

CASE STUDY - JOSH WHITEMAN

Josh was full-time tennis player for 5 years, where he competed in national and international tournaments. He continued to play throughout university representing Bournemouth's first team and captaining the side during his final year. Josh has competed for Surrey, Bournemouth University, several tennis clubs including the All England Lawn Tennis Club, and even the International Club of Great Britain.



He has now been coaching for 10 years. He has coached at the prestigious All England Lawn Tennis Club for 6 years alongside some of the best coaches and players in the country.



Josh joined Teddy Tennis in 2009 as a coach working for Richard Bean in Holland Park, West London. In 2011 Josh invested in his own franchise in South West London having seen first-hand the potential to really inspire and engage young children through Teddy Tennis.

Josh now manages the largest Teddy Tennis franchise and has a team of 12 coaches who deliver Teddy Tennis to over 1500 children a week (over 2500 during the summer term!). Growing grassroots participation in tennis has always been the driving force for Josh and his team. Currently they estimate that they have introduced over 10,000 children to the sport through Teddy Tennis.



The South West London Franchise in Numbers



Coaching Philosophy

"Tennis opened up a lot of doors for me. I was able to compete in countries all over the world, make lots of new friends and now I have a career from the sport. I hope that we can offer this opportunity to thousands of children by giving them a great first experience of tennis."

We interviewed Josh to find out why he invested in Teddy Tennis and what he has learnt along the way:

Why did you choose to invest in a Teddy Tennis franchise?

"I invested in Teddy Tennis for several reasons! Firstly, I wanted a business that was ready to go straight away, I wanted to be out in the world selling classes and delivering lessons not stuck behind a computer creating websites or marketing materials. Secondly, I had seen Teddy Tennis lessons in Holland Park and it was clear to see just how engaged the children were because of the music, pictures and teddy tennis characters.

Thirdly, I loved the opportunities for growth that it offered. Coaching at a regular club was too restrictive for me, with Teddy Tennis I could deliver lessons in schools, nurseries, parks, and leisure centres all over my franchise territory. I am really proud of what our team has achieved but we still have not reached half the potential that this territory could offer!"

What lessons have you learnt since you started your franchise 7 years ago?

I have learnt so much! The 5 most important things that I would want all new franchisees to know are:

1. Coaches - Nothing is more important than having reliable, confident and charismatic coaches!

2. The whole journey matters - It is important to think about the journey your customers go on. From seeing your marketing to completing your class and hopefully re-booking. What is the parent's experience, what is the child's experience and how can you make it better and better?

3. Persistence - Many of the schools and nurseries we have worked with took months or years to land. We would keep visiting and visiting to make sure we were at front of their minds when they decided to add tennis to their school.

4. Automation and delegation - Time is really important so try to automate or delegate as many different parts of the business as possible.

5. Be better - Try and be better. Better than your competition and better than you were yesterday.

