COACH AXIS

RACQUET SYSTEM

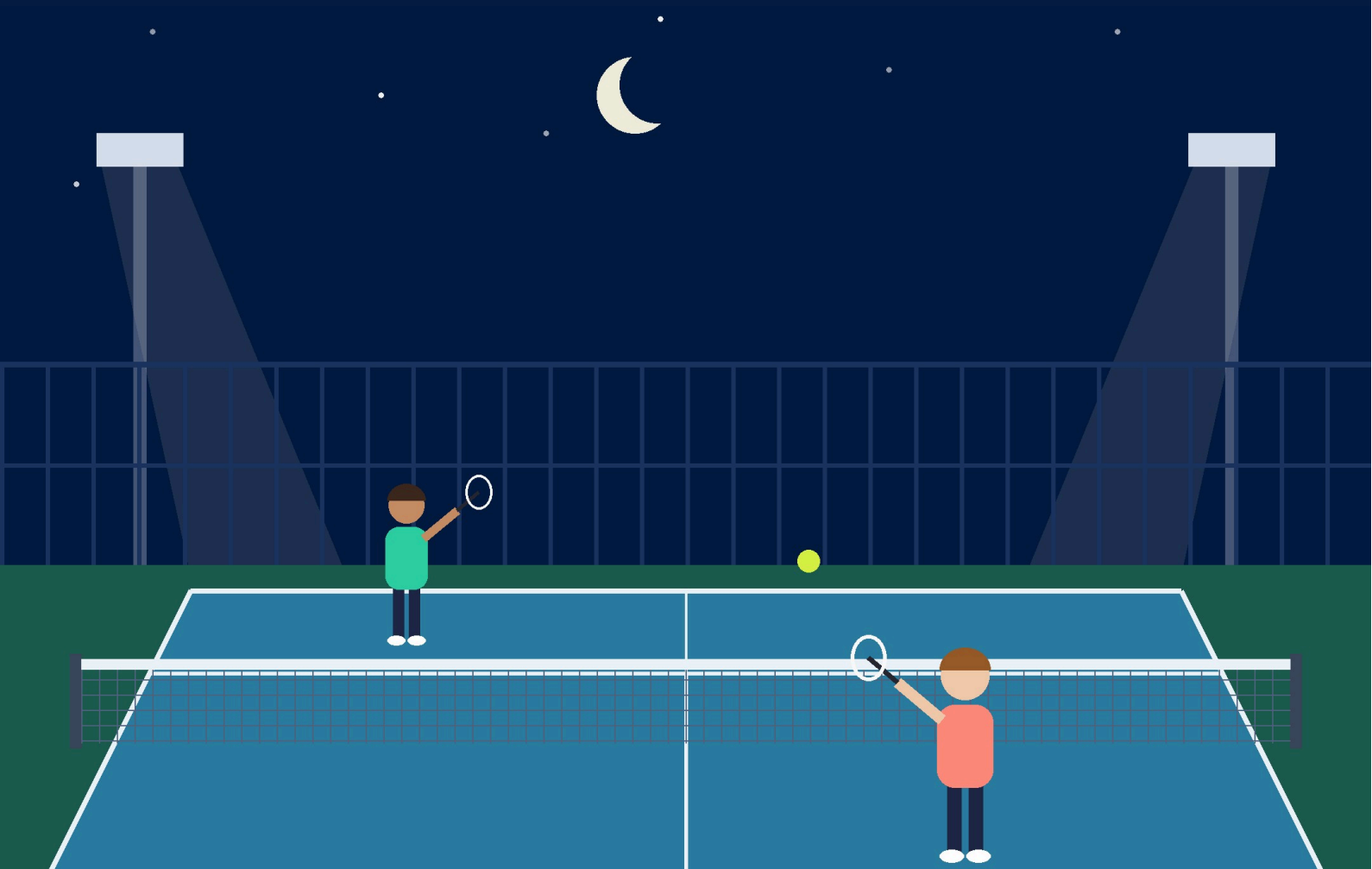
FOR INDEPENDENT SCHOOLS & SPORTS CLUBS

Tennis, done properly.

Curriculum, competition, coaching recruitment and cost modelling — one partner for your whole tennis programme.

- Coach Axis Racquet System

Now booking introductory calls



We design it. We find the coaches. You get the programme.

The Coach Axis Racquet System is a complete framework for school and club tennis. Rather than adding salaried staff to your payroll, we act as your solution partner, recruitment engine and commercial modelling partner: we build the curriculum, recruit accredited coaches matched to your venue, and work out the pricing with your Bursar, Head, Director of Sport or club committee. Your on-court team delivers; we provide the playbook, the numbers and the governance.

The blueprint

Term-by-term schemes of work, squad structures, ladders, festivals and fixtures — designed around your games programme.

The people

We headhunt, check and place accredited coaches — self-employed specialists or a dedicated resident coach — chosen to suit your venue's culture.

The assurance

Termly delivery audits, coach CPD, succession planning and the Coach Axis booking platform for parents.

What changes for your school or club

- No recruitment agency fees
- No added headcount on your payroll
- Coaches checked before day one
- Fixtures, ladders and festivals run for you
- Courts working through the holidays
- One simple booking system for parents

You set the sporting culture. We build the programme around it.

Four pillars, one pathway.

From a pupil's first lesson to county squads and overseas tours — built to produce technically sound, confident and genuinely happy players.

01 Curriculum & foundations

Raise athletic literacy, engagement and core technique

- **PE schemes of work** — term-by-term, aligned to independent-school games across prep and senior years
- **Teacher CPD** — on-court mentoring so PE staff teach tennis with confidence
- **Informal clubs** — lunchtime and twilight clubs that welcome first-timers across year groups
- **Individual & pair tuition** — focused technical coaching in free periods and games afternoons

02 Squads & healthy competition

A positive meritocracy that lifts the whole school

- **Transparent squads** — clear age-group structures that raise standards and end gossip about ability
- **Effort & attitude first** — places reward work ethic, coachability and character
- **Festivals** — non-elimination match days built on sportsmanship and enjoyment
- **Fixtures** — internal box ladders plus fully run inter-school cluster leagues

03 Performance academy

High-performance training, scholarships and regional reach

- **Academy days** — match-play analysis, video technique review, conditioning and mindset
- **Regional hub** — clinics open to selected players from neighbouring schools, hosted on your courts
- **County & LTA pathways** — clear routes into county squads, ratings and junior tours

04 Camps, tours & enrichment

Busier courts, holiday income and experiences abroad

- **Holiday & half-term camps** — for pupils and local families
- **Residential intensives** — multi-day camps mixing training volume, match play and team evenings
- **UK & European tours** — clay-court training trips, pro-tournament visits and friendly international fixtures

We recruit. You play.

Coach Axis handles the whole recruitment lifecycle, taking the search, the checks and the paperwork off your sports department.

Stage	What Coach Axis does	What it means for you
Headhunting & sourcing	We identify energetic, LTA-accredited coaches through our professional network, matched to your venue's culture and sporting ambitions.	**No agency fees; access to specialist coaching talent**
Vetting & accreditation	Enhanced DBS with barred-list check, LTA accreditation verified (Level 3 and above), First Aid at Work and safeguarding references — all before placement.	**Pre-placement checks done without drawing on your HR team**
Contracting	Coaches are engaged through clear service agreements to deliver the Coach Axis curriculum and your squads.	**No added headcount on your payroll**
Ongoing quality	Termly delivery audits, scheme-of-work governance and coach CPD led by Coach Axis senior consultants — plus replacement recruitment if a coach moves on.	**Consistent coaching, clear accountability**



Safeguarding, clearly shared

We complete every pre-placement check. Your own safeguarding policy, and your Designated Safeguarding Lead or Club Welfare Officer, continue to apply to every coach on site.



Succession built in

If a coach leaves, we recruit and induct their replacement so the programme carries on without a gap in provision.

We build the numbers with you.

Every venue has its own fee levels, facility costs and parent expectations. During onboarding we sit down with your Bursar, Head, Director of Sport or club committee for a joint financial modelling session, and agree a pricing matrix for every part of the programme.

WHAT PARENTS PAY

Lessons & squads

£45–£75 /hr

Typical 1-to-1 lesson range, benchmarked to your local catchment

- Private and semi-private lesson rates
- Termly squad subscriptions
- Sibling and multi-session discounts

WHAT COACHES EARN

Coach remuneration

Fair-market pay that attracts top coaching talent while keeping healthy margins.

- Hourly contractor rates set by LTA level and experience
- Day rates for festival and academy clinic leads
- Retention incentives for your best coaches

WHAT YOUR VENUE EARNS

Camps & facility income

70 / 30

Example net revenue split, or a contribution to a facility sinking fund

- Holiday camp day and weekly fees
- Residential camp packages
- Academy clinic and festival fees

What the modelling session gives you

- ☑ Local-market prices for lessons and squads
- ☑ Transparent coach pay schedules
- ☑ Camp and academy models with clear revenue shares
- ☑ A pricing matrix your finance team signs off

Prices parents accept, pay that keeps good coaches, and income your venue can plan around.

Lesson rates and revenue splits shown are indicative examples. Final figures are agreed with you for your venue and local catchment.

An investment designed to pay its way.

A one-off setup fee and an annual licence, offset by income the programme creates on your courts.

ONE-OFF · ON ENGAGEMENT

Setup & onboarding

£3,500 – £6,500

- Facility, court and equipment safety audit
- PE curriculum integration and scheme of work
- Headhunting, vetting and recruitment of your coaching team
- Teacher CPD masterclass and parent launch day
- Joint financial modelling session to agree your pricing

ANNUAL · BILLED TERMLY

System & licence

£12,000 – £22,000

- Quality assurance and termly syllabus governance
- Ongoing pricing reviews and yield optimisation
- Match ladder and festival scheduling
- Coach succession and replacement recruitment
- Safeguarding, LTA affiliation and risk management

REVENUE SHARE · PROJECTED OFFSETS

Income the programme brings in £10,000 – £26,000+

Holiday & residential camps
Profit share on half-term, Easter and summer camps

Private & semi-private tuition
Facility contribution per court-hour

Regional academy days
Participant fees from visiting schools

The aim: cost-neutral or better. Projected offsets are set against setup and licence fees.

Fees reflect court numbers and venue size, and are confirmed after your site audit. Projected offsets are estimates that depend on participation, court availability and camp take-up; they are not guaranteed. VAT will be added where applicable.

COACH AXIS

GETTING STARTED

From first visit to first serve.

STAGE 01

Audit & briefing

Site survey, court audit and a consultation with your Director of Sport to define the coaching profile.

STAGE 02

Talent recruitment

Headhunting, checks, interviews and appointing the coaching team for your school.

STAGE 03

CPD & onboarding

Curriculum frameworks delivered, teacher CPD and your parent booking portal launched.

STAGE 04

System go-live

Timetabled PE, squad trials, internal box ladders and holiday camps scheduled.

STARTING IN GLOUCESTERSHIRE

We're forming clusters of independent schools and clubs within 45 minutes of Cheltenham, linked by a shared inter-school tournament structure. Join early and help shape the first season.

Book a 20-minute introductory call.

contact@polaraxisgroup.org

coachaxis.site/schools

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71–75 Shelton Street, Covent Garden, London WC2H 9JQ