launch

Site delivery team **identified** and given links to [sign up online via the registration / agreement forms](#). Facility Operator given link to Operator Agreement to [sign online](#).

RDO receives agreement and identifies appropriate people for Activation & Media Forms **ONLY WHEN WHOLE TEAM SIGNED UP**

Mobilisation Team will issue [Activation Form](#) + [Media Form](#) to Project Leads identified from RDOs

**Launch Date Agreed**

**Stage 4 – IT Setup**

Courtline Installation created to enable stats recording and site management

**IF** provider uses ClubSpark (CS), Admin to email [cssetup@tennisforfree.com](mailto:cssetup@tennisforfree.com) quoting their CS account number asking to TFF to activate the TFF Module. Once activated, the venue to create TFF sessions via their admin area of CS.  
**IF** provider doesn't use CS, then sessions created on Courtline.

**Stage 5 – Site Mobilisation**

TFF PR & Mobilisation teams process Activation and Media Forms.

TFF Mobilisation Team organize site delivery logistics and link with local partners for delivery.

TFF Governance & Safeguarding Procedures undertaken

**Stage 6 – Media Campaign**

TFF to provide Press release

Council and partners to ensure TFF is promoted on website and circulars + social media

Social media campaign instigated

Sell to media date agreed

Media coverage - local radio / TV booked

**Stage 7 – RDO launch**

RDOs to issue team training via **email** to ALL delivery team:-

1. [Delivery](#)
2. [Induction](#)
3. Drills & Games [Parent & Child](#), [Beginners](#), [Improvers+](#)

Particular focus should be centred around invoicing, data capture + ensuring accurate attendances, managing booking calendar.

**RDOs to telephone lead coach to check understanding of training documentation and discuss launch day.**

**Site Launch**

**Stage 8 – Ongoing Management**

TFF address queries from members of public

Townhouse PR address Press queries and enquiries.

Local Delivery Teams to submit stats and provide ongoing support and promo for sessions

**TFF TEAM & SITE TRACKER**

**RDO Team** Mike Kolacz (Scotland), John Willis (North Eng), Paul Bayliss (Mid Eng), tba (South East), tba (South West)  
**HQ Mobilisation team** Mel Bateman /Debbie Bird  
**PR Team** Julian Fisher / Jane Thomas  
**Attendance Data & Stats** - Debbie Jones