

NORFOLK COUNTY TENNIS PLAN for year October 2011 To September 2012

The Norfolk County Plan details the programme of work for the county committees and Field team for the year ahead. It focuses on the key operational priorities of British Tennis and provides clear direction on how they are to be implemented locally to achieve its aims and objectives.

The plan will be reviewed throughout the year and modified if appropriate.

The LTAs focus for 2011-2013 is to develop participation growth to help more people play tennis.

To increase participation investment will be focused in the four main areas that will drive growth in the number of people playing tennis. These are: -

- Places
- People
- Programmes
- Promotion

County Targets

Key Targets	Target	Actual (29/12/11)
Regularly Competing Juniors (6+)	732	654
Regularly Competing Juniors (20+)	235	218
Beacon Sites	3	1
Registered Places to Play	42	10 (Paid)
Clubmark Clubs	9	7
British Tennis Members	4327	4166
Registered Active Members	5322	5218

The LTA Field team and Norfolk LTA Committees responsible for the implementation of the operational priorities within Suffolk is as follows:

Tennis East Field Team

TDM – Karen Woodrow

TPC – Laura Bugg

TSA – Emily Davidson

TSA – Katy Williams

LTA Council Representative – Richard Palmer

Norfolk LTA Committee Structure

- Council – Jeremy Cameron Chair, President
 - Policy Committee – Jeremy Cameron Chair
 - Junior Tennis Committee – Sue Bradley-Watson Chair
 - Norwich & District League – Mike Huggins – Chair, Lynda Love - Secretary
 - Senior Teams Committee – Philip Tye – Chair
 - Fundraising – Tony Spurgeon
 - Other Committees – to be formulated/agreed
- Lead Volunteer – Richard Palmer, Hon Secretary, LTA Councillor.

PLACES

Action (What)	Purpose (Why)	Deliverable	Timetable (How)	Responsibility	Resource / Budget	Progress
Communicate and Promote the benefits of the new Registration Scheme	Retain and increase number of Registered Places to Play (P2P) in Norfolk	Meet Budget Income Target £13,400	All P2P to have Registered and paid their fee Oct -Feb	CA / TE		Initial renewal letter sent to all 2010-11 Registered P2P 3-10-11
			Identify and contact non registered clubs Oct - Dec	CA		Non registered clubs invited to Autumn Club Forums Agenda item at Autumn Club Forums
County Association and Registered Club Constitutions modified to reflect LTA Incorporation Changes	Protect NLTA and Registered Clubs assets	Amended NLTA Constitution	EGM Sept 11	CA		Completed
		75% (30) Registered Clubs Constitutions amended	Communicate and Support Clubs to modify their constitutions in Line with LTA guidelines Oct onwards	CA		Agenda item at Autumn Club Forums. LTA Flowchart emailed to all clubs. Start Tracking Spring 2012
Regular communication with registered and non registered clubs	To ensure P2Ps are well informed and that there is an understanding of local club needs so they can be supported appropriately	Up to date County Website that includes county specific news articles, club support tools and management documents	Ongoing	TE / CA		
		Series of local club forums across the county that provide both educational and sharing good practice opportunities	Oct - Nov Mar - April	CA / TDM	£500	Autumn Forums held 17 th , 24 th Nov, 6 th , 8 th Dec 2011. Attended by 20 Clubs

	Support key Places to Play with attaining / retaining Beacon and Clubmark status	TDM work programme	Ongoing	TDM / P2P	£600 (Registration Support)	See TDM Report / Work programme
Increase, improve and maintain P2P facilities	Identify and support potential facility development projects	Promote Places to Play strategy	Ongoing	TDM / P2P		4 x new floodlight courts at Eaton Park, currently under construction SE Inspired facilities promoted at Autumn Club Forums
		Raise awareness of and support P2P Application Process of Sport England Inspired Facilities	Ongoing	TDM / CA		SE Inspired facilities promoted at Autumn Club Forums Successful applicants – Reepham TC £40k
Work with external partners to support clubs with promotion and funding opportunities	Awareness, understanding and engagement in national and locally funded initiatives that can support P2P	External support to deliver the Places to Play Strategy and grow participation - Active Norfolk CSP Engagement document	TDM / CA to meet with local County Sports Partnership x 2/3 times per year	TDM / CSP / CA		See CSP Engagement Document

PEOPLE

Action (What)	Purpose (Why)	Deliverable	Timetable (How)	Responsibility	Resource / Budget	Progress
Increase the number of active coaches and leaders in the County	To support P2P to develop and grow their Tennis programmes	Increase the number of appropriately qualified coaches delivering / supporting P2P tennis programmes	Ongoing	TDM / P2P		List of current 'Active' coaches by P2P being compiled Nov 11 L1 Easton starting 12-11-11 Cancelled L2 Easton starting 4-2-12 L1 Easton starting 24-3-12
Communicate and support local P2P and coaches with Qualification and Educational opportunities as well as the promotion of Licensing and Registration	Ensure P2P and Coaches are kept up to date with local / national qualification and personal development opportunities and to gain an understanding of the local coach workforce needs so they can be supported appropriately	Series of local coach forums across the county that provide both educational and sharing good practice opportunities	TBC	TDM / TPC		Easton College Coach Ed programme currently being organising National Forum (Cambridge) held on 9-11-11 Local Forum (Easton) held on 9-12-11
		Regular promotion county websites, CSP websites and by targeting mailing	Ongoing	TDM / TE		
	Support coaches to attain / retain their coach registration / license	Appropriately qualified and well informed coaching workforce	Ongoing	TDM/TE		Agenda item at Autumn Coach Forum

PROGRAMMES

Action (What)	Purpose (Why)	Deliverable	Timetable (How)	Responsibility	Resource / Budget	Progress
Increase tennis participation in Schools	Develop an entry point and pathway for children new to tennis	Schools Tennis – County Action Plan 2011/12	Oct – Nov	TDM / CSP / TF	£3400	See Schools Action Plan
	Provide teachers, leaders and players with the necessary skills to deliver / play tennis within a school environment	Delivery of the Schools 'Core Offer'	Jan - June	TDM / CSP / SGO		See Schools Action Plan & TDM Report
	Support the development of tennis within Further Education Colleges	Work with identified FE college to deliver the FE 'Offer'	October 11	TDM / FE College	Central budget	Easton College pilot for 2011-12. COWA also taking part as part of Kings Lynn Project
Promote the benefits of internal competition within coaching programmes to P2P and Coaches	Provide players with a competition opportunities in a appropriate environment and standard	Increase in the number of internal 'starter' competitive opportunities for developmental players	Ongoing	TDM / TE		
	Player retention offering more than just 'coaching'	Player retention – more players playing rather than just having coaching	Ongoing	TDM / TE		
Co-ordinated delivery of a Regional (G3), County(G4) and club (G5/6) level competition programme	To provide competitive opportunities at all levels which will increase the number of competing adults and juniors across the county	Better P2P engagement and increase in Winter and Summer competition listings Increase the	Winter	TE / TDM		See TDM Report
			Summer	TE / TDM		See TDM Report
			Nov - Feb	TDM / TE		Agenda Item at Autumn Club & Coach Forums.

		number of P2Ps participating in Team Tennis inc AEGON				Entry Forms sent to all Clubs. Entries close 31-1-12
		Increase the number of P2Ps participating in Road to Wimbledon	Dec - Feb	TDM / TE		Entry Forms to be sent to all clubs early Jan 2012
		Delivery of the County Closed		Junior Tennis Committee	Cost neutral	
Identify and support talented players		Regular TPC visits with players and coaches	Ongoing	TPC		TPC Work Programme
		Organisational of County ID days twice a year	TBC	TE / TPC		15 th January 2012
			Liaise with Junior Players Foundation Trustees who meet 2/3 times per year	TDM / CA		2 applications received 1 junior supported to date

Management and administration of County Age group teams		Junior County Cups 18U, 14U, 12U, 10U, 9U	March - June	TE / CA / County Captains	£9000	Captains appointed
		Organise county camps for junior county squads	various		Self funding	Training squads established and dates agreed for Autumn Term
		Lionel Cox and Junior Corby Team events	Oct - May		£3500	Entered events
		Adult Winter County Cup	Nov		£7500	Men - Promoted to Group 1 Women - Promoted to Group 3
		Adult Summer County Cup	July			
		Veterans	April - September		£4000	
Engage with local county leagues to support better promotion and increase participation numbers	Increase the number of Adult competition opportunities		Ongoing	CA	£250	Easton selected to participate in LTA Adult Tennis Project - Pilot adult singles tournaments - winter 2011/12 - Date TBC
Develop a Norfolk Schools Competition Programme that complements the LTAs Schools Priority Age group events		Increase in the number of children participating in school tennis competitions	Consultation with SGOs and key school deliverers Nov - Feb	TDM / CA	£TBC	AP Look at higher age group competition once Schools Action Plan completed. E.g. Marroit / Youngs Cup

PROMOTION

Action (What)	Purpose (Why)	Deliverable	Timetable (How)	Responsibility	Resource / Budget	Progress
Promotion of British Tennis Membership to Places to Play and people new to the sport	Increase P2P Wimbledon Ticket allocation	An increase in the number of British Tennis Members in the county	Promote 31 st January deadline to all registered clubs Oct - Jan	TE / CA		Agenda item at Autumn Club Forums
	To increase the number of players who's competition results can count towards adult participation and competing junior targets	Target 4206	Send all club secretaries joint BTM / Club membership form Oct & Feb	TE		
			School BTM sign up April - June	TE		
Co-ordinate Norwich Parks Tennis new Facility Launch – work with NCC / LTA Fasttrack			April 2012	TDM / Norwich City Council		
Allplay Field Team Challenge with Local Authority	Raise awareness of Places to Play and grow the number of people playing Tennis in Norwich	Growth in the % of the LA population that sign up to allplay.	Identify & meet with Key Partners Nov – Dec	TDM / NCC		Norwich City Council chosen LA Other engaged partners include Active Norfolk
			Draw up delivery proposal Jan - Feb			
			Challenge delivery 25-2-12 to 25-6-12			
Promotion of Tennis in Norfolk	Regular promotion of the sport to the local population at large	Regular Press articles in EDP / Eastern Evening News Attempt to develop other publicity streams, eg social media, local TV and radio		CA – Press Officer		

	Promotion of NLTA Activity to Tennis Community	Quarterly Newsletter – replacing NTN Make better use of NLTA website		CA – Press Officer	Costs £1000, income £500	
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County Specific Objectives

Action (What)	Purpose (Why)	Deliverable	Timetable (How)	Responsibility	Resource / Budget	Progress	
Management of the County Association		Administration of county meetings inc agenda, minutes, reports etc.		CA (SW/RP)			
		Hold regular policy and council meetings		CA			
		Hold / attend meetings with Tennis East Field Team and Liaison Meetings with other TE counties		CA (RP/JC)			
		Agree and manage County Budget including preparation of accounts	Annual accounts Budget sheets and progress reviews at mid year and end year	April - June	CA/TDM/TOM		
		Management of the County Wimbledon Ticket Allocation	All tickets properly allocated and funds received	March - May	CA (SW/RP)	£1000	
		Support Norwich and District League	Active adult league		Lynda Love	£500	
		Administer Special events e.g Presidents Day			CA (JC)	Positive income	
		Arrange for LTA Presidential visit		April	CA (RP)		
		Manage Norfolk Junior Tennis players Foundation & Evelyn Wisdom Trust		Jnr Foundation Trustees to meet 3 times per year	Trustees	Surplus of Potato Innovations sponsorship to Junior Foundation	

		Identification of potential sponsors	Late 2011	CA (RP)	Target for 2011/12 - £20,000 net	
Commercial Income	Review Friends of Norfolk Tennis	Revised patrons scheme with easier admin	Revised scheme in place for Autumn 2012	TBC		AP Identify person to undertake review
Establish a co-ordinated approach for the delivery of disability tennis	Gain clear idea of what is happening, who is involved and develop an approach which avoids overlaps and increases future delivery	Disability strategy and agreed action parties	Aim to have in place for Spring 2012	CA, TDM, Andy Santos, Sam Howlett, Jeremy Hodges and others	Assess once projects identified	Meeting held Nov 2011. AP Arrange meeting with Active Norfolk early 2012
Engage County with Kings Lynn Pilot Scheme	Ensure other P2P are aware of the scheme and opportunities	Workable approaches for other deprived areas in the County outside Greater Norwich	To follow Pilot Scheme Programme	CA, TOM, TDM	Assess once projects identified	Hon Sec has attended initial Pilot Scheme meetings. Pres Elect will become involved
Establish Longer Term Fundraising Programme	To ensure that independent funds are raised to support community tennis projects and facilities in the future	Fundraising strategy, new committee and potentially a charitable trust	In place for mid 2012	Tony Spurgeon		