



TENNIS OPENED UP

across Wales

STRATEGY 2020 - 2024

TENNIS WALES  TENNIS CYMRU





TENNIS OPENED UP

across Wales

Growing tennis by making it relevant,
accessible, welcoming and enjoyable
across the country.

ABOUT US

Tennis Wales is the National Governing Body of tennis in Wales. We work with the LTA, Sport Wales, our partners and sponsors, towards our vision of tennis opened up across Wales.

WHO ARE WE?

Tennis Wales is the National Governing Body of tennis in Wales, providing all the necessary governance, events and competitive structures for the game. As a not for profit organisation, we will continue to focus our resources on supporting the tennis community across Wales, and deliver our strategy to achieve our vision for the sport. In creating our strategy, we consulted widely both inside and outside of tennis. We have a truly exciting opportunity to open tennis up to more people in Wales, and we'll work closely with our network of tennis clubs, coaches, officials, volunteers, parents, players, fans and partners. There are more than 1,200 tennis courts in Wales, located in parks, schools, colleges, universities and tennis clubs as well as in hotels and leisure centres. If we work together to open tennis up, we believe that thousands more people can benefit from playing tennis.



TENNIS OPENED UP ACROSS WALES

Our vision is aligned with the LTA across Great Britain. Together, we see the value of working in collaboration to invest resources into Wales. We have also aligned our mission, aiming to **grow tennis by making it relevant, accessible, welcoming and enjoyable across the country.**

We're equally proud of the role our sport plays to contribute to the work of the Welsh Government and the work of Sport Wales. Tennis is a fantastic way to live a healthy and active life.

FOREWORD

I really hope that everyone can benefit from our work here at Tennis Wales from 2020 - 2024. In developing our strategy, aligning our work with the LTA and with our partners at Sport Wales, we want to show people living here in Wales that they can play tennis and that it's 100% open to them, their friends and family.

My own personal experience playing tennis started at school then developed over time. I played at a local tennis club and in the subsequent years I have jumped on tennis courts with friends and family in public parks, indoor tennis centres and whilst away on holiday. Tennis is really accessible, there are local tennis courts all over Wales, and our strategy will focus on activating all these courts for local people.

Tennis Wales as an organisation will continue to be here to support our wide and diverse tennis community. With approx. 16,000 club members, more than 500 volunteers, and a growing number of tennis coaches, officials, fans, parents and people playing recreationally in parks and schools, we want to make sure we have a strategy that everyone can benefit from.

Finally, it's important to recognise that to grow tennis we need to make it relevant, accessible, welcoming and enjoyable. By working together and investing in the right ways, we look forward to working with everyone who shares our vision to help Welsh tennis to thrive into the future.



Simon Johnson,
Chief Executive for Tennis Wales

DELIVERING OUR VISION

We will focus on 7 areas to direct our time, resources and funding across Wales.



THE BIG

01/ VISIBILITY

Grow the visibility and awareness of tennis throughout the year, right across Wales

02/ INNOVATION

Widen the appeal of tennis and use the latest technology and formats

03/ INVESTMENT

Invest in communities, schools and projects to increase opportunities to play

04/ ACCESSIBILITY

Make it easier and more accessible for people to play tennis in Wales

05/ ENGAGEMENT

Collaborate with everyone who shares our vision to attract and retain people in tennis

06/ PERFORMANCE

Establish a pathway for Welsh champions

07/ LEADERSHIP

Lead, govern and safeguard tennis in Wales to the highest standards in sport

01 / VISIBILITY

Grow the visibility and awareness of tennis throughout the year, right across Wales.

Tennis is hugely visible in the summer, with Wimbledon shining an incredible spotlight onto our sport which drives engagement and participation. We need to better capitalise on this spotlight and promote, market and develop our sport for 12 months of the year.

WHAT WILL WE DO?

- Market and promote tennis venues, playing opportunities and coaching programmes throughout the year.
- Maximise the impact of Wimbledon within communities across the country with opportunities to try tennis.
- Establish a fit for purpose brand for tennis in Wales, raising awareness, engaging participants and attracting partners, fans and followers.
- Attract high profile domestic and international tennis events and competitions to Wales.



“We want to ensure tennis is visible across the country, attracting a diverse range of players”.

Feedback following consultation

02 / INNOVATION

Widen the appeal of tennis and use the latest technology and formats.

Tennis is popular for thousands of players and fans across Wales, but we know that it can be seen as difficult to play and daunting for people looking to take part. We will showcase the variety of ways to play tennis and innovate to widen the appeal of the game.



WHAT WILL WE DO?

- Identify and promote formats of the game that make it flexible, fun and easier to play.
- Create programmes and occasions to stimulate and engage new audiences in tennis.
- Deliver more relevant and enjoyable competition formats at a grassroots level for all abilities, genders and ages.



Credit Kara Beth Photography

“We’ve started to see tennis maximising the latest technology, and we hope to see even more in the future across Wales.”

Comment received during our consultation



03 / INVESTMENT

Invest in communities, schools and projects to increase opportunities to play.

Developing the right local facilities to play tennis across Wales, ensuring that people have opportunities to play is fundamental to our investment plans.

WHAT WILL WE DO?

- Collaborate with the LTA, Sport Wales and our local partners to develop new and improved tennis facilities across Wales.
- Grow and develop our network of community indoor tennis centres to become thriving community venues for tennis.
- Engage young people into tennis through partnerships, programmes and training in schools, colleges and universities.
- Transform the delivery of tennis in parks with Tennis Wales supporting sustainable park facilities and collaborating with local authorities.
- Support tennis clubs to grow and retain members, increase participation and become financially sustainable.



“We’ll work with our partners and sponsors to raise more money that we can invest into tennis projects. We know we need more indoor courts, suitable park courts and need to invest into our clubs to make them modern and fit for purpose.”

Simon Johnson, CEO



04 / ACCESSIBILITY

Make it easier and more accessible for people to play tennis in Wales.

Tennis has significant demand from people who want to get involved. We need to ensure it is easy and accessible for them to start playing and remain in the game.

WHAT WILL WE DO?

- Improve awareness of the affordability of tennis through improved marketing and communication to residents in Wales.
- Make it easy for people to find somewhere to play and someone to play and compete with.
- Roll out a new and improved junior pathway to get more kids playing and staying in tennis.
- Engage with underrepresented audiences in tennis and inspire them through our partnerships with community organisations and charities.

“Tennis has got to be accessible to everyone. We need to ensure it’s affordable and offered across the country. We’ll take tennis to people who haven’t played previously and show them how great it can be to play.”

Tennis Wales Board





05 / ENGAGEMENT

Collaborate with everyone who shares our vision to attract and retain people in tennis.

With over 500 volunteers, 200 tennis coaches and a huge array of passionate and committed people, we need to better engage those working and volunteering in our sport.

WHAT WILL WE DO?

- Motivate and support volunteers by providing training, information, resources and ongoing support to help them deliver tennis.
- Attract a more diverse and inclusive workforce in Wales.
- Deliver industry leading tennis qualifications, personal development training and bespoke mentoring for coaches in Wales.
- Recruit and retain a talented workforce to deliver our vision across Wales.



06 / PERFORMANCE

Create a pathway for Welsh champions.

There is a profound link between participation and performance and we aim to produce a pathway for disabled and non-disabled players to succeed in Wales. We need to engage venues and coaches, identify talented players and help them progress to the top of the game.

WHAT WILL WE DO?

- Establish geographically accessible LTA Local Player Development Centres and Regional Player Development Centres across the country for young players to progress to LTA National Academies.
- Provide regular training opportunities for the best junior players in North and South Wales.
- Deliver Team Wales National Training with specialist performance support.
- Coordinate and organise a calendar of domestic and international fixtures for Team Wales to compete enabling our best players to represent their country.
- Organise and host more high level competitions in Wales, providing Welsh players with more high level opportunities to compete.
- Educate and develop performance coaches and people capable of delivering the player development philosophy with excellence.
- Communicate with and support Welsh players, parents and coaches to progress to the top of the game.

“Welsh players will be supported to reach the top of the game on our pathway. We’ll invest into identifying talented players, supporting them, their families and coaches and provide Welsh players with superb competitions, training and opportunities to progress their career.”



07 / LEADERSHIP

Lead, govern and safeguard tennis in Wales to the highest standards in sport.

We'll lead tennis to the highest standards, with trust and integrity, and manage our sport in the right way to maximise the opportunity we have.

WHAT WILL WE DO?

- Collaborate with the LTA, Sport Wales, NSPCC and statutory services in Wales to have the highest possible standards of safeguarding in place.
- Grow and develop our commercial partnerships in Wales to increase revenue into the sport.
- Devise and deliver an overarching communications and influencing strategy to grow our reputation, build engagement and gain support for our work.
- Ensure best practice governance structures, regulatory standards and accreditations are maintained.
- Develop, invest and maintain the technology and data strategy, infrastructure and capability to enable the delivery of our strategic plan.



“The work we do at Tennis Wales should be of the highest standard, leading by example, showing our commitment, enthusiasm and passion and helping people who share our vision for tennis opened up across Wales.”

Barry Cawte, Independent Chair of Tennis Wales

OUR *Objectives*

We've developed objectives to measure our work in Wales by 2024.

YOUNG PEOPLE

We'll introduce more children and young people into tennis across Wales by;

- Increasing the percentage of children playing in school
- Growing the number of juniors engaged in tennis programmes

ADULT PLAYERS

We'll grow adult participation in tennis across Wales by;

- Signing up adults into park tennis schemes across Wales
- Attracting and retaining adult players in our clubs and CITCs



TENNIS FANS

We'll better promote, communicate and engage fans of tennis, growing the number of LTA members, fans and followers here in Wales.

PERFORMANCE

We'll invest in Welsh performance players by creating a pathway for Welsh champions which we'll measure by;

- Ensuring the players, parents and coaches on our performance pathway are highly satisfied with the support we provide.
- Developing and supporting disabled and non-disabled players who progress to GB programmes.

“Tennis can be enjoyed by players of all ages and abilities, right the way across Wales on over 1,200 tennis courts. Our role is to collaborate and develop tennis for young people, adults, our fans and those wishing to perform at the highest level.”

Tennis Wales Board





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