

PRESS RELEASE

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For Immediate Release

LTA joins with the Sunflower to make British tennis events more accessible for those with hidden disabilities

Ahead of the 2025 summer grass court season, the LTA has joined the Hidden Disabilities Sunflower (the Sunflower) to make its events more accessible to people with non-visible disabilities.

In joining with the Sunflower, the LTA is ensuring that all staff and volunteers working across the Lexus Birmingham Open, Lexus Ilkley Open, Lexus Nottingham Open, Lexus Eastbourne Open, and the HSBC Championships at the Queen's Club have received training to recognise the Sunflower symbol, and that those wearing the symbol may need additional support. Across the LTA's major events, there will also be information at ground entry points, event information points, and sensory rooms on-site to raise awareness of the Sunflower and non-visible disabilities.

Set up in 2016, the Sunflower is a global symbol that enables individuals with non-visible disabilities, conditions, and chronic illnesses to indicate they may need additional support, understanding, or time, whether that be at the shops, at work or even attending grass-court tennis tournaments.

Joining the Sunflower builds on the LTA's most accessible grass-court season to date in 2024, where significant improvements were made to the accessibility for disabled fans:

- Disability awareness training was carried out with all members of staff working at our major events, including volunteers
- Sensory bags were available to fans, containing ear defenders, ear plugs, sunglasses and fidget toys, alongside use of a quiet room to reduce sensory overload for neurodiverse fans
- At last year's edition of the HSBC Championships, big screen messages had British Sign Language translations thanks to a partnership with Signapse and hearing induction loops were available.
- Action Audio was also available for all semis and finals matches through a partnership between the LTA, BBC & AKQA, supported by RNIB and British Blind Sport through their Sport England funded programme 'See Sport Differently'.

Sam Herd, Head of Event Planning and Delivery at the LTA, said, "We're proud to be able to join with the Sunflower to make British tennis events more accessible to those with non-visible disabilities. We want everyone, non-disabled people or disabled people, with visible or invisible disabilities, to feel like they can experience tennis, and working with Sunflower, we want to make positive change for those people living with hidden disabilities and those who support them."

Ruth Rabét, Global Business Director at Hidden Disabilities Sunflower, said, "We are delighted that LTA has become a member of Hidden Disabilities Sunflower and is using the

resources and Sunflower training as an effective tool to complement the excellent disability inclusion initiatives already launched.

Players, visitors, and colleagues who choose to wear the Sunflower can feel reassured that LTA staff and volunteers will offer help, extra time, and understanding during their visit to any LTA events this summer.”

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For LTA media enquiries, email media@lta.org.uk

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About the LTA

The LTA is the National Governing Body of tennis and padel in Great Britain, governing and growing the sport from grassroots participation through to the professional game. Our vision is to open up tennis and padel, harnessing them and working with schools, volunteers, coaches and venues across the whole country to transform communities. We also represent the interests of over 2,000,000 Members, playing on more than 23,000 courts. The LTA runs and supports a network of 11,500 approved tournaments for players of all ages, the main cornerstones of which are the LTA's premier grass-court tennis events at The Queen's Club, Nottingham and Eastbourne, leading up to The Championships, Wimbledon. For further information about the LTA and tennis and padel in Britain, visit www.lta.org.uk or follow us on X, Instagram, Facebook, Tik Tok, and LinkedIn.

About Hidden Disabilities Sunflower

Hidden Disabilities Sunflower is a global program supporting individuals with non-visible disabilities, conditions, and neurodivergence. Since its inception in the UK in 2016, the Sunflower program has expanded its reach worldwide, working with organizations across a diverse range of sectors, including retail, financial services, transportation (with over 285 airports in 30 countries), travel and tourism, education, healthcare, emergency services, and entertainment.

The Sunflower symbol provides individuals with a discreet, voluntary way to share that they have a non-visible disability, condition, or neurodivergence and may need extra assistance, understanding, time, or space. This simple, non-verbal method empowers individuals to navigate their workplace and public spaces with greater confidence and ease, fostering a more inclusive and understanding environment.

As a privately held multinational company headquartered in the UK, Hidden Disabilities Sunflower operates in numerous countries, including Australia, Belgium, Brazil, Canada, Denmark, Ireland, Latin America, the Netherlands, New Zealand, Mauritius, the UAE, the UK, and the USA.

For more information, visit hdsunflower.com or for media enquiries, contact chantal@hdsunflower.com