



## Press Release

WEDNESDAY 17 NOVEMBER 2021

### **LTA PUBLISHES PLANS TO TRANSFORM TENNIS COACH DEVELOPMENT & EDUCATION**

The LTA, the national governing body for tennis in Britain, has today published its new LTA Coach Development Plan, with an ambition is to see inspirational coaches growing the game and getting more people choosing and staying in tennis.

The plans represent the LTA's biggest ever transformation of coach education and development. It means for the first time there is now in place a single, joined up and comprehensive framework covering the three key aspects of qualifications, professional development and ongoing coach support.

Founded on listening to the coaching industry and learning from feedback, the new plans have been shaped by discussions with over 1,200 coaches of all levels, the employers and deployers of coaches, a range of venues, coach educators, and key governing bodies including Sport England, UK Coaching and CIMSPA.

With implementation across 2021-23, the plans include a series of priority actions designed to attract people to become tennis coaches, help them learn and develop, and support them to deliver to a high standard.

Based around the three key areas, the LTA Coach Development Plan will see the creation of:

- **Qualifications:** A relevant, flexible and accessible qualifications pathway that broadens the appeal of becoming a tennis coach, with a revamped delivery model that protects the integrity of coach education standards
- **CPD & Learning:** High quality and relevant professional development options, alongside peer-to-peer learning opportunities, that support coaches in helping to grow the sport and their businesses
- **Engagement & Support:** A coach centric approach to engagement, with more personalised communications, content and benefits. This will treat coaches as individuals, better recognise and reward their contribution to tennis in Britain, and support them to develop themselves, their players, and their business better than ever before

While growing participation is at the heart of the plans, they have been developed to complement the LTA's work to engage, support and develop current and future performance coaches working in the LTA Player Pathway.

Speaking about the publication of the plans, **LTA Chief Executive Scott Lloyd** said: "Coaches are at the very heart of tennis in Britain and are often responsible for the very first experience people have when they step on court. However, if we are to see inspirational coaches helping to get more people choosing and staying in tennis right across the country in support of our vision to open tennis up, we need to do more to support current and future coaches to be the best that they can be.

"Through a combination of extensive consultation and insight, we have been able to focus our attention and investment on making a difference where it is most needed and will have greatest impact for coaches and ultimately for our sport. The announcement of these plans is an important milestone for tennis in Britain and are a key part of our work to transform the sport. We have already made progress in implementing them and I am really looking forward to seeing the impact they will have."

LTA Coach Education already has 'Gold' level recognition from the International Tennis Federation (ITF), but the new plans have received further endorsement from the ITF as well other leading industry bodies.

**Spencer Moore, Director of Strategy at CIMSPA** (Chartered Institute for the Management of Sport and Physical Activity), said: “The work that the LTA have undertaken to review their coach development pathway has been truly transformational. The innovative and bold approach that has been taken, in my view will raise the standards and professionalism of tennis coaches in coaching and the industry more broadly.

“The embedding of the new professional standards into their programme, coupled with changes to delivery and assessment set tennis as one of sport’s ‘trailblazers’. We look forward to working closely with the LTA to support them on their journey to broaden the appeal of coaching whilst driving up quality and standards of tennis coaching in Britain.”

Commenting on the new plans, **Miguel Crespo, Head of Participation & Education at the International Tennis Federation**, said “The LTA’s coach education system is recognised by the ITF at Gold level, our highest level of recognition. The introduction of new core and elective qualification curriculums, centralised video-based assessments, and a nationwide mentoring programme are exciting projects that mark their system among the leading coach development systems internationally in tennis”.

To find out more about the LTA Coach Development Plan or to start your coaching journey, visit [www.lta.org.uk/coaching](http://www.lta.org.uk/coaching).

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#### **NOTES TO EDITORS**

##### **LTA Coach Development Plan:**

The LTA’s Coach Development plan can be viewed and downloaded via <https://www.lta.org.uk/workforce-venues/coach-teach/coach-development-plan/>.

##### **Video:**

To accompany the publication of the plan, the LTA has produced a video highlighting the key aspects of the changes being implemented. The video features LTA Accredited+ Level 5 coaches

Shola Roper (Ealing Lawn Tennis Club) and Suzanne Williams (The Parklangley Club). The video can be watched via: <https://youtu.be/N0ILQeEEu5g>

### **LTA Accredited Tennis Coaches**

There are currently almost 6,000 LTA Accredited coaches operating at tennis venues across Britain. Every year the LTA has around 3,000 coaches taking various levels of qualifications and awards on the LTA coach qualification pathway, and a similar number undertaking continuous professional development to stay current.

**For LTA media enquiries please contact:**

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### ***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](http://www.lta.org.uk) or follow us on Twitter @the\_LTA