

LAWN TENNIS ASSOCIATION LIMITED

Company number 07459469
(the “Company”)

Minutes of a meeting of the BOARD OF DIRECTORS of the Company (the “Board”) held on Wednesday 19 July 2023 at 10am by Teams video call

Present Lord Davies of Abersoch, Rachel Baillache, Sara Bennison, Sanjay Bhandari, Roy Colabawalla, Richard Cutler, Anil Jhingan, Nigel Jordan, Scott Lloyd, Sandi Procter, Simon Steele and Sir David Tanner

In attendance Georgina Land-Wilkins (minutes), Sharon Orrell (items 1, 2.1 and 2.2), Julie Porter (items 1, 2.1 and 2.2), Damian Scott (items 1, 2.1 and 2.2) and Pamela Woodman (Company Secretary)

Apologies Lesley Cundy

1. Welcome and Declarations of Interest

Julie Porter, Damian Scott and Sharon Orrell joined the meeting.

Lord Davies welcomed everyone to the meeting. In accordance with section 177 of the Companies Act 2006, each director present confirmed that they had no direct or indirect interest in any of the business to be transacted at the meeting. Otherwise, the declarations of interest were as previously recorded and directors were reminded to continue to declare any interest which may arise during the meeting at the appropriate time.

Lord Davies asked for comments and observations about The Championships at Wimbledon which had concluded the previous Sunday. General observations from the Board were that they were a success and were well delivered with a much better ticketing experience than in 2022. It was noted that results for British players had been mixed but all were encouraged by the performances of junior players, with the first LTA National Academy player (from Loughborough) winning the junior boys’ competition. The Board offered their compliments to the LTA National Academy coaches in particular on the work that had been done.

2. Key Business Areas

2.1 Insight – June 2023

The report included in the Board pack was taken as read. Scott Lloyd highlighted that this report was produced every month but had been provided to the Board on this occasion as appropriate and relevant context for the next agenda item.

2.2 Understanding Participation Drivers

Damian Scott and Sharon Orrell took the Board through the paper included in the Board pack, which had been prepared to help provide an understanding on engagement and what was driving participation in tennis.

The Board members were interested to understand how the team approached activation/marketing after a large tournament such as The Championships, Wimbledon with a view to encouraging more people to play and not only spectate. They were also keen to understand the data available around the number of school teachers trained to deliver LTA Youth and the number of school children who were now taking up tennis compared to historically.

It was noted that the number of pay-as-you-go (PAYG) players in LTA registered venues was encouraging and that there may be an opportunity to build up case studies from LTA registered venues in which the LTA had invested with a requirement to make provision for PAYG players in order to show the benefit of offering PAYG opportunities.

Lord Davies thanked Damian Scott, Sharon Orrell and Julie Porter for their excellent work and they left the meeting.

Scott Lloyd highlighted that this research demonstrated that participation was growing faster in tennis than many other sports and that he wanted to use the data to inform the future strategy and customer engagement programme.

2.3 2024-2026 Strategic Plan – Update

The paper included in the Board pack was taken as read. Scott Lloyd explained the process followed and the engagement which had been undertaken by the LTA executive team, since the Board's away day in March 2022, in order to get to this stage and the draft 3 year plan.

Scott Lloyd noted that this was more of a rolling plan, which was more agile and dynamic, given that the business was now more mature and the vision and mission were embedded. He noted that the focus had been on the strategic pillars. Scott Lloyd confirmed that the detailed tactics would be developed by the relevant directorates over the next 6 months, working with Brand Vista on a train-the-trainer approach in order that the plan could be cascaded to colleagues, at an All Colleague presentation on 5 October 2023 and to counties by the end of this year.

It was noted that there was no major change of direction and the new plan and the strategic direction would be consistent with the existing vision and mission but would be nuanced to build on and develop the progress made to date.

There being no further business the meeting closed.

Signed..... Date.....