



VISION 2024 – 2026

TENNIS

Opened Up.

Tennis is for everyone.

All ages, all backgrounds, all levels of fitness,
all abilities. Anyone can pick up a racket,
anyone can be part of the tennis family.



Tennis brings together communities, families, and the country as a whole.

It can be at the heart of our community and a source of social enjoyment. It's rewarding, has physical and mental health benefits for those who play it, and is a wonderful spectacle for those who watch it.

Our goal today is the same as it has been for the past five years: to take tennis forward into a new age, and ensure it is embraced by many more people.

We are working to change perceptions of tennis, break down barriers, and help more people to enjoy tennis in a way that's right for them.

We are opening tennis up.



WHO WE ARE AND WHAT WE DO

The LTA has been the governing body for tennis since 1888, providing the necessary governance, workforce support, events and competitive structure for the game. We also have an important role to play in ensuring the popularity and longevity of our sport. We're here because we're passionate about tennis, and we want to spread that passion across the nation. We're the catalyst for growing participation and engagement with the sport in Britain.

We work with partners across the whole of the tennis family to provide support, practical help and innovative ideas to keep tennis moving forward. Since 2020 we have also been the national governing body for padel. We are committed to bringing the same pro-active approach to the development and growth of padel, as we have to tennis.

Here we outline the vision and mission that continue to guide our future, and the big themes we'll focus on to turn our vision into reality.



DEVELOPING OUR STRATEGY

In 2018, as we looked to develop the LTA's plans for 2019-2023, tennis was in a challenging position:

- The number of people playing tennis had been declining for around 10 years.
- Tennis was seen by many as an elitist sport, hard to access or play well enough to enjoy.
- While there had been bright lights in British tennis, in particular through the success of Andy Murray, there was too little depth in the British game, and too few role models at the very top to inspire the nation to pick up a racket.



To ensure our strategy addressed these challenges and strengthened our sport we conducted extensive research and discussions into how people viewed the game and the LTA.

This led to the development of a new vision statement - Tennis Opened Up - around which we could rally the tennis community, to ensure we were all working towards a common aim. This informed our comprehensive five year plan to deliver a healthier and more inclusive sport.





These last five years have seen real success against that plan. Not only have we seen the decline in participation reverse, we have also seen the ambitious targets we set for increasing participation comfortably exceeded. Some examples of our success include:

- Adult participation is the highest we have ever recorded with over 5.6 million adults playing annually and over 2.6 million playing monthly.
- There is now a historic high of over 700,000 children playing tennis weekly. We are also seeing 3.6m children playing annually, 7% higher than in 2020.
- Tripling the size of the LTA fan community - with 1.5 million members and counting.
- We have undertaken, with the support of the UK Government and LTA Tennis Foundation, the single biggest investment in park tennis courts ever.
- We have had more players in the top 100 of the men's and women's game in the last year than any time since 1978.

We have also seen the LTA's community of fans grow, and the number of British players at the top of the professional game increase, with our new player development pathway starting to bear fruit.

We're proud of these achievements, set against a backdrop of the huge challenges posed by Covid-19.

However, we know we still have more work to do - we can always push further, not only in growing tennis but also in making it a more accessible sport.

The 2024 -26 strategy will build on the approach and successes we have seen over the past five years, focussing on those areas we have seen move our sport forward.



SETTING A VISION

Our vision inspires us and is at the heart of our plan for the future. It is simple and wide reaching, something we think everyone can embrace.

TENNIS

Opened Up.

These three words were central to our planning and decision-making over the past five years, and they continue to guide our thinking today.

OUR MISSION

We're here to transform communities through tennis. To do this, we're focussing on three areas – making tennis welcoming, enjoyable and inspiring to everyone.



WHAT WE ARE DOING

WELCOMING:

Making tennis welcoming to all, by reaching new audiences through grassroots programmes, investing in high quality facilities with a focus on parks and covered courts, whilst creating a more diverse tennis workforce. This will make tennis a truly inclusive sport.

Recent successes:

- The number of adults playing at least once a year has increased by 44% since January 2019.
- Over the past five years there was growth in participation across both men and women, all age groups, all socioeconomic groups, and across all of our English regions, Scotland and Wales.
- Helping to deliver thousands of upgraded park tennis courts – leading to close to half a million more players in parks.
- We launched and are delivering a new Inclusion Strategy, as well as targeted plans to support under-represented groups within the sport.



Image courtesy of Dover District Council



Our focus for 2024-2026 includes:

- Diversify and grow the player base with a focus on our lower socio economic groups, disability and women & girls programmes.
- Attract, grow and diversify the tennis and padel workforce to create more opportunities to play and compete.
- Optimise the LTA customer proposition, Advantage, through our data strategy and multichannel communications to increase digital engagement, participation and commercial revenue.
- Implement the facilities strategy with a focus on parks, covered courts, Community Indoor Tennis Centres, and padel.
- Increase the visibility of tennis through content creation across all channels, brand campaigns and strategic marketing and commercial partnerships.

ENJOYABLE:

Ensure tennis is enjoyable for all by making it easy to play.

We're investing in resources and teacher training in schools across the country, pioneering new and engaging forms of the sport, and creating a variety of opportunities to book, play and compete whether that be in clubs, parks or other venues.

Recent successes:

- Making the journey to court simple and easy, by introducing a nationwide online court booking system.
- We developed and launched a new children's programme called LTA Youth – so far we have successfully trained over 18,000 teachers to deliver the programme.
- Hosting more major events for fans to enjoy, including the Billie Jean King Cup Finals and the highest ever attendance at a Davis Cup match in this country.
- Overhauling coach accreditation and development, to ensure a high quality coaching offer is available across both tennis and padel throughout Britain.



Our focus for 2024-2026 includes:

- Embed and grow LTA Youth across all venues and in the hearts and minds of children, parents, and the tennis workforce.
- Engage with and promote different formats of the sport and ways to play, and enable a flexible approach to equipment to support positive experiences for adult players.
- Deliver resilient digital services, transformational digital products, and increase nationwide adoption of LTA Play Tennis.
- Implement and support comprehensive parks tennis operating models, particularly through Free Parks Tennis, Local Tennis Leagues and programme delivery in parks.
- Develop and enhance our support and engagement with Local Authorities, Active Partnerships, our Member Organisations, venues and operators to open up tennis.

INSPIRING:

Making sure we inspire through tennis - on and off the court.

Helping to develop professionals who perform at the highest level, can inspire future generations of players and fans.

We can only do this through investment in a high quality and internationally relevant performance programme. We also want to set aspirational standards off the court - making sure tennis is governed and administered to the very highest standards, and ensuring we have the financial stability to guarantee the long-term health of the sport.

Recent successes:

- 9 British players made the top 100 singles rankings in 2023, the most since 1978.
- Emma Raducanu won Great Britain's first women's singles Grand Slam title since 1977 and in 2022 our Billie Jean King Cup team reached the semi-finals of that competition for the first time since 1981.
- Both Joe Salisbury and Neal Skupski have achieved the world number 1 doubles ranking in recent years.
- Great Britain won 4 medals at the 2020 Paralympic Games and a total of 30 Grand Slam titles in wheelchair tennis during the past five years.
- Alfie Hewett reached World Number 1 in men's singles and Great Britain won the men's and junior World Team Cup.
- The National Tennis Centre became one of just three venues worldwide to achieve ITF gold status.
- The NSPCC's Child Protection in Sport Unit (CPSU) have awarded the LTA the top rating in our annual review each year for the past seven years.

Our focus for 2024-2026 includes:

- Support players at each stage of the pathway to perform at development specific competition milestones.
- Provide LTA 'Delivered' performance support that adds value to players' development and performance needs.
- Increase the appeal of our major events through a thriving grass court season, and new professional tennis or padel events.
- Ensure best practice governance standards are driven down through the sport with a focus on our Member Organisations, venues, and the tennis workforce to support a culture of everyday inclusion.
- Maintain and develop the highest safeguarding, anti-doping, and integrity standards in sport.



THE VALUES THAT GUIDE US

How we interact is important to all of us. We want to work together, with the same beliefs and principles; to be a line of one through our sport.

We have identified five values that will guide us towards our vision:



INCLUSION

We truly value people's differences and believe they make us stronger.



PASSION

We have an enthusiasm that makes everyone want to be part of what we do.



TEAMWORK

We work together to grow tennis in Britain.



EXCELLENCE

We continuously strive to be the best we can.



INTEGRITY

We take responsibility for our actions and do what is right.

MAKING *it happen...*

We have a lot to do, and we know we can't do it alone. We want every volunteer, every coach, every official, every player and every fan in Britain to work together, so that we can grow the sport we all love. We want to support everyone who cares about our game to work together to turn our vision into reality and open up tennis.





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