

A night to remember...

As if tennis in the street hadn't provided enough excitement for one day, on that same June evening a party and fundraising auction was held, attended by friends from the worlds of tennis and showbusiness. Its aim was to help Sir Cliff celebrate his 60th year.

Our 'Kids On Court' President, Sue Barker, rushed to London from commentating at the Direct Line Eastbourne Ladies International Championships, Sir John Mills and his daughter, Juliette came along as did celebrity chef, Ainsley Harriott, Martine McCutcheon and some of the world's greatest tennis players, past and present. They included Ken Rosewall, Maria Bueno and our Ambassador, Greg Rusedski. One of the highlights of the evening were wonderful speeches by two youngsters - Melanie McKenzie from Glasgow who discovered tennis through the Cliff Richard

Tennis Trail and is now in the Scottish national training programme and Hafiz Hameed. Hafiz, in his spare time, is a tennis coach in Slough who was introduced to the game through Cliff's previous scheme - Search For A Star. He is now a Berkshire County player and used his tennis to secure a tennis scholarship at an American University, from which he graduated and now works for a computer company in the South East.

Bidding at the auction for gifts donated from many friends and corporate supporters, raised over £10,000 which we are reinvesting in "Kids On Court" and it is rumoured that one kind gentleman paid a princely £250 for Michael Chang's old trainers, previously gracing the courts at Roland Garros during the French Open, which the new owner now wears with pride on every possible occasion!



Venus and Serena Williams, Wimbledon Doubles Champions 2000



The Wimbledon Lawn Tennis Museum/Sampson Lloyd

A Surprise Boost to our Coffers, Courtesy of Wimbledon

Never again will we complain about rain during the Wimbledon Championships! Thanks to the generosity of The All England Lawn Tennis and Croquet Club which runs The Championships, proceeds from the extra day's play this year when Venus and Serena Williams triumphed in the Ladies

Doubles, were donated to the Foundation and we received a handsome cheque for £24,600.00. What a wonderful windfall! Thanks must also go to our President Sue Barker, through whom we gained invaluable coverage of the Campaign 'Kids on Court' via BBC Television.



Picture courtesy of Crown Copyright: Historic Royal Palaces

Thanks for the use of the Palace, Henry

As we go to press with this newsletter, the final preparations are being put in place for a grand Christmas fundraising event at Hampton Court Palace, Henry VIII's much-loved hunting lodge. On December 12th Sir Cliff is hosting a very special evening comprising dinner in the magnificent Great Hall which is hung with priceless Flemish tapestries, followed by carols and readings

involving some of our celebrity Patrons. The evening will end in the East Front Entrance with the Band of Her Majesty's Royal Marines, Portsmouth 'Beating Retreat'.

Tickets are selling very well and we hope that this unique occasion, held in this gorgeous palace will raise a substantial amount of money for "Kids On Court".

www.cliffrichardtennis.org



CLIFF RICHARD TENNIS FOUNDATION



Making Tennis Accessible to all Children

Cliff Richard Tennis Foundation P.O. Box 46C Claygate Esher Surrey KT10 0RB
www.cliffrichardtennis.org

Cliff Richard Tennis Foundation is the working title of the Cliff Richard Tennis Development Trust Registered Charity No. 1005647



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CLIFF RICHARD
TENNIS FOUNDATION



Photo by James Jordan (ace tennis magazine)

Welcome to the latest issue of Match! bringing you all the news from my Foundation. This issue is packed with information about some of our rising stars, the on-going success of the Tennis Trail and, perhaps most important of all because it represents new hope for British tennis, our 'Kids On Court' Campaign. I am also delighted that influential tennis writer, John Parsons of The Daily Telegraph has contributed an article. Read what he has to say later.

This first year of the new Millennium has been an exciting one for me because in celebration of my 60th birthday, I have been taking a sabbatical from the usual pressures of the concert hall and recording studio. That's meant that I have had more time to travel, visit friends and, you guessed it, play my favourite sport, tennis. It's been just terrific and I feel re-charged and ready for the New Year ahead. It's going to be a very exciting 2001, not least because we will be celebrating my tennis charity's 10th Anniversary and there couldn't be a more fitting way to do so than through some of our brave new plans for grassroots tennis.

I really hope that you enjoy reading our newsletter. If you have an interesting viewpoint to share about tennis or our work, or you simply want to find out more about what we do at the Foundation, please either visit our website or drop us a line.

Cliff Richard

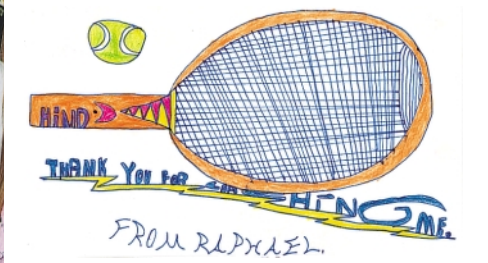
Tennis Takes Over in London Street



Residents and passers-by in West Halkin Street were more than a little surprised to find that on a sunny Saturday afternoon in June, instead of the usual sight of cars parked bumper to bumper, the street had been closed to traffic and a tennis court laid right in the middle! Children from London schools could be seen leaping after the ball, joined by two Wimbledon players, Thomas Johansson and Barry Cowan cartoon characters Tom and Jerry and Sir Cliff

himself. The afternoon of Smash Tennis was organised by the Association of Tennis Professionals (ATP) Tour in conjunction with The Lawn Tennis Association. It is a regular event usually held in public parks, so this one was really different and provided the ideal platform for the Foundation to launch its 'Kids On Court' fundraising appeal. As our photographs show, a thoroughly good time was had by all and we are grateful to the organisers for letting us hijack their event.

"What's the link with singing star, Martine McCutcheon and our Tennis Foundation? Find out inside"



www.cliffrichardtennis.org

'Kids On Court' Campaign Update

'Kids on Court' is a campaign that we launched this summer with the aim of giving all children in the UK the chance to play tennis with their friends and benefit from good value coaching in safe, secure surroundings. We already do a lot to encourage youth tennis. Our Tennis Trail which visits state primary schools is the biggest grassroots scheme in the country; our quarterly Assessment Days, held for children who already play, remain oversubscribed, and we have about 30

beginner and intermediate tennis squads operating around the country. We are also providing grant aid to a number of talented young players, our Trailblazers. But we still feel that there is much more to be done and that is why 'Kids on Court' is so important.

Since launching 'Kids On Court', we have been busy conducting a fundraising drive so that we can turn some of our plans into reality. Here are some of the highlights from the year:

Kids On Court Patrons and Supporters

Our grateful thanks go to all these people who have so generously given their time and advice to help us with the "Kids On Court" Campaign:

PRESIDENT

Sue Barker MBE

PATRONS

Vijay Amritraj

Chris Bailey

Jeremy Bates

Jasper Carrott

Andrew Castle

Brian Conley

Mark Cox MBE

Annabel Croft

Jo Durie

Peter Fleming

Malcolm &

Sheila Gracie

Ainsley Harriott

Eamonn Holmes

Gloria Hunniford

Warren Jacques

Aled Jones



Brian Conley



Ainsley Harriott

Kevin Keegan

Richard Lewis

David Lloyd

Martine McCutcheon

Sir Trevor McDonald

Alan Mills OBE

Hayley Mills

Sir John Mills CBE

Anton Mosimann

Mark Petchey

Fiona Phillips

Tim Phillips

Mike Read

Sir Tim Rice

Greg Rusedski

Pam Shriver

Roger Taylor MBE

Anthea Turner

Virginia Wade OBE

Clare Wood



Greg Rusedski



Gloria Hunniford

OFFICIAL BODIES

The Department of Culture, Media and Sport
The All England Lawn Tennis and Croquet Club
International Tennis Federation
The Lawn Tennis Association

British Tennis Foundation
(charity arm of The LTA)
ATP Tour
Sanex WTA Tour
Foundation for Sport and the Arts

KATE HOEY, MINISTER FOR SPORT

"I am delighted to be able to provide this message of support to the Cliff Richard Tennis Foundation's 'Kids on Court' Campaign.

I saw the Cliff Richard Foundation's team in action when I joined their Tennis Trail on a coaching session at a school in my constituency. They run a very impressive tennis programme targeting state primary schools and arranging follow on coaching.

I was delighted, therefore, to learn that the Foundation now intends to broaden its work by initiating a campaign to make tennis available to all children, regardless of colour, creed or background.

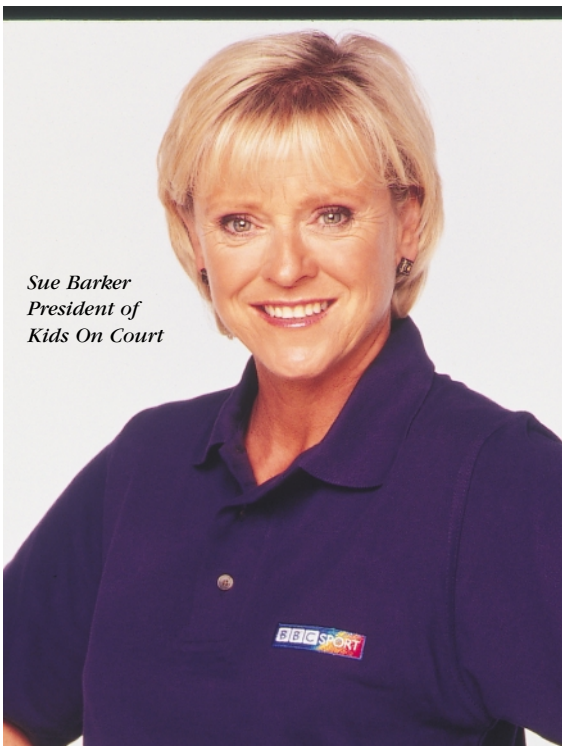
I would like to wish the Cliff Richard Tennis Foundation every success with the crusade."

PETER SMITH, PRINCIPAL SPORTS DEVELOPMENT OFFICER AT LEEDS CITY COUNCIL

"Over the past three years Leeds has been selected as a venue for the Cliff Richard Tennis Trail. In that time thirty schools have been involved with the scheme, the vast majority from the inner city areas that surround the Tennis Centre.

The city's tennis development programme has been enhanced significantly as a direct result of the support from the Cliff Richard Tennis Foundation. Interest in tennis in the areas where the Trails have taken place has been significant.

In addition to this the talent identification element of the scheme has produced four County players to date."



Courtesy of the BBC



John Parsons, tennis correspondent at The Daily Telegraph is one of the most respected tennis writers of this generation. Here he shares his views on what it takes for youngsters to succeed in their chosen career - just as he did.

"The most important factors when youngsters set themselves a first major

The John Parsons Column

challenge in life are opportunities and encouragement. I was fortunate enough to be offered both by my school and the local evening newspaper when, from the age of 10, I knew I never wanted to be anything but a journalist when I grew up.

"By the age of 16, when incidentally, I played in the school tennis team I was allowed two afternoons off every week for work experience at the Oxford Mail. One thing led to another so that now I have a wonderful time travelling round the world writing about tennis for The Daily Telegraph.

"I hope those of you who have set yourself the challenge of achieving success by playing tennis, will take full advantage of the opportunities and encouragement being provided by the Cliff Richard Tennis Foundation, especially as Cliff is far more than just a figurehead in a scheme which means so much to him. During his brief visit

Hooray for the boys from Hull!

Our head coach, Paul Regan, spends much of his week travelling the country keeping tabs on our Trailblazers. He has asked us to report on two promising boys from Hull, Liam Fish and Michael Bowler, both of whom started playing tennis just three years ago and are now coached by John Loughton at Kingston Park indoor tennis centre in Hull.

Liam is a competitive player and keen all round athlete who enjoys basketball, football, swimming, baseball and hockey. Despite having all these other hobbies, he still has time to play tennis on most weekdays and also participates regularly in weekend tournaments. This year, he has had successes at the Cottingham Open and the Leeds junior series tournament. Liam's favourite player is Andre Agassi whom he admires for his footwork, big forehand and game style. Liam's long term dream is to become a professional tennis player or a pe teacher and we wish him well with this ambition.

Michael Bowler has an LTA 5:1 rating and has been on a real winning streak this year. He won the Leeds doubles



Michael Bowler (left) and Liam Fish

tournament as well as singles tournaments in Sheffield and Thongsbridge in Huddersfield and competed in the Yorkshire Junior County Championships in the summer. Michael's favourite player is Pat Rafter "because he is quick at the net and has great footwork." Like Liam, Michael is also a keen sportsman and being a talented 800m runner should help him to emulate Rafter as he moves around the court.



Tennis means to me like my life. I like to see the ball going fast and smooth through the air

These are the words of 11 year old Trailblazer, John Paul Llano. We think that he has summed up exactly the spirit of so many of our talented Trailblazers. John Paul attends a state primary school in West London and lives at home with Mum within a lob of the Westway flyover. He could have chosen TV or computer games as his main spare time activity, or worse, just hung around on the street corner, but instead he discovered tennis at the age of 7.

What happened next is almost like a fairy tale. John Paul became eligible for grant aid from the Foundation in 1997 and

to New York during the U.S. Open in September, he did not only watch the top stars on Centre Court. He was regularly to be found on the outside courts supporting the British juniors in their matches. Hopefully it will not be too long before some youngsters who have been given their first real opportunity to play tennis through Cliff's Foundation, will be at that level. Just remember, if you have the talent and you want to succeed enough then go for it. Even hard work on a tennis court can be fun!"

ANNA YOUNG, TEACHER AT BEECH DOWN COUNTY PRIMARY SCHOOL, BASINGSTOKE

"All those pupils who took part [in the Trail visit] thoroughly enjoyed themselves and the staff were particularly delighted that the team took the trouble to congratulate those pupils who showed some talent, even though they did not get 'talent'spotted' in the formal sense.

Thank you for the equipment that was given to the school. Please be assured that we will put it to very good use indeed."

CHRISTINE RIVERS, COUNTY DEVELOPMENT OFFICER, GLOUCESTERSHIRE LAWN TENNIS ASSOCIATION

"On behalf of the Gloucestershire LTA, the Forest Community Tennis Partnership and the 11 primary schools that participated, I should like to thank the Cliff Richard Tennis Trail team for all their enthusiasm and hard work in bringing such a wonderful tennis opportunity to the Forest of Dean.

I know the schools have been delighted with this introduction to tennis and with the CTP I look forward to working with the pupils and teachers to develop further tennis activities in this area of Gloucestershire."

Venus shows us the way

by Sue Mappin



If ever proof was needed that guts and not an accident of birth can lead to winning ways in sport, then the Williams sisters, Venus and Serena, are it! Watching these girls who started life in a poor neighbourhood in South Los Angeles carve an unique place at this year's Wimbledon Championships was an inspiration and could not have been more timely for our 'Kids On Court' campaign. They started playing tennis on a public court, helped only by their visionary father and their own passion for the game. That grit and determination is exactly what we need to foster in this country, creating the opportunities for any kid who wants to try tennis to be able to do so. It has happened in the USA, so why not here?

I have spent much of this year carrying out research and talking to people about launching 'Tennis In The Park', one of the main planks of our 'Kids On Court'

MRS G JAMES, HILLSIDE AVENUE COUNTY PRIMARY SCHOOL, NORWICH:

"I am writing to say a very big thank you to the Cliff Richard Tennis Foundation for visiting our school. We had the most wonderful afternoon which is still being talked about with great enthusiasm. We all think you do a wonderful job promoting tennis and wish you continued success."

campaign. I visited New York and Boston in September to talk to representatives from the United States Tennis Association which runs the National Junior Tennis League. I also learnt about USA team tennis where for \$5 an hour, anyone from the age of 5 to 105 can avail themselves of 30 hours of good coaching. The USA's five year plan is to introduce 750,000 new people to tennis and I bet my best tennis racket that they will do it! Granted, it is easier to get funding for such schemes from local City states in the US than it is here, but that shouldn't stop us trying.

After this year's Wimbledon Championships and Davis Cup, both of which were very disappointing from the perspective of the British player, I sense that there is a real mood developing to change tennis this country. If I have my way, the Cliff Richard Tennis Foundation is going to be a major part of this. We have the ideas, the grassroots knowledge and the skill and support to make it happen. I have been lobbying the tennis community about what needs to happen to open up the game for several years now and, at last, I believe that real and permanent change is around the corner.

Let's hope that I will be able to report on some real successes in the next newsletter.

Trail venues for 2001 confirmed so far

Basingstoke, Leeds, Luton, Malvern, Inverclyde, Stirling, East Ham, Weymouth, South Somerset, South Tyneside, Newport, Plymouth, St Albans, Gloucester

Thanks to our sponsors and supporters

The Cliff Richard Tennis Foundation is reliant on the generosity of sponsors and supporters. There are many, many thousands of Cliff's loyal fans who buy tickets to his Pro-Celebrity Event and the proceeds from the tournament and evening of carols help to fund the Foundation's many projects. But in addition to this, the following organisations deserve a very special mention:

- Direct Line Insurance, our out-going sponsor for the last nine years
- The British Tennis Foundation, the charitable arm of the LTA who have supported us for the last four years
- Rover Cars who have provided vehicles for our coaching teams
- The Foundation For Sport And The Arts who have given us sizeable grants over the years towards the cost of the equipment that we donate to the Trail schools

Our grateful thanks go to all these individuals and organisations for their help, their enthusiasm and continued support of our work



Farewell to an old friend



DIRECT LINE

The smiles say it all. This photograph of children from the Trail's visit to Inverclyde sum up just what our Tennis Trail is all about and it is a story that has been repeated countless times every year, thanks in no small part to our long-term corporate partner, Direct Line Insurance. Now, however, after nine good years we are having to say goodbye to them. Direct Line has been the most generous and enlightened sponsor of the Tennis Trail. They have been a pleasure to work with and everyone at the Foundation is sad to see this business relationship coming to an end. However, our ties with the company will not be completely severed as Vic Farrow, a Director of the company, has agreed to remain on our Board of Trustees.



And finally...

If you would like to find out more about us, or make a donation, please visit our website at: www.cliffrichardtennis.org Alternatively, you can e mail us at: cliffrichardtennis.org or write to us at: The Cliff Richard Tennis Foundation, PO Box 46c, Claygate, Esher, Surrey, KT10 ORB