

# LAWN TENNIS ASSOCIATION LIMITED (“LTA”) COUNCIL

Minutes of the meeting held on Wednesday 2<sup>nd</sup> October 2024 at The National Tennis Centre, 100 Priory Lane, Roehampton, London, SW15 5JQ at 10.30am

## Present

Sandi Procter (President)

## Voting Council Members

Graeme Adams, Ian Alexander, Ronald Allan, Bridie Amos, Elizabeth Bissett, Heather Bottomley, Andy Bradley, Simon Brand, Yasmin Clarke, Anne Clayton, Roy Colabawalla (Deputy President), John Copsey, Venetia Cottman, Robert Cresswell, Ash Cudlipp, Richard Cutler, Jonathon Dawes, Rick Denton, Blane Dodds, John Doe, Andrew Farnworth, Keith Gill, Jane Grey, James Grindell, Malgorzata Grzyb, Richard Johns, Simon Johnson, Simon Jones, James Keothavong, Ben Knapp, Judith Loffhagen, Chris Mansour, Joanna Marks, Paul Marks, James Marsalek, Garry Morris, Adrian Packer, Shiv Paul, Mike Piper, Alison Taylor, Michael Thomas, Steph Trill, Peter Vann, Phil Veasey, David Vinall, David Walrond, Julia Waters, Christine Windmill, Steven Winyard and Julie Wych.

## Alternates for Voting Council Members

Lesley Cundy (representing Denise Walker for Berkshire)

## In attendance

## Non-Voting Council Members

Lord Mervyn Davies (LTA Chair), Rachel Baillache, Anil Jhingan, Nigel Jordan and Sir David Tanner.

## Others

Ella Belk (Young Persons Welfare Ambassador) for item 7, Emily Fryer (minutes), Dave Hardman (EDI Strategy Manager) for item 3, Scott Lloyd (Chief Executive), Tom Murray (Head of Padel) for item 10, Olly Scadgell (Managing Director – Tennis Development), Vicky Williams (People Director), Lewis Wright (Young Persons Welfare Ambassador) for item 7 and Pamela Woodman (Head of Legal).

## 1. Welcome, Apologies for Absence and Declarations of Interests

Sandi Procter welcomed everyone to the meeting, including one alternate.

Apologies for absence were received from: Stephen Baddeley, Naomi Cavaday, Simon Clarke, Anne Keothavong, Sarah Langford, David Rawlinson and Denise Walker.

Councillors were asked to declare an interest as appropriate when a relevant item was discussed.

## 2. Minutes of the meeting held on 23 May 2024 and Matters Arising

The minutes of the meeting held on 23 May 2024 were agreed as a correct record.

There were no matters arising not covered on the agenda.

## 3. LTA President’s Summary

The President’s summary included in the Council papers was taken as read. Sandi Procter gave a presentation covering her recent activities including National Inclusion Week events, including highlighting GB success at the Virtus Games and VIBTA games, visits to clubs and County Cup events, GB player success over the summer and trips to the US Open, Olympics, Paralympics and Davis Cup.

*Dave Hardman (EDI Strategy Manager) joined the meeting.*

Dave Hardman joined the meeting to promote the different resources launched for counties, volunteers and coaches as part of National Inclusion Week. Sandi Procter encouraged Councillors to make use of these where relevant.

*Dave Hardman left the meeting.*

#### **4. LTA Chair's Report**

The Chair's report circulated in the Council papers was taken as read.

#### **5. LTA Chief Executive's Update**

The Chief Executive's business update included in the Council papers was taken as read. Scott Lloyd began by outlining the 'virtuous cycle' of Fans, Participation and Performance, where an increase in one leads to further positive outcomes in a continuous cycle, as well as how Councillors can continue the journey of tennis in Britain with an eye on the future.

Scott Lloyd reminded Councillors of the 2024-2026 Strategic Framework, highlighting where Councillors inputted into the tactics, before showing the most recent Business Dashboard and highlighting where targets have already been met.

Scott Lloyd then answered a number of questions on customer engagement, Wimbledon ticketing pricing, the tennis performance landscape in the UK (including British players going through the American College system) and officiating.

#### **6. Workshop: Area Volunteer Forums and Connect Webinars**

Julie Wych outlined the way forward for Volunteer Forums in 2025, following on from the workshop on evolving National Volunteer Forums that took place at the previous Council meeting (23 May 2024). Julie Wych explained that the new Area Volunteer Forums will be aligned to the new Delivery Areas and relevant LTA Head of Delivery. Guidance was provided on the format of the three Area Volunteer Forums per year, and the timelines in which these should take place.

A workshop took place where Councillors discussed any further suggestions for Area Volunteer Forums in 2025, core agenda items for these forums and relevant topics for Connect Webinars. There was a brief discussion regarding better engagement with Independent Councillors and other Member Organisations through the new format.

#### **7. DTAG Workstream: Safeguarding and Integrity**

Nigel Jordan gave several brief reminders from the DTAG workstreams before introducing the first DTAG update from the Safeguarding and Integrity workstream.

*Dave Humphrey (Head of Safeguarding and Integrity), Ella Belk (Young Person's Welfare Ambassador) and Lewis Wright (Young Person's Welfare Ambassador) joined the meeting.*

Malgorzata Grzyb began with outlining the importance of embedding safeguarding standards across all competitions and introduced a simple form for Councillors to complete while attending a competition to help the workstream gather observations and feedback.

Dave Humphrey reminded Councillors of the upcoming LTA Safe to Play National Safeguarding conference, encouraging them and members of their organisations to attend, and gave an overview of the

Young Person's Welfare Ambassador programme which is open for applications after a successful pilot in 2023, with the aim of helping children and young people understand the importance of welfare and safeguarding issues.

Malgorzata Grzyb welcomed two Young Person's Welfare Ambassadors, Ella Belk and Lewis Wright, to the meeting to take part in a Q&A. Ella and Lewis explained why they joined the programme, what they have done within their clubs to help young people understand safeguarding issues and the impact that the programme has had on them personally.

*Dave Humphrey, Ella Belk and Lewis Wright left the meeting.*

The meeting was adjourned for a lunch break and then reconvened after lunch.

## **8. Tennis Development Update**

Olly Scadgell gave a brief overview of recent participation trends, specifically showing the dip in participation levels between March and June, due to heavy rainfall, in contrast with July and August levels almost matching those recorded in 2023.

Olly Scadgell then gave a brief presentation on how the LTA's support for clubs and venues has evolved since 2018, including enhanced venue registration benefits for a wider range of venues, regular Club Health surveys, the Venue Support toolkit and regular webinars, forums and newsletters.

## **9. DTAG Workstream: County Inclusion, Governance and Funding**

Nigel Jordan introduced the second DTAG update, from the Inclusion, Funding and Governance workstream.

*Abbie Lench (Head of National Delivery) joined the meeting.*

Abbie Lench began by providing an overview of the progress of all Counties against 100% compliance with the Governance Framework, as well as outlining the common challenges Counties are facing, and the support available to overcome these. The integration of Environmental Sustainability into the County & Island Governance Framework was also highlighted, with the full updated document available in the Council Papers.

### **9.1 Commercial Partnerships**

Abbie Lench and John Doe reminded Councillors of the key changes that were made as part of the initial ticketing review in 2018, and the good progress that has been made by Member Organisations since then.

Abbie Lench outlined that through discussions in the DTAG Workstream, various issues and opportunities became apparent, resulting in recommendations to be implemented in 2025 and some in 2026. The focus in 2025 will be a reminder of the rules for commercial partnerships and an increase to the entry point for partners, from £800 to £2000.

Councillors were shown the updated partnership levels and informed of several refreshed supporting materials which will be available on the County Support Toolkit.

## **10. DTAG Workstream: Padel**

Nigel Jordan introduced the final DTAG Workstream update of the meeting, Padel.

*Tom Murray (Head of Padel) joined the meeting.*

Tom Murray gave a brief overview of the LTA Padel journey from 2020, including the launch of the LTA's new Padel strategy for 2024-2029 at the Davis Cup in Manchester with the vision 'Padel Opened Up'. Key tactics were outlined, including diversifying the player base and enhanced engagement with member organisations and operators.

Steph Trill provided a summary of the DTAG Workstream's objectives, and the progress that has been made this year to support Counties, grow the number of female coaches and number of players competing in recreational competition. Councillors then discussed at their tables the various ways in which their Counties and Member Organisations can advance Padel, including hosting County Padel Championships or alternative events.

*Tom Murray left the meeting.*

## **11. Councillor Appointments and Expenses for 2025**

Vicky Williams outlined the timeline for applications for four LTA Board positions effective 1<sup>st</sup> January 2026 – President, Deputy President, Council Nominated Board Member and DTAG Chair – with details of the application process, including advice for supporters and applicants.

Following this, Vicky Williams gave a brief overview of changes to the Councillor Expenses Policy, with an updated version of the policy to be shared with Voting Council Members following the meeting.

## **12. Any Other Business**

Sandi Procter read out a list of actions which had been noted during the meeting and confirmed that a summary of the actions and key takeaway points would be circulated to Voting Council Members shortly, the contents of which may be shared with respective management committees.

## **13. Conclusion of Meeting**

The next Council meeting will take place on Wednesday 11<sup>th</sup> December 2024 at 9.30am and finish at 3pm.

There being no further business, Sandi Procter thanked everyone for attending and closed the meeting at 3.20pm.

Signed: S. Procter

Date: 11 December 2024