

PRIVATE & CONFIDENTIAL

LAWN TENNIS ASSOCIATION LIMITED (“LTA”) COUNCIL

Minutes of the briefing held on Wednesday 20 May 2020 via Zoom webinar at 11.25 am

Present

David Rawlinson (President)

Past President

Martin Corrie

Councillors

Ian Alexander, Michael Angell, Rachel Baillache, Stephen Baddeley, Sara Bennison, Liz Bissett, Richard Blackburn, Andy Bradley, Francis Caldwell, Simon Clarke, Roy Colabawalla, John Copsey, Venetia Cottman, Lesley Cundy, Richard Cutler, Lord Davies of Abersoch (Chairman, LTA Board), Rick Denton, Lee Evans, Andy Fay, Jane Grey, James Grindell, Ian Haigs, Craig Haworth, Clare Hollingsworth, Barry Horne, Louise Hutchinson, Nigel Jordan, James Keothavong, Robert Kerr, Claire Kinloch Anderson, Maureen Laffey, Steven Law, Chris Mansour, Jo Marks, Steve Matthews, Richard Palmer, Malcolm Peters, Mike Piper, Sandi Procter, Joy Robinson, Martyn Rock, Mark Sanders, Annie Smith, Liz Sweeting, Sir David Tanner, Alison Taylor, Steph Trill, David Vinall, Adrian Waite, Brian Walton, Viv Wilson, Christine Windmill and Steve Winyard.

In attendance

Funke Awoderu (Inclusion & Diversity TDC Workstream Lead), Peter Bretherton (Past President), Richard Daish (Marketing & Commercial Director), Blane Dodds (Observer, Tennis Scotland), Jackie Freeman (PA to the Chief Executive Officer), Sheila Hamilton (Honorary Life Councillor), John Harrop (Honorary Life Councillor), Ruth Hooper (Interim Head of Marketing), Scott Lloyd (LTA Chief Executive Officer), Olly Scadgell (Participation Director), Simon Steele (Finance Director), Roy Staniland (Chair, Tennis Development Committee), Clive Thomson (Vice-President), Charles Trippe (Past President), Merlin Van De Braam (Head of Coach Development and Support), Sheila Wall (PA to the President), Vicky Williams (People Director) and Pamela Woodman (Head of Legal).

Minutes

The two presentations made at the Council briefing were circulated to Council members shortly after the briefing.

1. **Welcome**

David Rawlinson welcomed everyone to the Council briefing. Apologies for absence had not been requested.

2. **President’s Report**

The President’s Report circulated in advance of the briefing was taken as read.

3. Chairman's Report

The Chairman's Report circulated in advance of the briefing was taken as read.

4. Chief Executive's Report

The Chief Executive's business update circulated in advance of the briefing was taken as read.

Scott Lloyd referred to the delay in the launch of the plan for LTA Youth to 2021 (whilst continuing to build on all the good work and repurposing the content for tennis at home). He provided an overview of the continuing work on LTA Rally (highlighting the gate access grants and acquisition of Local Tennis Leagues Limited); the current high levels of interaction on social media and the status of the Performance Strategy two years in. He said that preliminary discussions were taking place on plans for the domestic event calendar for the remainder of the year (including the possible resumption of a British Nationals) and close liaison with the ATP, WTA and the ITF on the resumption of the international tour. He provided an update on the eight strategic initiatives; the impact of COVID-19 on the Facilities Investment Strategy and the COVID-19 support packages for coaches, venues and players. He referenced the 2020 Business Dashboard provided with the Council papers which had obviously been affected by COVID-19 and added that the Board would consider and approve a revised and updated Dashboard for July-December. He concluded by saying that by the end of Q1, participation figures were up in all regular playing categories for the first time.

A number of questions were raised covering the anticipated timing for the resumption of doubles play; the County Coach grants and the likely cost of these to the LTA; when a decision would be made on County Week; and the likelihood of the LTA being able to provide enhanced support for the workforces in Scotland and Wales.

5. Coach Education Delivery Model

Merlin Van De Braam (Head of Coach Development and Support) gave a comprehensive presentation on the future direction and delivery of the Coach Education Pathway. The presentation covered the current pathway; the research methodology to gain industry insight; the key curriculum evolutions across all qualifications; and the qualification pathways, roles and delivery for 2021.

6. Brand Tennis / Back to Tennis Campaign

Richard Daish (Marketing & Commercial Director) and Ruth Hooper (interim Head of Marketing) gave a presentation on Brand Tennis and the Back to Tennis campaign. The presentation covered the detailed research which had been undertaken to support the new branding position for tennis in Britain of "Play Your Way" and set out the Back to Tennis timeline, incorporating an activity overview setting out the staged return to tennis in three phases, being Awaken (from now to 7 June), Inspire (from 8 June to 5 July) and Sustain (from 6 July onwards).

7. Date of Next Meeting

The next LTA Council meeting would take place on Wednesday 14 October 2020.

There being no further business, David Rawlinson thanked everyone for attending and closed the briefing at 12.55 pm.