

The LTA and TargetBound announce partnership

TargetBound Sports and the LTA, the national governing body for tennis in Great Britain have announced a three-year partnership to help players improve quality serving.



London, United Kingdom Nov 28, 2022 ([Issuewire.com](https://www.issuewire.com)) - TargetBound becomes the 'LTA Recommended Rebound Target'. A coaching aid was created as a training tool to enable players to practice their serve plus the next shot and win more games.

As a result of the partnership, there are discounts off RRP for all LTA Play and Play+ members and accredited coaches, and 'Compete' members. Visit the [LTA TargetBound](#) page for details on how to access these.

With TargetBound, coaches can energise and engage players in serve practise, develop serve + 1 routines and bring in new drills. Venues can also use the targets to allow players at all levels to enjoy practicing the serve plus 1 on their own. The design is adjustable to deliver different return balls and speed serves, encouraging the player to prepare early.

The product comes with free access to '[Discover](#)', a suite of on-demand classes with ideas for drills and challenges.

LTA Product & Programme Manager Jo-Anne Downing said: "One of our key strategies is to find new ways to get people to play tennis and find innovative new ways to connect people to the sport and enjoy the game.

"Tournament statistics show that 70% of points are won or lost in the server's first and second shot.

This product gives players new ways to develop their serve and transition to the next shot. It creates measurable practice sessions for players at all levels of the game with the aim to ultimately improve performance in matches.”

TargetBound Sports was founded by Shane Deacon, a tennis coach working in the USA and UK since 1993. “Having seen first-hand the difficulty players and coaches have in engaging quality practice for the service and serve plus 1, I decided to do something about it. After working on various tools and techniques, I came up with the idea for TargetBound and developed it with the help of the Sheffield Hallam University Centre for Sports.

“We are so excited to make this product available to coaches and Advantage members, having seen the energy and excitement it brings to serve practice”.

Keep up to date with all the latest from tennis in Britain by following [@the_LTA](#) on Twitter, [@LTA](#) on Instagram, LTA – Tennis for Britain on Facebook, and [@lta](#) on TikTok.

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For LTA media enquiries please contact:
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NOTES TO EDITORS:

ABOUT THE LTA The LTA is the National Governing Body of tennis in Great Britain. We are here to govern and grow tennis, from grassroots participation through to the professional game. Our vision is “Tennis Opened Up” and we’re on a mission to grow tennis by making it relevant, accessible, welcoming, and enjoyable. We work with schools, volunteers, coaches, and with venues across the whole country. We also represent the interests of over 685,000 Members, men, women, girls, and boys, playing on more than 23,000 courts. The LTA runs and supports a network of 11,500 approved tournaments for players of all ages, the four cornerstones of which are the premier grass-court events leading up to The Championships, Wimbledon: the Viking Open Nottingham, the Viking Classic Birmingham, the cinch Championships (at The Queen’s Club, London) and the Viking International Eastbourne. For further information about the LTA and tennis in Britain, visit www.lta.org.uk or follow us on Twitter [@the_LTA](#)

ABOUT TARGETBOUND TargetBound develops innovative rebound targets for Tennis and Padel. These game-changing products allow players of all levels to enjoy exciting and measurable practise whether on their own or in group coaching. Tournament statistics show the serve plus the next shot are the most important shots in winning tennis matches. However, many players and coaches find it hard to engage in meaningful practise of serve plus 1. TargetBound develops the serve and transition with a product designed for the task. The adjustable angles and unexpected rebound will force players to prepare early & adapt. Clubs can improve court utilisation and offer new opportunities to practise solo. Coaches can improve player engagement. Players can improve performance in the shots that matter most. TargetBound is launching now in the UK and working on partnerships to export around the world. For further information about TargetBound visit www.targetboundsports.com or follow us on Instagram [@target_bound](#) or Twitter [@target_bound](#)



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