

Padel Development Plan 2022-2024



Padel Tennis across GB, Wales and Europe

72
GB

2
CYMRU

165
GB

3
CYMRU

Registered Padel venues
(Apr 22)

Total Padel courts
(Apr 22)

Padel tennis has been growing annually across Great Britain with the infrastructure to play Padel increasing across the country. Growth has been seen across all English regions, Scotland and Wales. By comparison to other European nations, there is a significant opportunity to grow further.

Total Padel courts (Europe)

Spain	40,000 courts
Italy	4,600 courts
Sweden	2,800 courts
France	1,150 courts
Netherlands	650 courts



Padel Tennis in Wales

Tennis Opened Up

Within our strategy for tennis opened up across Wales, we committed to innovate the sport, identify and promote formats of the game that make it fun, flexible and easier to play.

Padel tennis is an innovative format of tennis that's been integrated into Tennis Wales, as the Governing Body for tennis and Padel in Wales.

We believe Padel tennis can thrive in Wales, creating opportunities for new participants and adding value to our tennis community, right across the country.

Our Padel Development Plan aligns our work with the LTA (Governing Body for tennis and Padel across GB) and articulates how we will grow and develop Padel tennis in Wales.



The six P's of Padel development

PLACES



Increasing the numbers of courts

PEOPLE



Building a coach and activator workforce

PROMOTION



Raising the visibility of the sport to players, fans and key partners

PROGRAMMES



Making it easy to learn how to play the sport

PARTNERSHIPS



Working with partners to accelerate growth

PATHWAY



Providing an environment to help players reach their potential





PLACES

New Partnership Growth (60%)

- Dedicated Padel tennis operators and facilities
- Golf, squash and multi-sport partnerships
- Leisure operators, hotels and shopping centres
- Welsh tourism resorts

Organic Growth (40%)

- Tennis clubs
- Parks & local authorities
- Community Indoor Tennis Centres
- Education sector (universities, colleges and secondary schools)



PEOPLE

Workforce

- Bespoke 'introduction to Padel' CPD module
- Formal Padel instructor and coach qualifications
- Officials for Padel competitions & events
- Calendar of CPD through the coach development centre





PROGRAMMES

- Integrate LTA Padel programmes, products and competitions into venues within Wales
- Develop bespoke programme offerings that are tailored to the local demographic and will raise the profile of Padel to increase participation



PARTNERSHIPS

- Proactively engage potential partners in Wales to develop Padel tennis facilities and programmes across the country
- Build close relationships with Padel partners to maximise participation and growth across Wales
- Build a thriving Padel community with support of our key partners
- Use partners to sponsor events, competitions and programmes with Welsh Padel venues
- Identify sponsors, partners and investors to generate revenue into the sport





PROMOTION

- Raise the profile and visibility of Padel through promotional events in key locations
- Work with the LTA and Equinox to develop Padel marketing to promote the sport
- Create dynamic content and updates that engages directly with the Padel market
- **Deliver 'Big Padel Weekends' as** a chance to pick up a Padel bat and try the sports for the first time at your local venue for free
- Identify potential venues to host high level Padel competitions in Wales to promote the sport to new fans and followers
- Work with key partners and sponsors to increase the reach of Padel into local communities



PATHWAY

- Provide performance pathways for juniors and adults competing at a high level, aligned to the LTA pathway for GB
- Guidance and support via the Padel Performance Programme (PPP led by Tom Murray LTA)
- Enhance programmes within venues that provide a clear and structure pathway for both juniors and adults to fulfil their potential
- Provide a comprehensive competition calendar that allows players the opportunity to compete in competitions locally
- Utilising existing performance coach network to supply high-quality coaches to support and work alongside players on the performance pathway



TIMELINE

In collaboration with the LTA, we have identified three growth phases for Padel tennis in Wales. These phases will focus on integration & building, accelerating and scaling Padel.

2022

INTEGRATE & BUILD

We'll integrate Padel tennis into our day to day activities, programmes and funding as the Governing Body.

We'll build our relationship with the emerging Padel community of players, potential partners and investors.

2023

ACCELERATE

We'll accelerate our work to invest into marketing of Padel opportunities with the public.

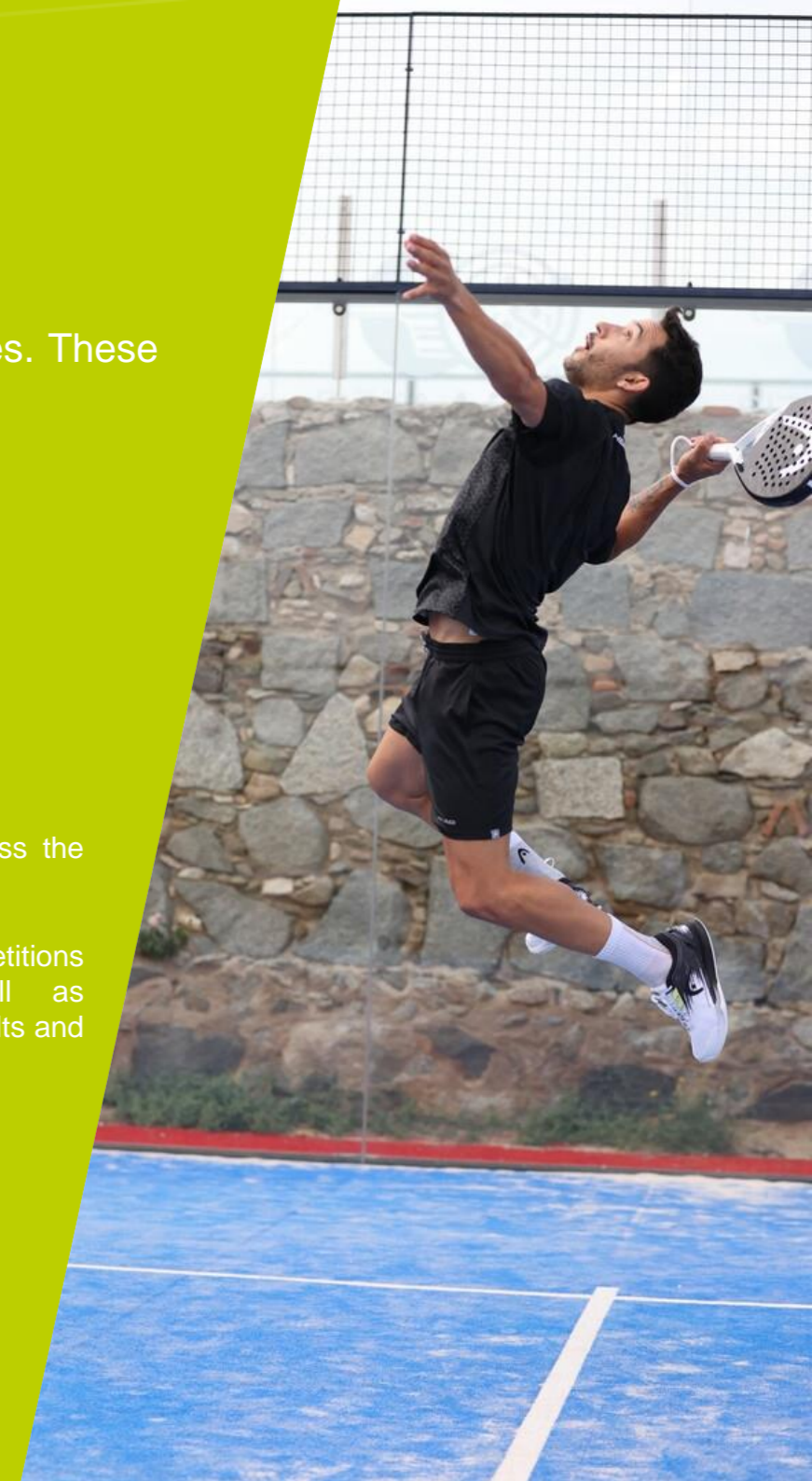
We'll accelerate the development of Padel tennis courts across Wales in a proactive manner and develop commercial partnerships to invest into the sport in Wales.

2024

SCALE

We'll scale Padel tennis across the country.

We'll scale leagues, competitions and tournaments as well as performance pathways for adults and juniors.



INTEGRATE & BUILD 2022

Integrate

- Review Tennis Wales governance to reflect Padel participants in the organisation
- Develop a Padel tennis area of the Tennis Wales website and integrate into social channels and content
- Integrate Padel into venue registration, ensuring all venues meet our minimum standards for governance and safeguarding
- Provide training on Padel to colleagues, committee and Board

Build

- Roll out LTA Padel tennis qualifications & training throughout Coach Development Centre
- Provide insight, costs and facility information to venues, coaches and operators interested in developing Padel courts at their place to play
- Identify Padel investors and partners to invest into the sport in Wales
- Identify Padel facility aspirations through our national facility survey for Wales and develop a pipeline of projects
- Develop our relationship with the LTA and Sport Wales to invest funding into Welsh Padel court construction
- Identify 'quick win' opportunities to develop Padel courts and programmes to showcase the sport as case studies



ACCELERATE 2023

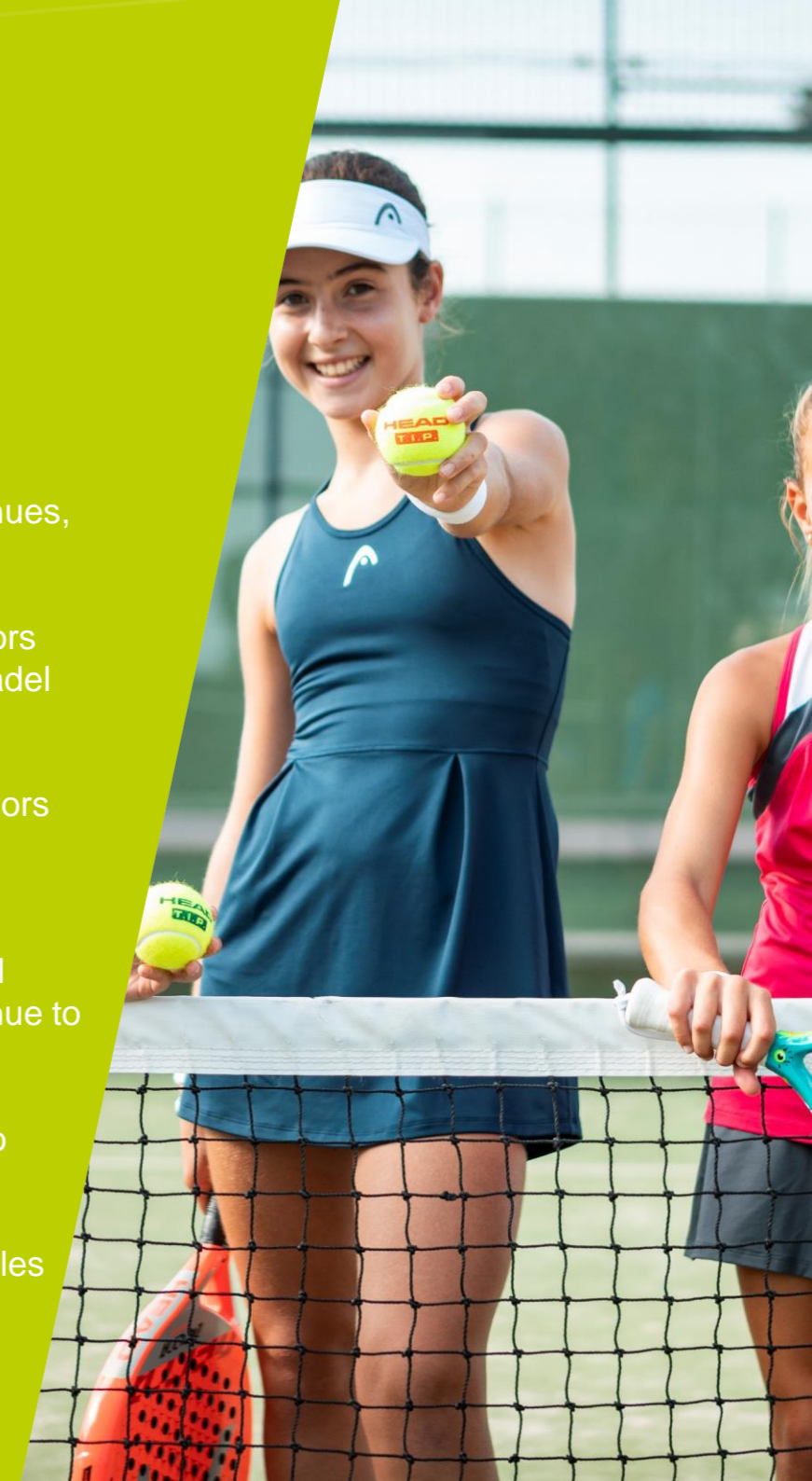
Accelerate

- Proactively engage potential partners in Wales to develop multiple Padel tennis facilities across the country
- Deliver activation events in key locations to showcase Padel to the public and raise awareness
- Train a pipeline of Padel coaches and officials
- Establish bespoke communication, information and funding to meet the demands of Padel tennis as it grows
- Identify sponsors, partners and investors to generate revenue into the sport **to sustain growth**

SCALE 2024

Scale

- Deliver dedicated support to Padel venues, operators, coaches and officials
- Grow the number of players, competitors and people coaching and officiating Padel in Wales
- Provide performance pathways for juniors and adults competing at a high level, aligned to the LTA pathway for GB
- Annually increase the number of Padel facilities in Wales, ensuring they continue to meet venue registration standards
- Continue to source external revenue to support the growth of Padel tennis
- Identify high level events to host in Wales that showcase the sport to a wider audience



MEASURING SUCCESS

	DEC 2022	DEC 2023	DEC 2024
Padel Courts	5+	10+	20+
Registered Padel Venues	3+	7+	12+
Qualified Padel Coaches	5+	10+	20+
Yearly Participation (LTA Track Only)	-	1,150	3,300
Awareness of Padel (LTA Track Only)	15%	30%	50%

