



TENNIS
FOR BRITAIN



SHE RALLIES

**RALLYING TOGETHER TO MAKE TENNIS
A TRULY GENDER BALANCED SPORT**



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**THE SUCCESS OF EVERY
WOMAN SHOULD BE
THE INSPIRATION TO
ANOTHER. WE SHOULD
RAISE EACH OTHER UP.**

SERENA WILLIAMS

INTRODUCING... SHE RALLIES

Tennis has always been a pioneer for women's sport and women in sport. On court and off court, it has set the agenda in so many ways over almost 150 years, paving the way for other sports to follow.



Sport can be one of the most powerful platforms for promoting gender equality and empowering women and girls, and tennis has led the way for that. It is a history we should be proud of, but also one we must build on.

Tennis can't afford to stand still and simply look back on what has already been achieved. More progress is still needed, and so if we are to become a truly gender balanced sport, a new push is needed for the 21st century.

To do that, we want to create a movement - a movement that we can all get behind and that brings together everything that everyone in our sport is doing that contributes to getting more women and girls involved in tennis. Together, we can make an even greater impact and create a new legacy.

We are calling that movement She Rallies. It's a name already synonymous with tennis, with its origins lying in the workforce programme we developed





TENNIS HAS THE POWER TO LEAD THE WAY FOR WOMEN IN SPORT

LAURA ROBSON

with Judy Murray that has helped recruit thousands of women to become tennis activators and deliver tennis sessions for girls across the country. It is underpinned by the belief that by rallying together, we can create more opportunities for women and girls in tennis. We are now taking that ethos and injecting it across the whole of our sport so that She Rallies becomes something that touches every aspect of tennis.

Most importantly though, we need people to join us. We need more voices to shout about how great our sport can be for women and girls to get involved in, so that tennis continues to build on its proud history and continues to lead the way for women's sport.

Our focus is on delivering long-term, lasting change that truly makes a difference where it is most needed. Launching She Rallies as something for everyone in tennis to get behind

to support the drive to become a truly gender balanced sport will help us do that, and is a key part of what we are doing to transform tennis in Britain.

It marks a major step forward in delivering against the commitments we made in our Inclusion Strategy and is fundamental to our plans to achieve our overall vision to open tennis up to many more people.

In short, tennis has come a long way and set the agenda for women's sport, but we have further still to go. It is a journey we are committed to, and we hope you can join us, add your voice in support of our She Rallies ambition, and play a part in whatever way you can so that tennis continues to break new barriers for women and girls in sport.

Julie Porter, LTA Chief Operating Officer



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**DO NOT EVER THINK
YOU ARE LESS THAN A
MAN BECAUSE YOU ARE
A WOMAN. I WANT TO
INSPIRE WOMEN TO GO
FOR THEIR DREAMS.**

MARTINA NAVRATILOVA

BLAZING A TRAIL FOR WOMEN'S SPORT

The historical sporting world is one which was traditionally regarded as a male space, often with the belief only men possessed the physical characteristics needed for sport. While the legacy of that is still in evidence within sport today, it is a narrative that tennis has played a lead role in challenging right from the outset.

In an era when we're now seeing women's sport increasingly getting a greater but not yet fair share of the headlines and coverage, and every week there being positive signs contributing to what is hoped will be the unstoppable rise of women's sport, it is important to recognise and celebrate the agenda-setting role tennis has played for well over a century.

From Britain's Charlotte Cooper winning the first ever women's gold medal in any sport at the 1900 Paris Olympics,

to the likes of Billie Jean King, Martina Navratilova and Venus Williams, there have been a host of women's tennis trailblazers and changemakers – truly iconic names not just in tennis, but in the development of women's sport.

Their legacy is that tennis is now often regarded as the most gender equal sport at both grassroots and elite level, and the benchmark many other sports are aiming for. Tennis is also one of the few sports that can attract more female fans than male.



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**WE ARE THE LEADING
SPORT FOR WOMEN
AROUND THE WORLD,
AND HAVE BEEN FOR DECADES.**

PAM SHRIVER



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ANYONE WHO'S SPENT ANY TIME WITH ANY OF THE TOP WOMEN WILL KNOW THAT THEY MAKE THOSE SAME SACRIFICES AND ARE AS DETERMINED AND COMMITTED TO WINNING AS ANY OF THE TOP MEN ON THE TOUR.

ANDY MURRAY

It's a position that's been almost 150 years in the making.

Ever since the late 1800's, women have been competing alongside men at tennis' major events, with Birmingham's Maud Watson claiming the first ever Ladies' Singles title at Wimbledon in 1884, winning a silver rose bowl valued at 20 guineas. While things were not quite equal (the first men's event at Wimbledon had been seven years earlier, and the men's trophy was worth 30 guineas), the concept of women competing alongside men on the sport's biggest stages that was established back then has been integral to the development of tennis as arguably the leading women's sport on the planet that it is today. It's helped drive visibility and is a concept that has been gradually adopted by other sports over the intervening

decades, particularly more recently as efforts are made to close the women's sport visibility gap.



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THERE IS NO LIMIT TO WHAT WE WOMEN CAN ACCOMPLISH. FEMINISM ISN'T ABOUT MAKING WOMEN STRONG, WOMEN ARE ALREADY STRONG. IT'S ABOUT CHANGING THE WAY THE WORLD PERCEIVES THAT STRENGTH.

Victoria Azarenka

Tennis is also the original mixed sport. The addition of mixed relay events in sports such as athletics, swimming and triathlon at Tokyo 2020 was rightly heralded as yet another step forward towards gender equality in sport. Yet in tennis, men and women have been competing on the same side of the net for well over 100 years, with mixed doubles played from Grand Slams to grassroots.

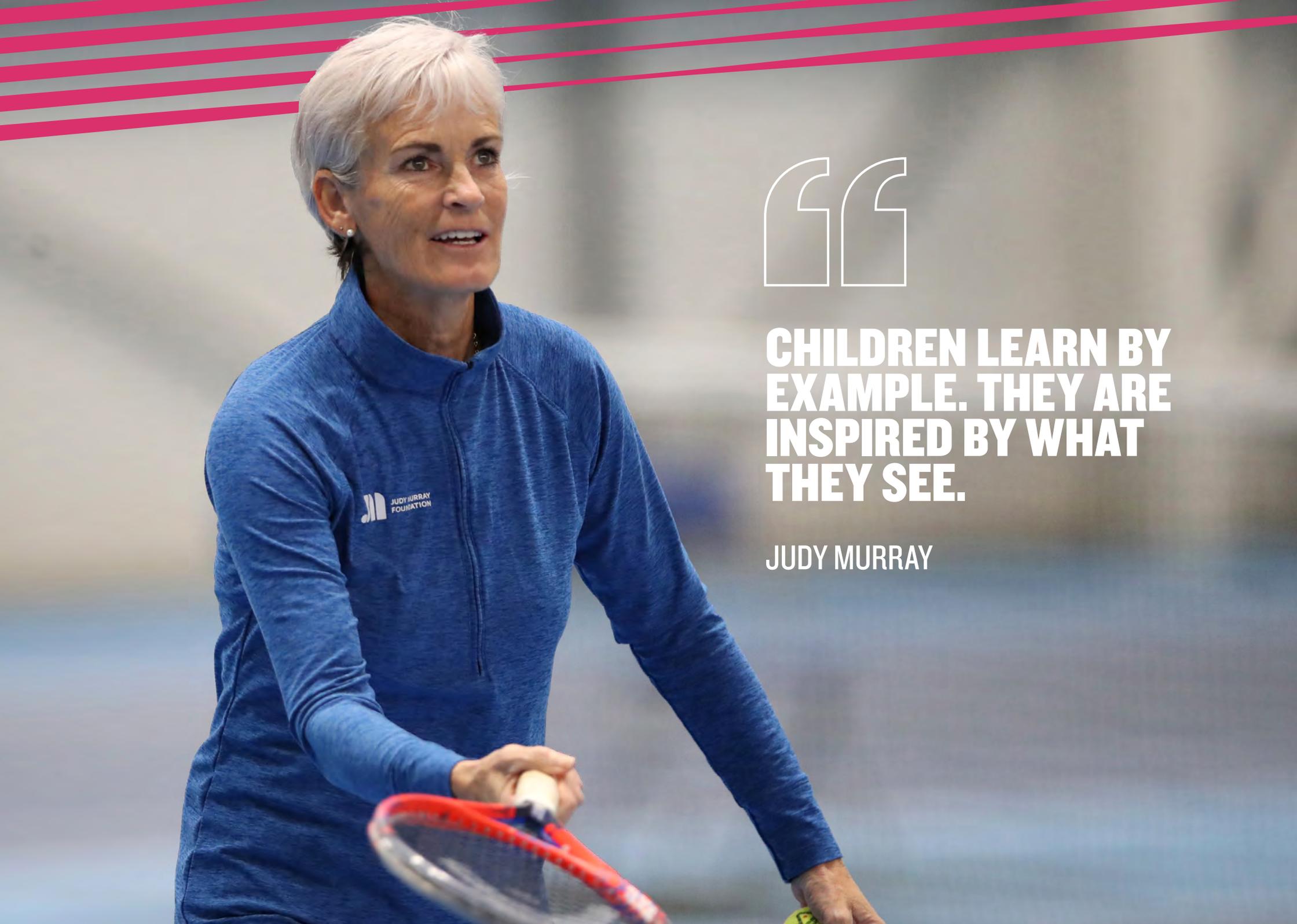
Despite the established presence of women alongside men in tennis, there remained inequality. In 1970, a group of nine players known as the 'Original Nine', took a stand to create the first women's tennis circuit, yet another pivotal moment in the history of women's sport.

Just off the court, Georgina Clark led the way by becoming the first woman to umpire a Wimbledon Final way back in 1982. And when it comes to modern day female officials in sport, Alison Hughes stands above them all, continuing to break boundaries in taking charge of male and female matches at the highest level. On our screens too, tennis has been a pioneering sport for female presenters and commentators, led by former Grand Slam champion and now the face of tennis for millions of viewers each year, Sue Barker.



It was as a result of this platform of continued progress over almost 150 years that Emma Raducanu's sensational US Open win last year didn't just rewrite the record books on the court, but also set new TV viewing records off the court, and in the process captivated and inspired the nation.

So, while more progress is still needed, our sport's many trailblazers have given tennis a platform to inspire girls – and boys – to believe in their dreams and show that tennis is a sport that has no limits, whoever you are. Barriers, after all, are there to be broken.



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**CHILDREN LEARN BY
EXAMPLE. THEY ARE
INSPIRED BY WHAT
THEY SEE.**

JUDY MURRAY

Charlotte Cooper

The original women's tennis trailblazer, becoming the first female Olympic champion in any sport at the 1900 Games in Paris



Martina Navratilova

As a demonstration of the progress that had been made, became the richest tennis player on the planet, male or female, in 1982



Billie Jean King

A true icon and force for change over many decades. One of the 'Original Nine' players who, concerned not just about disparate prize money but also that fewer tournaments were available for women to play compared to men, put their careers on the line to bring about change, eventually leading to the formation of the WTA

Alison Hughes

Regularly broken boundaries as a female official in sport, taking charge of male and female matches at showpiece occasion after showpiece occasion



TENNIS TRAILBLAZERS

TENNIS TRAILBLAZERS



Venus Williams

led a campaign that saw tennis reach a milestone moment for sport, with all four major tournaments paying men and women identical prize money, a stance the US Open had been the first to adopt in the 1970's



Sue Barker

beyond being a Grand Slam title winner on the court, now a trailblazer for women in sport broadcasting as the face of tennis for millions of viewers each year



Judy Murray

not content with producing sons who became two of Britain's most successful players, has dedicated much of her life to getting more women and girls involved in tennis, including working with the LTA to establish the original She Rallies programme

Emma Raducanu

tennis' latest female trailblazer, capturing the hearts of the nation when she broke records to win the US Open, and in doing so showing a new generation that tennis is a sport where girls' fairy-tale dreams can come true. Her final attracted record viewing figures, including half of 16-34 year olds and a 50:50 gender split among viewers





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**THROUGH TENNIS,
WE NOT ONLY HAVE
AN OPPORTUNITY,
BUT ALSO A
RESPONSIBILITY
TO DRIVE POSITIVE
CHANGE IN OUR SPORT
AND IN SOCIETY.**

BILLIE JEAN KING

A NEW PUSH FOR THE 21ST CENTURY

Despite all the progress that has been made, we live in a world where gender inequality remains prevalent. Sport, including tennis, is no different. What has been achieved so far is not enough, and a new push is needed.

As other sports are increasing their offer, there is now greater choice than ever for women and girls to get involved in sport. This is incredibly positive, but tennis can't stand still, and we want to continue to break new boundaries for women and girls in sport.

There remain several key areas where further progress is needed.

As is the case for many sports and physical activities, there are disparities in gender participation, with increasing drop offs seen among females as children move into adulthood and through the age groups, and a particular disparity around participation in competitions.

There is a real need to achieve a more balanced workforce, particularly in



I'VE BECOME VERY PASSIONATE ABOUT GETTING MORE WOMEN IN SPORT, GIVING WOMEN MORE OPPORTUNITIES. IT'S QUITE AMAZING HOW FEW FEMALE COACHES THERE ARE ACROSS ANY SPORT.

ANDY MURRAY



THERE ARE MANY CLOSED DOORS THAT WOMEN HAVE TO FACE, BUT I TRULY BELIEVE THAT GENDER EQUALITY WILL CONTINUE TO BECOME A REALITY IN THE NOT-SO-DISTANT FUTURE.

ONS JABEUR

coaching. We are lucky as a sport to have tremendous female role models not only on the court, but also as officials, coaches, physios and administrators. But we do not have enough, and while tennis is ahead of most sports in this area, we need to continue to drive forward.

There is also a clear need to do more to close the visibility gap for women's sport, and that remains true for tennis too. While our sports' major events provide a joint showcase for both women and men, we know that women's tennis can often not receive the same levels of coverage. We also don't always see equal representation

of women's tennis elsewhere, including across digital and social media platforms. Reduced visibility of women's sport is a situation that contributes to a perception that sport is more something for men than for women, and which in turn can lead to lower participation in sport by women, as well as impacting on the earning potential of sportswomen relative to their male counterparts.

Addressing these issues is not something that will be solved overnight or by one single intervention. But, by rallying together, change will happen, and tennis will be all the better for it.



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TENNIS HAS MADE ME A STRONG, INDEPENDENT WOMAN THAT LEARNS MORE FROM FAILURE THAN SUCCESS, ALL WHILE BREAKING BARRIERS AND PREJUDICES. TENNIS IS A SPORT FOR ALL, 'IT'S JUST TENNIS'.

**ABBIE BREAKWELL,
GB WHEELCHAIR PLAYER**



OUR SHE RALLIES AMBITION

For tennis to continue to lead the way for women and girls in sport, and become a truly gender balanced sport in every respect.



TAKING ACTION WHERE IT IS MOST NEEDED

In evolving She Rallies from a workforce intervention to something that helps us make a far-reaching difference, it will encompass everything that we – and all those involved in tennis – are doing to help realise our ambition of being a truly gender equal sport in every respect. For our part, we will ensure this is underpinned by the necessary governance and support structures that are needed to make progress happen.

Within this, we are putting a focus for our efforts on taking action in the key areas where it is most needed and we know we can make a difference for women and girls in tennis.

While there are many different aspects to this, the core of our work is concentrated around three pillars that together will help ensure tennis

becomes even more relevant, accessible, welcoming and enjoyable for women and girls - participation, workforce and visibility.

We've summarised these three strands across the following pages, and provided some examples of just some of the things we are doing under each one.



1. PARTICIPATION

Targeted activity to drive increased participation in tennis among women and girls, with a focus on key age groups.

We want to make tennis a sport for anyone to play, through increasing participation and access. While tennis has one of the highest participation rates among females of all sports, there remains a gender gap as a result of the particular

challenges and barriers to participation faced by women and girls – to address that we are taking action to close this gap and achieve a gender balance among all those who pick up a racket and play.

Examples of action we are taking include:

INNOVATIVE PARTNERSHIPS

We are working with Guides & Scouts to take tennis to non-traditional spaces and reach new audiences. We are developing a comprehensive support package for leaders, (online training, lesson plan resources, equipment) to enable them to give girls a fun introduction to simple activities.

COMPETITION FRAMEWORK REVIEW

Competitions are critical to retaining people in tennis, but we currently see lower entry rates for competition among women and girls – to the extent that for junior levels, girls currently account for just 30% of the competitive player base. We need to address this so that women and girls stay in the sport for longer, and so will be undertaking a strategic review of our competition framework to ensure we are providing the range and type of competition opportunities needed to achieve this.

FEMALE-ONLY SESSIONS

We know from insight and experience that some women and girls, and particularly young girls, prefer being active just with other women and girls. If these are not available, then they may be lost to our sport. As part of our She Rallies plans, we will be exploring opportunities to support venues and coaches with the provision of these sessions within our existing products and programmes.





2. WORKFORCE

Provide the support and opportunities needed for more women to join the tennis workforce, and supporting the whole workforce to better understand and cater for female needs.

It is vital for women and girls to see themselves in the workforce of our sport. While there are already some fantastic role models in coaching, officiating and our volunteer workforce, there are not enough. The more we can do to provide opportunities and support women and

girls to take advantage of them, the closer we will get to achieving a gender balanced workforce. We also need our entire workforce collectively to better cater for the needs of women and girls so that they feel tennis is a sport for them.

Examples of action we are taking include:

FUNDING SUPPORT FOR FEMALE COACHES

Increasing access to funding for female learners on the coaching pathway – administered through the Coach Development Centre network – encouraging female-only L1 & L2 courses. Grants are available for CDCs in every county as well as Scotland and Wales, to grow the number of female coaches joining the pathway. Our stretch target for 2022 is 40% female on LTA Assistant (Level 1) courses with figures currently at 33%, up from 29% in 2019.

DEDICATED LEARNING OPPORTUNITIES

To help drive acquisition of more female coaches, the LTA Assistant Taster Course for Females gives women and girls a look at the qualification pathways in advance to address misconceptions surrounding the difficulty of qualifying as a grassroots coach, and empowers them with the confidence that the Assistant Course and coaching is for them. The unique elements of this course are that they are delivered by female-only tutors, for female-only candidates.

FEMALE PERFORMANCE COACH ENGAGEMENT PROGRAMME

Research has shown only 17% of coaches currently working in the performance network are female. Female coaches who show high potential and who may have faced barriers or require opportunities to progress in performance tennis are part of this bespoke performance programme which has been designed to engage more female coaches through tailored support from specialised mentors, creating opportunities and exposure to the LTA Player Pathway. Participants connect through performance focused workshops where they can share ideas and discuss best practice, whilst establishing a future network of support.

Coach Education: We've introduced an elective unit on Supporting Female Players in your Programme as part of the LTA Instructor (Level 2) Coaching qualifications. This is aimed at supporting all coaches (male or female) to be better at retaining female participants.



3. VISIBILITY

Inspiring women and girls through increased and better female representation, driving greater visibility of women's tennis reflective of its status as a leading women's sport.

We want to help close the visibility gap for women's sports, and take positive action to ensure women and girls are fully represented. Research has highlighted the leading role tennis currently plays in driving the visibility of women's sport, but although tennis is leading the way,

we are not yet at a place where we see equal representation and visibility. The more we can do to drive visibility the more we can change perceptions, showing that tennis and sport in general is a place for women as well as men.

Examples of action we are taking include:

HOSTING THE 2022 BILLIE JEAN KING CUP FINALS

We successfully bid to host the 2022 Billie Jean King Cup Finals in November – bringing the 'world cup of women's tennis' to Great Britain will provide a fantastic platform for us to elevate the profile of women's tennis and focus attention on women's sport through one of our sport's great showpiece events.

MAXIMISING SUMMER EVENTS

We are putting an increased focus on women's tennis through our summer major events and Wimbledon, and as part of this will be working to ensure they are broadcast to the biggest possible audience. For 2022, we have agreed enhanced broadcast coverage that will see the BBC and Amazon Prime deliver the widest coverage to date of our women's grass court tennis events on network television, streaming and digital platforms.

ADDRESSING GENDER BIAS IN SEARCH RESULTS

We published analysis on International Women's Day highlighting the significant gender bias that exists when you search online for terms like 'best tennis players', which builds and reinforces messaging that sport is primarily for men and not women. We are working with the Women's Sport Trust and Google to play a leading role in addressing this so that female tennis players are more visible and represented within search results.

GENDER BALANCED CONTENT

We are committed to using our own LTA channels to help close the visibility gap, and have introduced tracking and monitoring of content on LTA website and social media channels to ensure an equal output over the course of a year of female and male-focussed content.



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**HERE'S TO
STRONG WOMEN
WHO INSPIRE ME
TO BE BETTER
EVERYDAY.**

**KATIE BOULTER, GREAT BRITAIN,
BILLIE JEAN KING CUP PLAYER**



SHE RALLIES IN ACTION

“It’s been really incredible to see the confidence these women have in themselves when they are playing.”

Meet Carolle and Iman, two LTA Assistant (Level 1) coaches who like so many others within tennis clubs and venues around the country embody the ethos and spirit of She Rallies and are passionate about getting more women and girls involved in tennis.

The pair met in 2021 on an LTA tennis training course and have since gone on an incredible journey together that has helped inspire other women in their home city of Birmingham to pick up a racket and play tennis, delivering free tennis to dozens of women and children from diverse backgrounds.

Individually their passion for getting more women involved in tennis is contagious, and together they forge an unstoppable

force that personifies the She Rallies ambition of tennis leading the way towards a truly gender balanced sport. Every week women who’ve never played before turn up at their sessions, pick up a racket and are starting to love tennis. Women from South Asian, African and Caribbean backgrounds, women with disabilities, women with toddlers and babies.





“We want to help make tennis open and welcoming to everyone - whatever your background, your sex, age or ability,” says Iman.

“Tennis is brilliant at boosting your physical and mental wellbeing and we want everyone to be able to enjoy those benefits” adds Carolle.

The Carolle and Iman Tennis programme was launched in January with support from the LTA, and has since gained the backing of Sport England. They offered free beginners tennis sessions to women and sent flyers to mosques and temples and community centres.

“We said just pop on your trainers and come down to the courts. It’s fun, free and friendly. And they did! Many told us they had not played any sport since

school – sometimes 30 or 40 years ago. And now they absolutely love it. When we play tennis together or sit and have tea and cake in the clubhouse it feels like communities are being brought together” says Iman.

In six weeks more than 70 women had signed up, with 70 per cent from diverse ethnic backgrounds.

“The response was overwhelming. Our sessions were oversubscribed. We had a waiting list. We could see that so many women wanted to play but up until that point they didn’t feel like they were being invited to join in” says Carolle.

The pandemic and months of lockdown hit many people badly, particularly women, increasing problems of social isolation.

Carolle continues, **“Many of the women say it’s given them more confidence, makes them feel less isolated, less stuck in the house, particularly since the pandemic. They say it’s lifted their fitness and mental wellbeing levels and they’ve made new friends. We are banging the drum for She Rallies. We really want this beautiful sport to be inclusive.”**





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TENNIS BELONGS TO EVERYONE, IF YOU CAN GIVE SOMEONE THE GIFT OF TENNIS, YOU'VE GIVEN THEM SOMETHING FOR THEIR WHOLE LIFE.

BILLIE JEAN KING

SHE **RALLIES** **GET INVOLVED**

Help us continue tennis' push for progress and lead the way for women and girls in sport.

Find out more about She Rallies at:

www.lta.org.uk/SheRallies

