



2021-23

INCLUSION STRATEGY

SUMMARY



WHAT WE WANT TO ACHIEVE

The LTA's vision of Tennis Opened Up has inclusion at its core. We are making real progress in delivering this vision, but we know we have further to go before everyone sees and feels tennis is a sport for them, no matter who they are or where they are from. We need to make sure that the default culture for our sport is one of reaching out to include everyone.

Our Inclusion Strategy has been developed from a starting point of listening to lived experiences with input from a diverse range of people, and shaped by looking at our data. It sets out how we will go about driving change across the whole of tennis. We have set out a big ambition:

Everyone involved in tennis understands that inclusion is central to our vision for the sport and they confidently choose to be inclusive every day.

We will not be satisfied until this vision of “every day inclusion” is brought to life by seeing increased diversity throughout our sport, so that:

People playing, working and volunteering in, and watching our sport will reflect the diversity of our communities.

HOW WE WILL ACHIEVE IT

The scale of our ambition demonstrates an ongoing and absolute commitment to real and lasting change. Achieving this cannot be done with a quick fix or a simple initiative, it must be about leading and helping everyone in tennis to make a fundamental shift in mindset: inclusion must be the norm, it must be “just the way we do things here”, in all aspects of tennis.

“The five areas set out are by no means the whole picture of what we are doing or where we invest our time and resource. We are determined that everything we do as a sport will have inclusion at its core. We know that behaviour and culture change takes time, but we will work with all our partners and colleagues across tennis to make a difference as quickly and effectively as we can. We will report our progress against this ambition on an annual basis in order that we have a culture of accountability, continuous improvement, and open and honest conversation about inclusion and diversity. This is a permanent commitment for us as a sport – Tennis Opened Up means everyone is included, every day.

THE STRATEGY SETS OUT FIVE KEY AREAS OF WORK TO DRIVE CHANGE:

1.

Inclusive leadership and governance

Role-modelling and driving the right behaviours from the top down and setting expectations for those in leadership roles across the sport; making sure that the systems are in place so that inclusion is always at the heart of everything we do.

2.

People empowered to be inclusive

Building greater understanding of inclusion and the capability to be inclusive, while at the same time creating the conditions which enable everyone in tennis to feel confident in sharing their own experiences and to challenge non-inclusive behaviour.

3.

Tennis looking and feeling Opened Up

The way people perceive tennis is key to them choosing tennis against many competing activities and demands on their time. Anyone engaging with our sport, in any place or across any medium, should feel like tennis is “for people like me”.

4.

Targeted interventions for greater diversity

Specific interventions, over and above our focus on inclusion, to drive more rapid changes in diversity where they are most needed.

5.

Holding ourselves to account

Making sure that we have the data to report openly on our progress and being transparent in order to learn from both where we do well and where we are weaker; as well as learning from those organisations and individuals considered to be leading the way on inclusion.



I AM A COLLEAGUE

Inclusion will be one of our Values, driving everything from recruitment through to performance management.



I AM A VOLUNTEER

My tennis venue will need to achieve minimum standards on inclusion, which will be developed through consultation, as part of LTA Venue Registration.



I AM A PLAYER

I can share my lived experience with others in a safe space, to help increase understanding of different backgrounds and viewpoints. I will champion inclusion no matter where I play or what level I play at.

EVERY DAY INCLUSION - IT'S ABOUT ALL OF US

OUR AMBITION

Everyone involved in tennis understands that inclusion is central to our vision for the sport and they confidently choose to be inclusive every day.

THE OUTCOME

People playing, working and volunteering in, and watching our sport will reflect the diversity of our communities.

We will achieve this through:

5 key areas of work to make our ambition a reality

25 commitments to drive change

46 concrete actions we will report against



I AM AN LTA BOARD MEMBER

I will lead and role model inclusion in the way I work, and we will collectively hold ourselves and the business to account by being transparent about progress and reporting data annually.



I AM A COUNCILLOR

I will play a leadership role in championing delivery of the Strategy in my area. My county/association will work to increase the diversity of our committee structures.



I AM AN OFFICIAL

Competitions I run will be showcases for inclusive behaviour. The Officials Licence Scheme that I belong to will be expanded to include Competition Organisers, alongside greater support for officials from under-represented groups coming through, creating a broader route to becoming an official.



I AM A COACH

It is my responsibility to ensure that every person I coach, from any background, feels included. Development and training to help me do this will be part of my Accreditation requirements.