



Press Release

Wednesday 3rd February, 2021

For immediate release

LTA establishes 'IDEA' group to help drive inclusion and diversity in tennis

The LTA has announced the next step in its work to drive forward inclusion and diversity in tennis, with the recruitment of a new group of almost 50 people from across all areas of the sport who will advise and allow the governing body to draw on their diverse range of views and experiences.

Called the IDEA Group, standing for inclusion, diversity, equity and accessibility, it brings together LTA colleagues with diverse representatives from across the tennis community, including players, coaches, officials, volunteers and fans. The group includes people who have had a wide range of lived experiences, positive and negative, around inclusion and diversity in tennis, and who want to contribute their voice and their views to help the sport continue its progress.

The formation of the group is the latest in a series of actions the LTA is implementing ahead of the publication of its new inclusion and diversity strategy for tennis later this year. It follows the open letters published by LTA Chief Executive Scott Lloyd last year that made clear its commitment as the national governing body for tennis to firstly listen, and then to put in place the actions needed to effect real change as part of its drive to open tennis up. The majority of IDEA Group members were among those who responded to the open invite in those letters to get in touch and share their views.

Alongside the formation of the IDEA Group, the LTA has already announced steps to enhance its governance and leadership, with processes currently underway to recruit new members of both the LTA Council and LTA Board who can positively contribute to the diversity of thoughts, ideas and approaches to achieving its vision of Tennis Opened Up.

Meanwhile, members of the new IDEA Group have already come together through a series of three focus groups held before and after Christmas, with the output of these sessions and the views and



thoughts raised by members being used by the LTA to help shape the new inclusion and diversity strategy for tennis.

Going forward, the group will have the opportunity to play a role in helping to ensure inclusion and diversity is kept at the heart of the sport, in line with the LTA's vision and work to open up tennis so it can be played by anyone, no matter their age, background or ability. The group will also act as a vehicle for change, helping to shape and drive forward the implementation of the LTA's forthcoming strategy, and checking and challenging its work in this area.

IDEA Group Member, Kate Maurici, said: "I put my name forward for the IDEA group because I saw it as an opportunity to use my experience of delivering Community Tennis to make a difference to a wider group across the country and ask difficult questions, challenging the current status quo. I would like to see the group help to implement some innovative and effective changes to tennis, opening it up further to under-represented groups."

Fellow group member, Miles Daley, said: "I decided to put my name forward as a member of the group because I want to help create a more diverse tennis culture within the UK. The BLM movement highlighted the reality of the struggles that many ethnic minorities face in everyday life, and if we are striving to make change within our society, our sports need to follow suit. I feel as though through my experiences as a player and coach, I could be a voice within a group of people to help move tennis in Britain forward, and towards making positive changes that benefit more people."

LTA People Director, Vicky Williams said: "We are really excited to have been able to bring together such a fantastic and diverse group of people to form the IDEA Group, and we'd like to thank everyone who has volunteered to be part of it. We are steadfast in our commitment to listen to people who have views to express and experiences to share, and establishing this group is a clear demonstration of that. It is great to hear the positive feedback we have had from group members on the sessions we have already held, which from our perspective proved to be both incredibly inspiring and valuable in helping us to develop our forthcoming inclusion and diversity strategy."

LTA IDEA Group Members

The IDEA Group is coordinated by the LTA's Matthew Grover, and brings representatives from across the tennis community together with LTA colleagues, encompassing a wide range of views



and experiences.

Name	Role
Harry Ash	Disability Development Partner (LTA)
Jim Barton	Coach
Sam Bass	Coach
Rebecca Bollands	Deputy Head Teacher - Howes Primary School
Mark Bullock	Disability Tennis Coordinator and Inclusion/Disability Advisor
Marie Burns	Head Coach and business manager
Graham Chilvers	Coach
Richard Coleman	Part of WESPORT
Jo Cunliffe	Participation Development Partner (LTA)
Miles Daley	Coach
Tom Debrates	Open Court Lead and coach
Tony Devenish	Participation Development Partner (LTA)
Nigel Fletcher	CEO - International Sports Convention
Marnie Freeman-Hacker	Ambassador for disability tennis
Isaac Frimpong	Volunteer and Coach
Paul Gillett	VI Player and Volunteer
Sonia Gouveia	Product and Programme Coordinator (LTA)
Chris Graham	Coach of disability tennis
Tara Granea	Customer Support Specialist (LTA)
David Hardman	Disability Development Manager (LTA)
Alex Harkins	Judy Murray Ambassador and coach
Uma Iyer	Coach
Richard Jones	Tennis bookshop
Loretta Lock	Disability Coach
Astrid Mannheim	Legal and Discipline Coordinator (LTA)
Kiran Matharu	Community Programme Manager (LTA)
Kate Maurici	Coach and Referee
Sarah McLeod	Part of WESPORT
James Mills	Park sites manager
Jill Osleger	Head of Region - Central & East (LTA)
Ian Pearson-Brown	Coach
Anna Poyser	Physiotherapist (LTA)
Jane Quereshi	Fan
Michael G Robson	Fan
Frankie Rohan	VI Player and coach
Richard Sackey-Addo	Education Project Mngr- International Tennis Integrity Agency
Rashida Salloo	Community Development Partner (LTA)
Rosena Skeete	Tennis Coach
Roger Smith	IT Support Engineer (LTA)
Rebecca Smith	Coach and Sports Ambassador
Robby Sukhdeo	Coach
John Sukhedo	Coach
Sena Tengey	Manager and Coach
Jo Ward	Coach Education & Curriculum Manager (LTA)
Lesley Whitehead	LD specialist, Director of Virtus Intellectual Impairment Sport
Jon Wildman	Coach
Tanya Woodward	Participation Development Partner (LTA)

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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, with volunteers, with coaches and with venues across the whole country. We also represent the interests of over 685,000 Members, men and 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 corner-stones of which are the premier grass-court events leading up to The Championships, Wimbledon: the Nottingham Open, the Birmingham Classic, the cinch Championships (at The Queen’s Club, London) and the Eastbourne International. For further information about the LTA and tennis in Britain, visit www.lta.org.uk or follow us on Twitter @the_LTA





