

## Dan Bloxham

Dan Bloxham is one of the country's leading exponents in the teaching of youth sport. He is currently delivering the biggest outreach tennis programme in the UK, the Wimbledon Junior Tennis Initiative. The success of the Initiative reflects his 30 years of coaching experience at all levels and within a full range of environments from the school playground and local authority facilities to top sporting venues such as the All England Club and Old Trafford.

Dan is an LTA Licensed Level 5 Coach and has been the Head Coach at the All England Club for eleven years. In his role as Head Coach Dan completes over 50 tennis days at schools in Merton and Wandsworth per year as well as running the coaching sessions back at the Club for those selected every weekend of the year. Dan also leads the performance side of the Initiative with over 40 of the most talented players training twice a week after school and a further six playing in an elite squad and receiving individual coaching.

In addition to his work for the WJTI Dan coaches the All England Club members and organises various events and evenings for them. In the last year these have included Fitness, Junior and even Video Analysis sessions. He is now a proud member of the All England Club himself as well as an active member of the International Club of GB and Captain of the Surrey team for the past four years.

Dan has an important role during the Championships too. He is the Master of Ceremonies for Centre and Number 1 courts. Dan liaises with the players, ensuring the smooth transition from one match to the next and brings the players on to court. In addition to this role during the Championships Dan has also been involved in the selection and training of the Ball Boys and Girls (BBG's) through the WJTI school visits and the current WJTI players. Dan has used his knowledge and experience to select and train the ballkids for the ATP World Tour Finals held at the O2 for the past

three years, creating a team of ballkids who are able to deal with the spotlight of the tennis world and the top 8 male players. The ballkids are selected from 16 regional venues and two international ones. The Olympics has provided Dan with another opportunity to test out his ballkid eye and he has helped select and train some of the lucky and talented young people who were in the ballkid team for this year's Olympic tennis events. This may be a unique triangle of ball kid involvement for anyone in the world!

Dan wrote and starred in the Tennis Foundation's DVD on primary schools tennis. The DVD provides lesson plans, ideas and his unique energy and experience to enable teachers to deliver quality tennis sessions for all primary school children in the school environment. To date over 750,000 children have watched and participated in Dan's DVD.

Dan not only has the ability to inspire and teach kids he has become a valuable source of information and expertise for the LTA, the Youth Sport Trust, the English Speaking Union and the BTCA. Dan has spoken at Parliament on youth sport in front of the Commons Select Committee and has represented Tesco as not only a coach but also a spokesman for their healthy lifestyle scheme. He was one of the four Ambassadors for Sport alongside Frank Lampard, Jason Robinson and Paula Radcliffe with whom he worked crossing into other sporting codes.

Dan is currently a Sports Ambassador for HSBC with Tim Henman. He has accompanied the HSBC Road to Wimbledon's Sporting Exchange to China where he worked with the tournament winners and Bjorn Borg. He also takes coaching clinics and days for HSBC in tennis and rugby with Jason Robinson. For Dunlop Dan has worked with John McEnroe, making him possibly the only coach in the world to work with these two players in the same fortnight! Dan's coaching tips have been shown through HSBC live in Times Square, New York.

Dan has also travelled to India as part of the HSBC Road to Wimbledon International. He has worked in seven cities with Indian juniors in the tournament as well as in schools and the community. Dan delivers coach education in India too, sharing some of the secrets of his 30+ years in coaching. Dan has been accompanied on these trips by Tim Henman and Goran Ivanisevic.

Dan was the consultant and coach for *The Tennis School*, a book published by Dorling Kindersley as a worldwide publication. The book aims to inspire and educate children and parents to get more involved in tennis.

Dan has recently joined the Local Governing Body of Surbiton High School. He has advised on the application for a new sports facility for the school and assists in the recruitment process for new sports staff. Dan is enjoying the insight into the running and development one of the most successful girls' day schools today and how this can apply to the development of people and players in sport. The three schools under the leadership of Surbiton High are all excelling in the development and realisation of their pupils' potential.

He has also become a Level 1 Rugby Coach to support his role as an HSBC Sports Ambassador. In 2013 Dan has delivered coaching sessions for HSBC with Jason Robinson at 8 venues in association with the Princes Trust to disengaged youth (15-25 year olds). This tested Dan's coaching skills but was indeed thoroughly rewarding.

Dan's range of independent clients reflects his broad experience and knowledge. More recently he has worked on behalf of Nike, Dunlop, Mars, Ambre Solaire, Robinsons, Fred Perry, Stella, Maui Jim, Club Med, Mark Warner, Roehampton Club, Putney High School, Hampton Grammar, Dulwich College and Wellington School. Dan has organised and delivered corporate days for various independent clients

including HSBC, Intercontinental and the LTA. He is often introduced as an impact speaker and those who meet him rarely forget him.

Dan's highlight to date has been meeting the Queen during her visit to the Championships in 2010 and the subsequent feature of him and the WJTI in the Queen's Speech that year. This combination of skills and his proven track record of being able to deliver sports concepts direct into the community with unparalleled success put Dan at the cutting edge of youth sport and corporate entertainment in Great Britain today.