

LTA YOUTH & PREMIER EDUCATION PARTNERSHIP

WHO ARE PREMIER EDUCATION?

Premier Education is the UK's largest provider of sport and physical activity to primary schools. They employ more than 1,000 coaches (called Activity Professionals), they deliver to 240,000 children a year and operate in 15% of English primary schools. They have a Trustpilot rating of 4.8/5, based on nearly 6,000 reviews.

WHY ARE WE PARTNERING WITH PREMIER EDUCATION?

The simple answer is: we want more children playing tennis. We have an opportunity to introduce thousands of children and signpost them to follow-on tennis programmes with local LTA Accredited Coaches / Registered Venues – all at no cost to the LTA, tennis coaches or venues.

Additionally, we're aiming to address some problems:

- Tennis coaches increasingly report that some primary schools take an exclusivity approach with one PE & School Sport provider, like Premier Education, and tennis isn't able to 'get in' to that school. If we didn't do anything, nothing would change.
- Tennis coaches have a limited capacity and aren't reaching all schools in the country. Like teachers, Premier Education coaches are an additional workforce that can help introduce tennis to more children.
- Premier Education wanted to start delivering tennis and was going to do so regardless of our involvement, as they're entitled to do. It's better for us to work with them to have an element of influence over what and how they deliver, rather than 'leaving them to it'.

WHAT DOES THE PARTNERSHIP CONSIST OF?

We are training Premier Education's coaches to deliver the LTA Youth programme in primary schools.

Just as we encourage tennis coaches to do, and is the norm nowadays, Premier Education have packaged up their offer to schools. Their package includes £250 for the school to spend on coaching with Premier Education (this is being funded by Premier Education themselves) and £250 for the school to spend on equipment, if a teacher completes the LTA Youth Schools teacher training course (this is being funded by the LTA Youth Schools voucher).

Schools that take up the offer from Premier Education are only being directed by them to spend the LTA Youth Schools voucher on equipment. We're seeing similar examples of tennis coaches communicating to schools that the voucher should only be spent on 10hours with them, rather than promoting the equipment option as well. That's ok and an obvious tactic to use, although schools ultimately have the choice.

As Premier Education is a multi-activity provider, some of their communication to schools promoting tennis will also reference other activities or products they provide. Again, an obvious and widely used technique by many companies / industries.

Tennis coaches could and should be creative in how they professionally package up, including using all the new LTA Youth Schools content as their own to strengthen their offer. This is explained, with accompanying resources to support, in the ['School Relationships Webinar' in the Coach Secure Area](#).

Premier Education is not a tennis destination for children. They are not in competition with tennis coaches or venues; they want to work with them to signpost children to tennis programmes. As a minimum, they'll distribute Invitation Cards to all children they deliver to, pointing to the LTA Youth website. In addition, they'll reach out to local LTA Accredited Coaches to explore if more substantive links can be formed for the benefit of all and we're already beginning to see this happen.

The LTA is not paying or funding Premier Education, nor can the LTA Youth Schools voucher be spent on their coaches – it can only be spent on LTA Accredited Coaches (trained on LTA Youth), or equipment.

The partnership is exclusively with Premier Education, rather than opening it up to the commercial school sport sector more broadly.

“PREMIER EDUCATION WILL STOP ME FROM WORKING WITH MY SCHOOLS”

If you have already invested in developing strong, successful relationships with your local schools, you should have confidence that they would want to continue working with you. They're only likely to choose another coach or provider if they're not happy with the service you've provided, or if they deem another providers' offer or approach to be better.

WHAT TRAINING DO PREMIER EDUCATION'S COACHES RECEIVE?

We've decided to partner solely with Premier Education (rather than opening up to the wider commercial school sport sector), partly because they have one of the most comprehensive training and quality assurance frameworks in place across the industry.

They have stringent Minimum Operating Standards in place for the deployment of their coaches, where Activity Professionals must undertake the following before deployment:

- Technical based qualification/workshop in the sport being delivered - mandatory
- Level 2 Certificate in Supporting Learning in PE & School Sport - mandatory
- Level 2 Certificate in Principles & Preparations of Coaching Sport – mandatory
- Activity Professional Induction and Planning for Excellence modules – mandatory
- Emergency First Aid Certificate - mandatory
- Safeguarding Children Certificate – mandatory
- DBS – mandatory
- Prevent Duty Certificate - advised
- Level 2 Award in Multi-Skill Development in Sport – advised

Senior Activity Professionals must also undertake a Level 3 Certificate in Supporting the Learning in PE & School Sport.