



WORLD CHAMPIONSHIPS 3rd ROUND 2004

MALLORCA OPEN 2004

OXFORDSHIRE MENS 45'S

NATIONAL GRASSCOURTS WIMBLEDON 2004

SEMI FINALIST M45'S DOUBLES WIMBLEDON 2003

163 THAME ROAD, WARBOROUGH, OXON OX10 7DE • Tel: 01865 858073 • Mob: 07884 356343 • email: w@rrdesign.net • www.warrdesign.net

PHILIP WARR TENNIS COACH

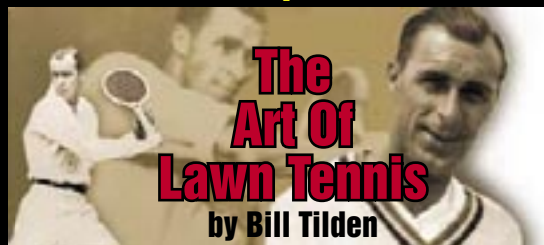
LICENSED LTA PART II COACH & ITF WORLD RANKED 34 (M50'S)

About Me

I am a qualified Level 2 LTA Tennis Coach and Oxfordshire County Player (Over 45s), reaching the Semi Finals of the Mens Doubles during the British Championships held at The All England Club Wimbledon in 2003 & 2005. I play in the 50s age group and was ranked 6 in GB in 2005 and reached a career high of 34 on the ITF world ranking list in 2004 when I competed in the World Championships in Turkey. I am a member of the Oxfordshire Mens 45's mens team. Our squad has been very successful and won promotion up to Div 1 last year in the National Inter County Competition. I also play for Cholsey TC Mens A team. I still like to compete and have a 5.1 LTA rating. I work as a graphic designer in my own studio, 'w@rrdesign'. I specialise in Website design and production and Magazine Design & Publicity. I am employed by the OLTA (Oxfordshire Lawn Tennis Association), ECLTA (Essex County Lawn Tennis Association) and the BVLTA (British Veterans Lawn Tennis Association) to run their organisations' websites in the capacity as webmaster in all three cases. Last year I won the club championships at Cholsey Tennis Club at the 12th attempt! and the Cholsey Mens Seniors 45s team have been selected to represent GB at the European Club Championships later this year being played at 'Vale De Lobo' on the Algarve in Portugal.



Philip Warr



THE ART OF LAWN TENNIS



SPORTS INJURIES



ITF SPORT SCIENCE



LONG TERM PLAYER DEVELOPMENT

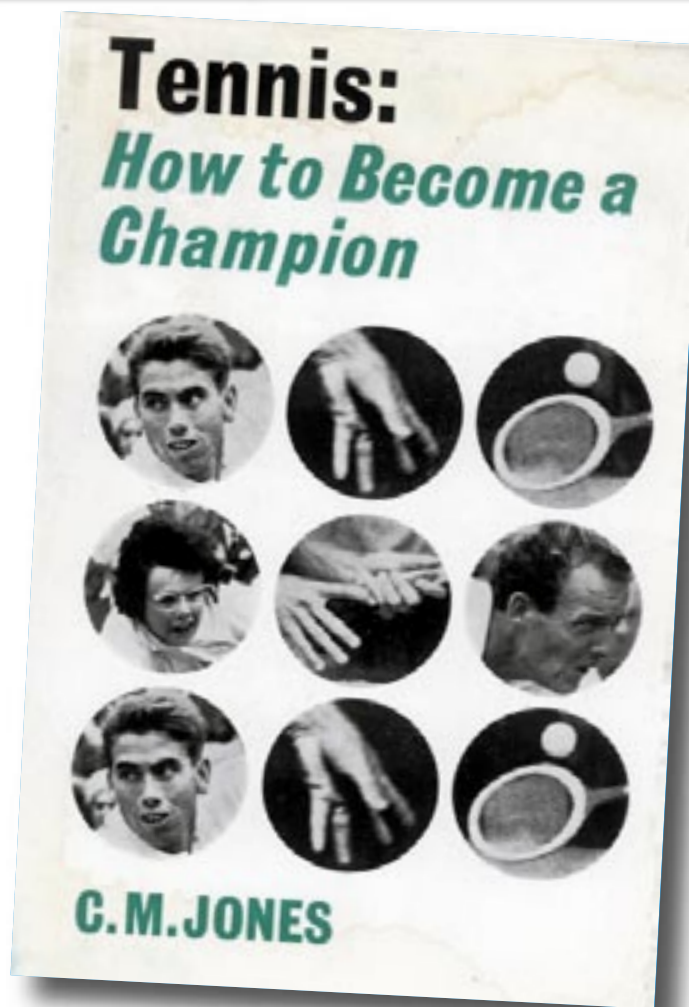
I've always been an avid reader of tennis books and this is a selection of my favourites which have inspired me and helped my development as a coach.

My Books List - Essential Reading

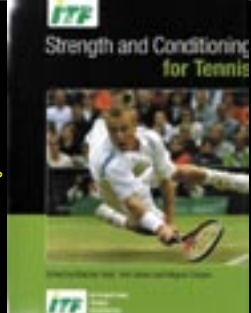
- The Inner Game of Tennis : *Timothy Gallwey*
- How to Become A Champion : *CM Jones*
- Tennis for Life: *Peter Burwash*
- Winning Ugly : *Brad Gilbert*
- I've Got Your Back : *Brad Gilbert*
- Intelligent Tennis : *Skip Singleton*
- The Tennis Drill Book : *Hoskins*
- Strength and Conditioning in Tennis : *ITF Pub*
- Developing Young Tennis Players : *ITF Pub*
- The Advanced Coaches Manual : *ITF Pub*
- The Art Of Lawn Tennis : *Bill Tilden*
- Sports Injuries: *Vivian Grisogono*
- Applied Sports Science for High Performance Tennis: *ITF Pub*

Videos and DVD List - Essential Viewing

- Attack Hot Lessons - *Bolletieri & Agassi*
- Long Term Player Development 6-16 DVD - *Stroke Development*
- LTA High Performance Coaches Conference June 2002 DVD - *Long Term Player Development*
- Doubles Tennis Tactics Video: *Human Kinetics*



My Favourite Book



ITF STRENGTH AND CONDITIONING FOR TENNIS



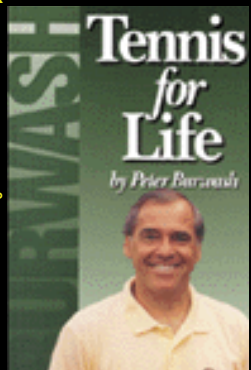
ITF ADVANCED COACHES MANUAL



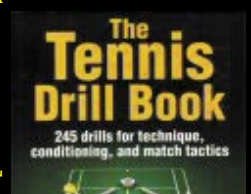
ITF DEVELOPING YOUNG TENNIS PLAYERS



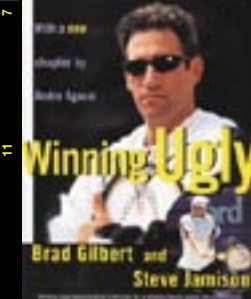
MIGUEL CRESPO



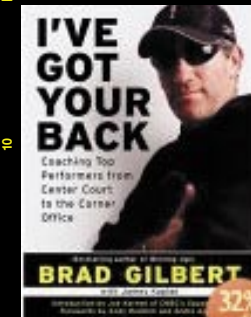
PETER BURWASH



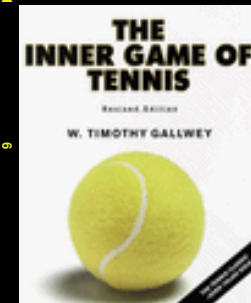
ITF TENNIS DRILL BOOK



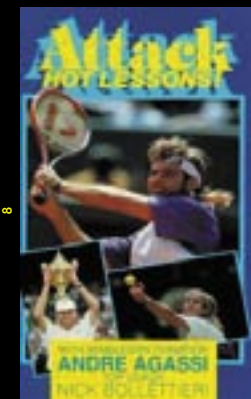
BRAD GILBERT



BRAD GILBERT



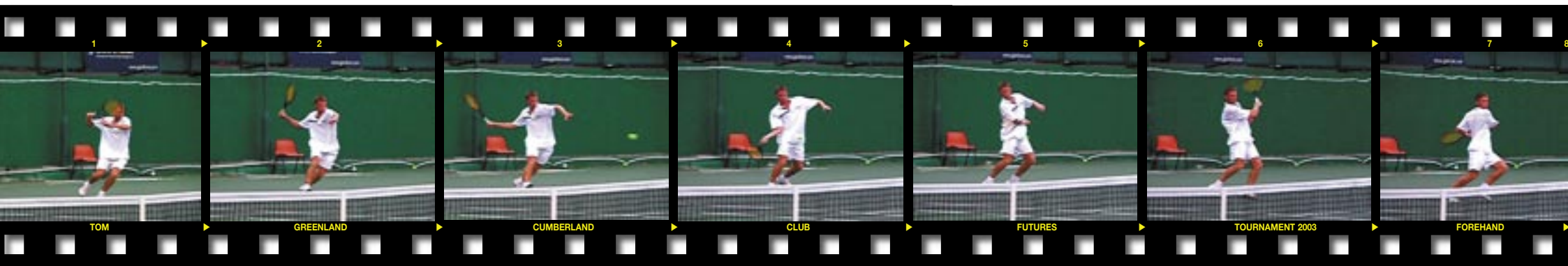
TIMOTHY GALLWEY



NICK BOLLETTIERI & ANDRE AGASSI



ITF DOUBLES TACTICS



What I already know & experience gained

I think these two sections are closely linked because 'what I know' has come totally from my experiences on and off the court. I coached privately and at Didcot Tennis Club in Oxfordshire up until 1980 when I went to Canada and worked at 'The Inn and Tennis Club at Manitou' and underwent a 1 week training course under Peter Burwash. He was an ex pro, Canadian No 1 back in the days of Rod Laver and headed PBI. His coach training was very intense and incredibly professional. Here I also met an (ex Vietnam Vet) Basketball Coach called Jack Gudreau. He was an incredibly interesting man and it was from him that I remember hearing the term 'biomechanics' for the first time. He spent an amazing day with me on the basketball court, illuminating me with his knowledge on the subject of basketball technique.

Following this I went to Germany to work at 'The American Tennis Institute' at Grunn Weiss Lennep, then at to Blau Weiss Werther near Bielefeld for 3 years. Later I also worked in Berlin for 1 year for the 'Ralph Geiger Tennis School'. It was during these 'Deutsche club years' that I really learned how to play and coach on clay. Being able to 'slide' became the order of the day.

I have also worked for David Lloyd at Heston during the school Christmas holidays running junior tennis clinics and was the head Pro at the David Lloyds Racket Club at Carviero on the Algarve in Portugal for 1 year.

Working in resorts really made me more professional, and enthusiasm was the order of the

day. Whilst here Other resort experience was gained at: 'Hotel Europa' Tenerife - 1 year. I have also worked locally in Oxfordshire in St Helen's School for girls - 3 years and I ran an OLTA County Junior Performance squad at Portcullis Tennis Club - Wallingford - 2 years

I took many opportunities to observe and assist Christophe Lambert when he was working as Oxfordshire County Coach, during his performance sessions with Mathew Watkins at the Whitehorse Tennis Centre. Whilst working with Christophe we designed an online system which was part of the OLTA website whereby all his pupils were able to 'log on' using their own unique password and access their personal coaching webpage where Christophe had written all their notes on what they had been working on during their coaching sessions. This also included video quicktime movies and photographic stills. This was hugely popular and was rated very highly by Patrice Hagelauer, who was then in charge. Christophe's idea for an elite Oxfordshire Tennis Squad never

came to fruition as he left for a job with the LTA. I try to use my graphic design skills to their best advantage and am a big fan of modern digital technologies especially computer, internet, photography and video. I've helped Tom Greenland with his own presentations looking for sponsorship and also with his own self coaching.

Where I am with my coaching?

I have over 26 years professional coaching experience having taught in North America, both in the USA and at Canada's No 1 tennis resort. I also taught and played team tennis for 5 years in Germany. In Portugal I was head coach at the David Lloyd racket club in Carvoiero on the Algarve and also ran the childrens Christmas coaching clinics for the David Lloyd racket club in Heston nr London.

In Oxfordshire more recently I taught for 3 years at St Helens school in Abingdon. I also ran a Junior Performance Squad for the OLTA on Friday evenings held at Portcullis TC. For the past seven years I have worked for Warborough & Shillingford TC (where I live). On alternate Saturday mornings I group coach adults for 3 hours: 8 players on 2 courts.

Every July and August I run an 8 week tennis course at Appleton near Cumnor in Oxford where I work with 8 player groups of mixed ages and abilities on 2 courts. I also give private lessons at Appleton TC.

I coach at Abingdon School in Oxfordshire during the Summer Term. This consists of group coaching, usually 16



boys, 4 per court, at all standards. I train the teams u12, u14, u16 and u18 for their inter school matches, liaising with Mr Ayling on team selection. Some of the boys (Mathew and Michael Watkins) are already performance level players and receive high level coaching outside of school hours. Mathew also plays for my club team, Cholsey and I played with him against Nottingham in an Anglian League County Match in 2004. He was the youngest to play at full county level with me being the eldest, 15 and 52 respectively.

Currently I coach at Blewbury TC every Sat pm for 3 hours with 3 groups of children (8 per session) ages 10 -15. The youngest I teach mini tennis in the village hall on Mons and Thurs weekly for 1 hour (two 30 min sessions) using foam balls. I am coaching Ruth Jackson (aged 13) privately on a weekly basis. She recently made a debut for the Oxfordshire girls u14 team. I also train Mario Di Pinto, a super senior 65's player for an hour every Tuesday. Recently I've been working with Tom Greenland in his own tennis game using photography and video analysis. This however is on hold at the present time due to his shoulder injury.

My reasons for embarking on the PCA

When I began my coaching qualifications with the LTA there was a definitive structure and ladder to reaching the top. I began my Part I with the intention of eventually achieving my Part III having attained the necessary experience and credentials. I passed my Part II and was working in Germany when I came home to take the Part III residential course at Bisham Abbey in 1985. I failed my exams (due to my introduction of content outside of the syllabus that I had learned in Canada and Germany) and it was recommended I retake the exam. I always intended to do this but life took other twists and turns.

I am now very settled and living in Warborough with Sarah my new partner, a cat and 3 labradors. I am not planning on working abroad again and at present am running my own graphic design business 'w@rrdesign Ltd' from home. Now is the perfect time to realise those original ambitions.

Apart from wanting to complete something I set out to do many years ago I am always open to new ideas and concepts and always try to be the best I can. I'm playing a good level of tennis currently and am proud of my achievements in



*Oxon v Notts 2004 - Anglian League Match
Philip Warr, Paul Butcher (Captain) Jon Maskens,
Mathew Watkins, James Yuill and Angus Watson*

the tournaments played during 2004 when I reached 3 ITF tournament finals and I am hoping to continue and improve on these achievements in 2005. I like playing with good juniors and in my capacity as Men's Captain at Cholsey Tennis Club I'm enjoying bringing 'young blood' into the Mens 1st Team.

My goal is to be the best coach I can be for my own benefit but of course most importantly, for my clients. At the end of the day, coaching is a 'service industry' and I want to give the best value for money that I can. If the PCA is a benchmark for the highest quality, then that must be my goal.

I have already approached Nick Elliot (PCA) at the Whitehorse Tennis Centre in Abingdon with a view to me being in charge of Seniors coaching at the centre. This was an idea I've



Sam Merrifield and Richard Vernon competing in the National Prep Schools Championships at Queenswood school in Aug 2002. The Oxfordshire duo were the U12's boys doubles champions. I taught Richard weekly from the age of 5.

had for a while and since I already coach the Oxfordshire 45's Men's team, it would be a natural progression. I feel that my credibility and saleability as an individual would be far greater as a PCA coach. He seemed very keen on the idea and is waiting for the next job opportunity to arise there to hopefully fit me in.



Oxfordshire County Closed Championships

White Horse Leisure & Tennis Centre 4th - 9th July 2005

Download an entry form from www.oxfordshireta.co.uk and enter now!

Mens Singles £10
Ladies Singles £10
Mens Doubles £10 per pair
Ladies Doubles £10 per pair
Mixed Doubles £10 per pair
Dance \$15 per ticket
Includes Raffle ticket

The County Tournament for Players of every Standard

- Progressive Draw
- Guaranteed 2 matches
- Singles, Doubles and Mixed
- Trophies for all section
- Winners and Runners Up's
- Presentation Dance on Saturday Night with Live Music, Bar, Food & Prize Draw

OLTA

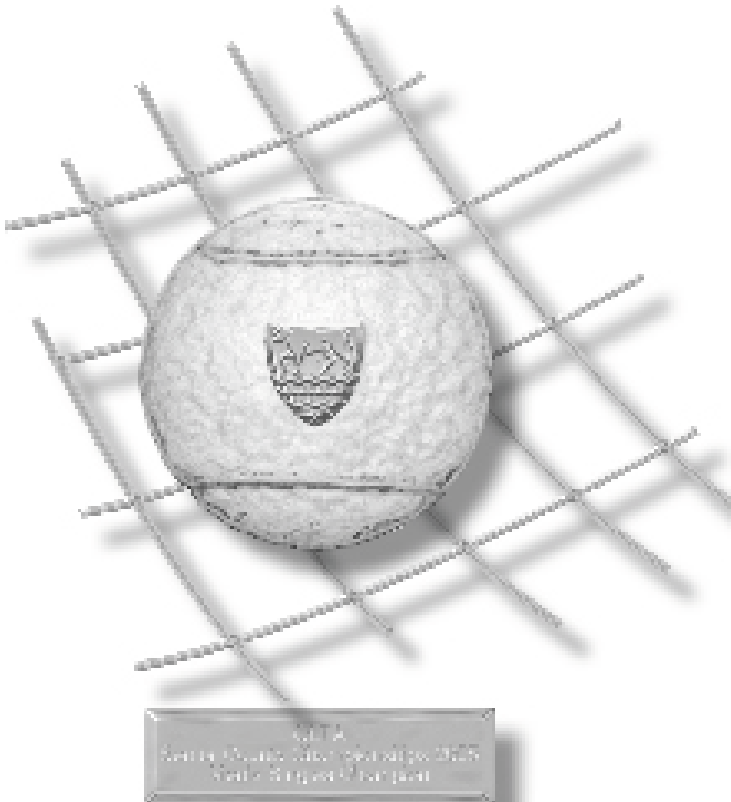


Working for the OLTA

I am employed by the OLTA as a webmaster for their website which I originally designed. I am also responsible for the Design and production of the handbook as well as the marketing of the County Championships, where I've designed a Poster, Entry Form and a Trophy.

Recently I have managed to get Lotto to sponsor the OLTA by allowing us to purchase clothing and footwear at 'Trade Price'.

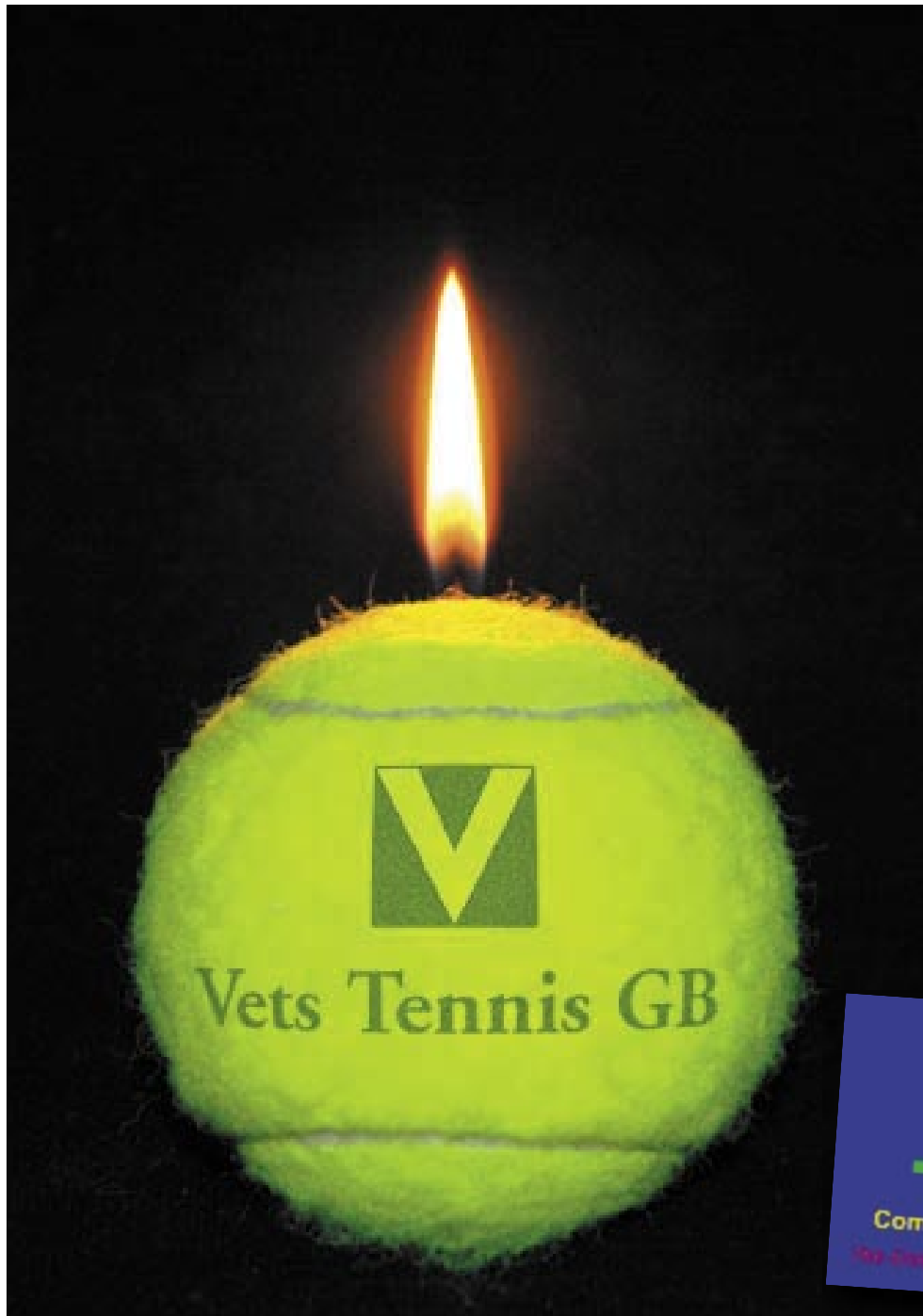
I have designed an 'online scorecard' so that captains can submit match results easily. This would save a lot of work for the person who compiles the league tables, hopefully keeping them up to date.





British Open Veteran's Indoor Tennis Championships

Event 4. 50 MENS SINGLES



Working for the VLTA

I am employed by the VLTA as their webmaster and am responsible for maintaining and updating their website. This involves updating the news page as well as the other sections of the website such as the Inter County Championships and the National Inter-Club Competition and of course the 'Roll Of Honour'. During the 3 main National Championships this also involves using the CAT software and posting the tournament draws and results on a daily basis.





Graphic Design & Tennis Coaching

I studied Graphic Design at the Central School of Art and Design in London and graduated with a Dip AD (BA) in 1973. Photography was obviously part of the syllabus as was Typography, Lettering, Creative Thinking, Problem Solving, Packaging, Animation, Book Design, Layout, as well as History Of Art, Psychology etc. The course was a very varied one and covered all disciplines involved in Advertising, Newspaper, Magazine and Book Publishing. Since leaving Art School I've had quite a varied career with jobs at 'The Radio Times Magazine' as a designer and Art Director of 'Transatlantic Records'.

The skills learned over the years have really helped my tennis coaching, especially in the following areas

- **Problem Solving:** The process the designer goes through to ultimately meet the requirements of the clients brief.
- **Lateral Thinking:** Having the ability to view a problem from a different perspective perhaps resulting in an original solution.
- **Communication:** Being able to convey the concept of the solution by word and image as quickly and clearly as possible.
- **Listening:** In order to successfully solve a problem the designer has to look and listen to the client.
- **Looking:** Studying life drawing and acquiring good draughtsmanship skills has given me better perception of the human form and its anatomy.

I took these pictures whilst attending an LTA Course 'Awareness Of Standards' held at the National Junior Hard Court Championships at The West Hants Club in August 2004

Watching Play and Recording Information

I use a hand held Palm with 10 Ace Stats Software. This gives visual reports of the following as well as an 8 page PDF report (see attached document)

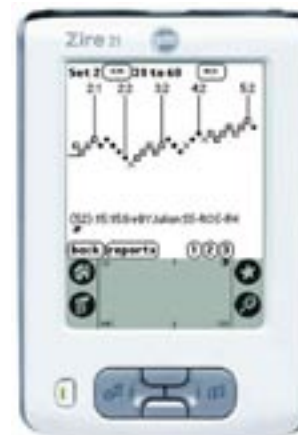
- Set Summary Report (General Summary of Set)
- Serve Success Analysis (Where did I serve? To my opponent's FH or BH and what was my success rate?)
- Stroke Frequency Report (What is my rally stroke error rates?)
- Return of Serve Analysis Report (Am I starting the rallies?)
- Net and Serve Volley Report (What is my success rate at net?)
- Win/Loss Point Analysis (How did I win my points? Thru my winners or opponent errors?)
- Momentum Graph (how did the momentum move? Show me the scoreboard history)
- Rally Distribution Report (How many rallies were started? Who won the long rallies? Who won the short rallies?)
- Big Points Report (How many games went to deuce? Who won those games?)
- Aces and Service Winners (How many aces or services winners were hit? Where were they hit? Is there a pattern?)
- Serve Details Report (Raw serving statistics)



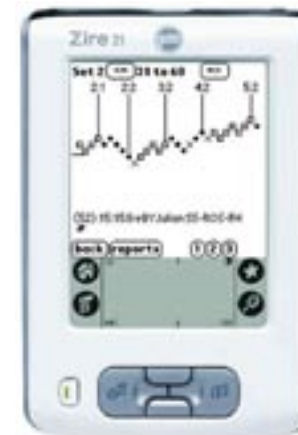
1. Set Summary



2. Stroke Frequency



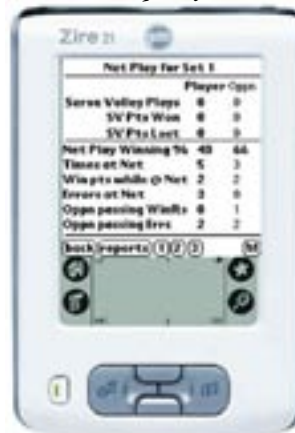
3. Momentum



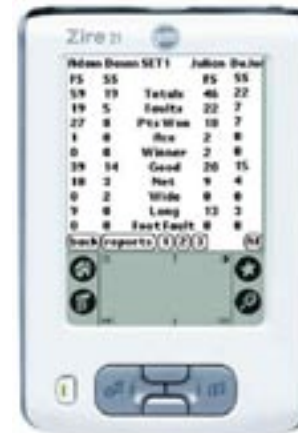
4. Win / Loss Point Analysis



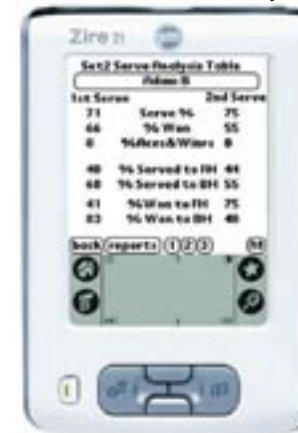
5. Net and Serve Volley



6. Serve Details



7. Serve Success Analysis



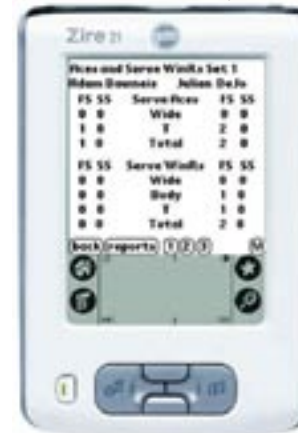
8. Return of Serve Analysis



9. Rally Analysis



10. Aces and Service Winners



11. Aces and Service Winners



12. Big Points Report