



# SHE RALLIES PLAN

Rallying together to make tennis  
and padel truly gender balanced sports



# INTRODUCTION

by CEO Scott Lloyd

**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 for almost 150 years, paving the way for others to follow.**

In June 2022, we published our She Rallies Ambition, setting out a challenging long-term aim to make tennis in Britain gender equal across all areas of our work. This ambition is central to our overall vision - 'Tennis Opened Up' - and is at the heart of everything we do. The first version of the plan, and progress against it, was very much focused on tennis but, looking forward, our ambition applies equally to both tennis and padel.

Since its launch, we have made positive progress towards our ambition across all areas of the game. Through initiatives such as Prime Video LTA Youth Girls, following Emma Raducanu's incredible US Open victory, we broke down barriers for young girls, supporting 10,000 new girls to try tennis for the first time. Tennis remains one of the most gender balanced sports for children, with a 14% increase in girls playing weekly over the past 12 months. Adult female participation is higher across all frequencies of play than it was 3 years ago.

We have trained more women to take up roles in tennis and padel, helping to build a workforce that better represents the players on court. At the same time, we have supported all coaches to create more inclusive environments, ensuring that women and girls feel truly welcomed in all aspects of the game.

At the elite level, we have continued to elevate the visibility of women's tennis, hosting world-class events such as the Billie Jean King Cup Finals in Scotland and bringing elite women's tennis back to London with a new WTA 500 tournament at The Queen's Club. These moments are crucial in inspiring more women and girls to pick up a racket and play.

While we are proud of this progress, we know there is still much more to do to close the gender gap. The next phase of our She Rallies plan builds on the foundations we have laid and aligns with our business strategy and Equity, Diversity and Inclusion plan - ensuring that inclusion remains embedded in the way we grow and develop tennis and padel for women and girls across Britain.



# OUR SHE RALLIES AMBITION

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



# PROGRESS TOWARDS OUR AMBITION

## VISIBILITY

- 5 singles players entering the top 100 in the world
- 2022 BJK Cup finals hosted in Glasgow, Team GB reaching semi-final stage for first time since 1981, a feat repeated in 2024, with a specially curated exhibition of women in tennis put on in Glasgow
- WTA 500 event returns to London after 50 years and there are now more Tour level women's events than men's events held in Great Britain each year
- 'Correct the Internet' LTA played a leading role in addressing the issue of gender bias in search terms for tennis in Great Britain
- Improved the gender balance of content across the LTA website and social channels every year since 2023
- Collaboration with players, coaches and partners, like Leaders in Sport, to raise the profile of the women's game, including through celebrating events like International Women's Day

## PARTICIPATION

- Annual participation among women has grown by 640,000 between June 2022 and April 2025
- Annual participation among girls has grown by 200,000 between June 2022 and April 2025
- 50% of junior players aged 4-15 are female
- 10,000 new girls introduced to tennis through Prime Video LTA Youth Girls
- 44% of children taking part in LTA Youth competition are female
- 54% female participants within LTA SERVES over past 2 years

## WORKFORCE

- Grown number of Accredited female coaches by 33% since 2022
- 1000+ coaches have completed Coaching Females: Princess or Athlete online course to positively address barriers for young girls
- 36 female coaches completing the Female Performance Coach Engagement Programme and 4 coaches on the WTA Inclusion Programme
- Trained 2050 new female activators to deliver community tennis
- 70% of LTA Major Event Tournament Directors are now female
- Inspire for Women leadership programme piloted with 'county' volunteer network
- 47% of new LTA hires were female (2024)

# ONGOING CHALLENGES ONGOING COMMITMENT

In spite of this progress, and tennis' position as a leader on gender equity in sport in this country and internationally, there is still further to go to meet our ambition to make tennis and padel truly gender balanced in every respect.

Fewer women than men play the game; there are fewer women than men in the on-court workforce; and women in tennis are sometimes less visible in leadership roles, and in broadcast and social media. We also know that women are more likely to have caring responsibilities, they are more likely to be subjected to negative stereotypes, and they are more likely to be inactive resulting in poorer health outcomes.

To continue to drive meaningful change and progress towards our ambition, we are refreshing the She Rallies plan and our commitment to the ambition of gender parity in our sport. Our focus remains on delivering impactful initiatives that create lasting systemic change, ensuring a more inclusive and equitable future for women and girls in tennis and padel.

We will continue to focus on our three key themes:

## VISIBILITY

Continue to improve the profile of women's tennis and padel on and off court, including in leadership roles, ensuring women are valued and celebrated across all levels of the game.

## PARTICIPATION

Continue to reduce the gender gap across all frequencies of play for adults and juniors.

## WORKFORCE

Inspire and enable a growing workforce of women, and educate allies, to empower women in all roles across our sport.



# VISIBILITY

# VISIBILITY ACTIONS

Women's tennis and padel, and issues which are important to women in our sport, often receive less media coverage than the men's games.

This results in an “inspiration gap” affecting all of the She Rallies pillars, with fewer role models leading to fewer girls and women participating, and fewer women choosing to make a career in tennis or padel, including progressing into leadership roles. The LTA will inspire more women and girls through driving towards equal visibility of women in leadership roles, on court at our major events, and across our digital channels, and ensuring that issues important to women receive the priority they should.



## WE WILL IMPROVE THE VISIBILITY OF WOMEN AND GIRLS IN OUR WEB CONTENT

Female skewed content:

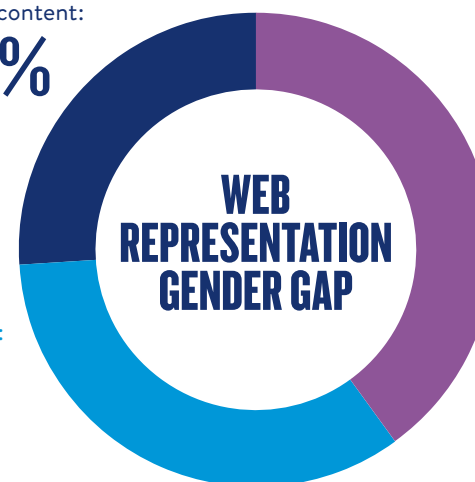
**26.4%**

Gender balanced content:

**39.5%**

Male skewed content:

**34.1%**



## WE WILL IMPROVE THE VISIBILITY OF WOMEN AND GIRLS IN OUR SOCIAL MEDIA CONTENT

Female skewed content:

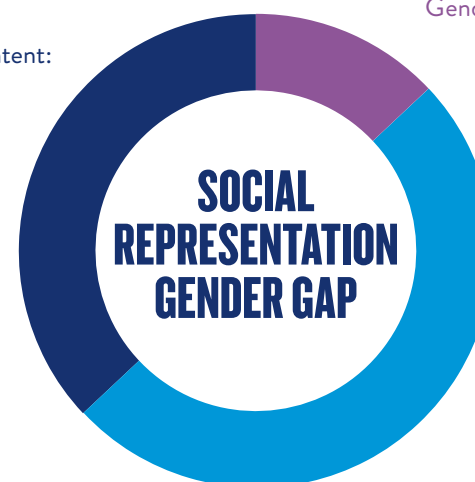
**37%**

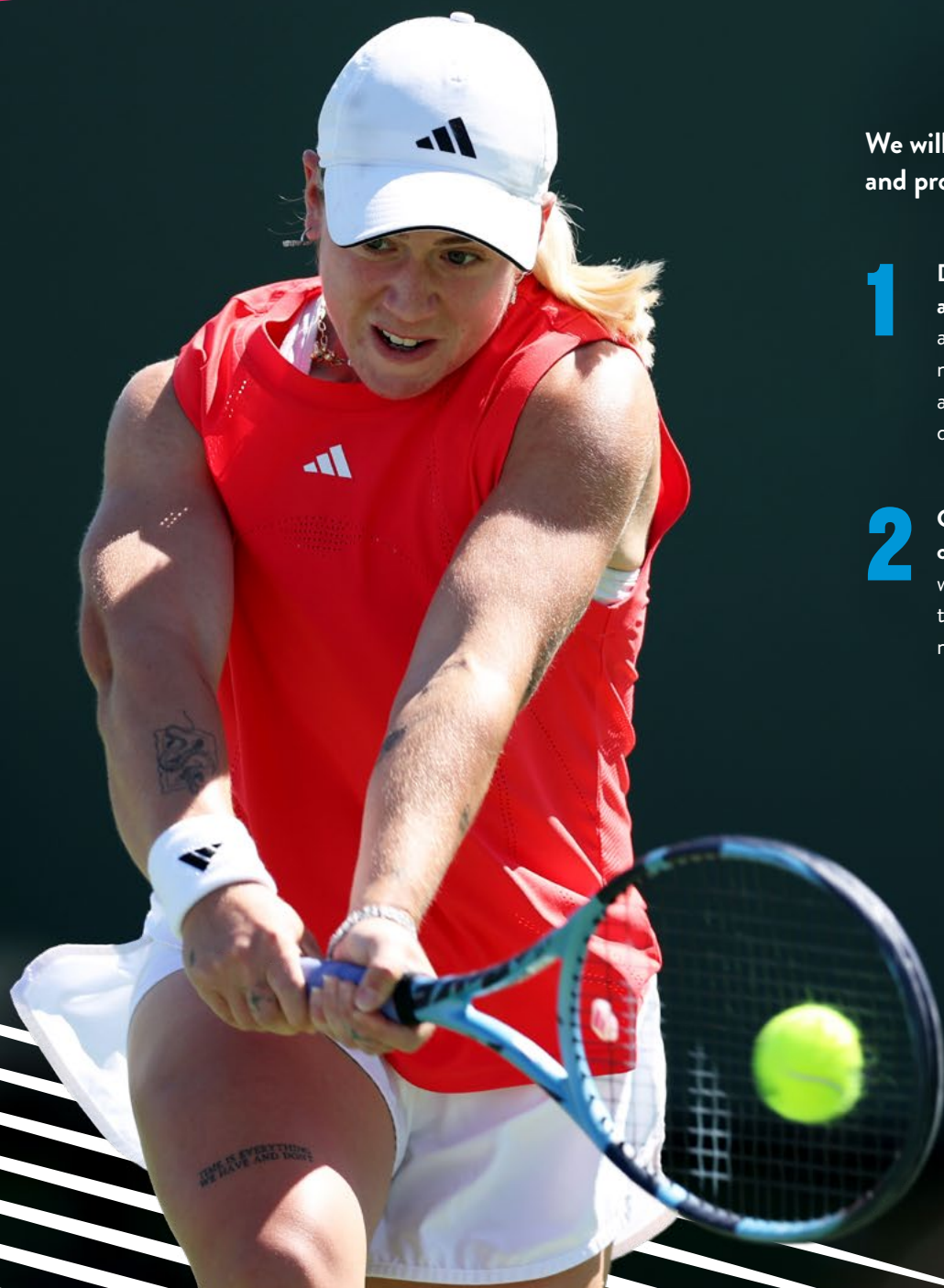
Gender balanced content:

**13%**

Male skewed content:

**50%**





We will continue to improve the visibility and profile of women in tennis and padel by:

- 1** Driving greater visibility and amplification for female players, achieving gender balance in our non-results related communications across all digital channels, especially during the grass court season.
- 2** Creating a Women & Girls focused commercial partnership approach with brands committed to helping to drive transformational change to meet the objectives in this plan.
- 3** Giving greater prominence to the importance of female athlete health and wellbeing in tennis by providing innovative and tailored support to venues, coaches and female players, from grassroots to performance, to help achieve sustained physical and mental health, both on and off the court.
- 4** Ensuring our Major Events are at the forefront of driving gender parity, including through addressing the gender prize money gap.
- 5** Influencing partners to play their part in order to improve the prioritisation of women's tennis and padel in broadcast and marketing activities.



## GENDER VISIBILITY REPORTING

We are committed to providing gender balanced coverage of tennis across our digital content on the LTA's website, LTA Advantage membership scheme, and social media channels. We have implemented separate frameworks for our digital and social teams to track the gender balance of our content.

By implementing the frameworks, we have created more female-led content across our events coverage, features on grassroots and news announcements. We have also taken steps to ensure equal representation in gender-neutral articles through imagery, spokespeople and additional content.

## RESULTS

Our efforts to create more gender-balanced content, including increasing female-led and gender-neutral pieces in 2024, resulted in an **8% year-on-year improvement** in our gender balance monitoring score.

**71%**  
**INCREASE**

in female-led content  
(articles scoring between  
6-8 on our gender balance  
scale) on the LTA website

**8%**  
**IMPROVEMENT**

in the website's overall  
gender balance score  
from 2023 to 2024

# PARTICIPATION



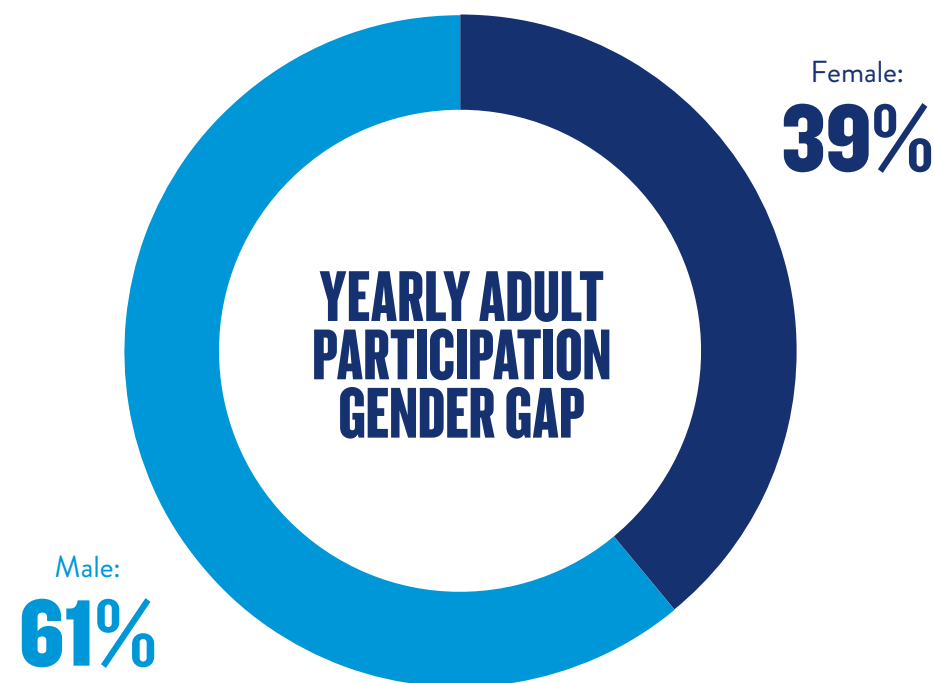
# PARTICIPATION ACTIONS

Tennis is one of the most gender balanced sports in the country, especially for children and young people.

However, there are still more males than females playing and competing. To address and close the gender gap, the LTA will drive increased participation among women and girls at all frequencies of play and levels of competition in both tennis and padel.



**WE WILL IMPROVE THE GENDER GAP IN WOMEN PARTICIPATING YEARLY**





We will improve the gender gap across all frequencies of play by:

- 1 Making tennis and padel more attractive and accessible to women and girls** – including investing in female first marketing activity and ensuring accessible playing opportunities at venues across Britain, in particular continued scaling of our LTA Youth Schools programme.
- 2 Enabling our on-court workforce to drive participation by meeting the needs of women and girls** – providing high quality training and resources to educate coaches on the issues most impacting women and girls' experience when playing and practical guidance to overcome them.
- 3 Ensuring venues are safe and welcoming spaces for women and girls** – giving tennis and padel venues and operators better tools and understanding of how to attract and retain female participants, in particular how to address the current drop-off in participation in teenage girls and how to ensure an anti-misogynist culture.
- 4 Making every level of the competition pathway female friendly** – working with competition organisers, coaches and our performance pathway to ensure that everything from the first competitive experience through to preparing girls to compete at the highest levels is looked at through a female focused lens.
- 5 Improving our understanding of how best to meet the needs of women and girls** – working with partners, such as Women in Sport, to ensure that we are at the forefront of improving understanding of what works in meeting the needs of women and girls.

# HOLLINGBURY PARK

Hollingbury Park launched girl only coaching sessions and achieved impressive results in increasing female participation in social and competitive play.



## PROGRAMME EVOLUTION

Before the programme launched, there were fewer than five junior members at Hollingbury Park. Via the LTA Youth Schools programme, coach Sam Mills engaged with teachers, demonstrating his skillset and ability to develop female players in an inclusive and safe space.

He worked with pupils at four schools over several weeks. After just a few hours of coaching, hundreds of girls could rally, and many were interested in playing regularly and learning to compete. The teachers were very supportive and encouraged girls to join the new programme at Hollingbury Park. Sam adapted his approach to suit the girls' way of learning and incorporated tailored social elements to engage them.

**40+**  
**GIRLS HAVE**  
**IMPROVED THEIR**  
**TECHNICAL**  
**SKILLS**

## RESULTS

The successes are staggering:

- **40+ girls have all improved their technical skills**, learning how to serve, rally and score. They are gaining confidence that they wouldn't have in a mixed group.
- **Four girls have committed to playing in a programme** three times per week and are keen to begin competing.
- **One girl with autism (ASD) from the coach's disability programme** has successfully integrated into the girl-only group.
- **Two girls with hearing impairments** have learned tennis in a judgement-free environment.
- **One teenage girl** now uses tennis as a tool to help manage anxiety.
- **Raised awareness of the Hollingbury Park tennis courts** and junior coaching opportunities, particularly for girls.



# WORKFORCE

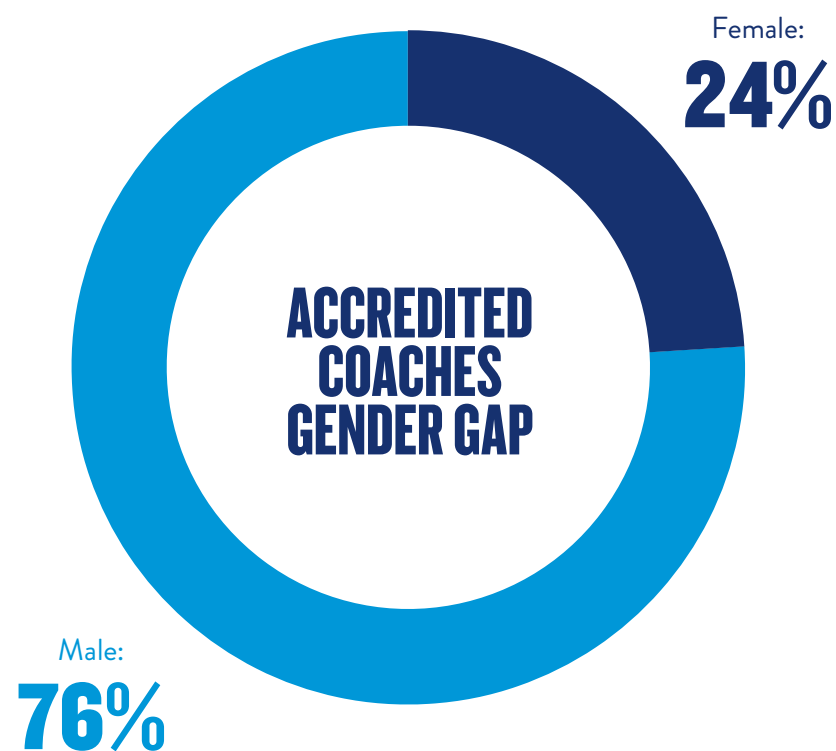
# WORKFORCE ACTIONS

Since the launch of the She Rallies plan, we have grown the number of female coaches by a third.

However, women are still underrepresented in the on and off court workforce and, in particular, at senior levels. Increasing the number of female coaches and officials, and particularly the proportion of females in volunteer and employed leadership positions, will provide a strong foundation for achieving true gender equity within tennis and padel at all levels.



**WE WILL IMPROVE THE GENDER GAP  
IN LTA ACCREDITED COACHES**



## We will improve the proportion of females in the tennis workforce by:

- 1 Attracting and helping more women and girls to begin coaching** through targeted recruitment approaches and campaigns, enabling greater progression through for competitive players, and better local identification and signposting of opportunities, as well as measures such as funding support and grants for courses and greater support for female tutors.
- 2 Improving support for female coaches in managing their career and personal development,** recognising the greater impact of caring responsibilities on females in the workforce, including establishing effective peer support networks.
- 3 Improving the workplace culture for female coaches** – supporting senior coaches and venues to ensure women have safe and supportive work environments.
- 4 Improving the representation of women in leadership positions** by ensuring there is greater support and opportunities for female colleagues and for our volunteer network, including girls and young women, to develop at local, county and national levels, continuing to build on the progress made by initiatives like the LTA Inspire programme.
- 5 Developing and embedding a gender network group at the LTA** to help raise awareness of gender-specific challenges for colleagues and more broadly across the sport, and to continue to improve progression and development for female colleagues.





## COACHING FEMALES: PRINCESS OR ATHLETE

Coaching Females: Princess or Athlete is a groundbreaking CPD course written in partnership with Women in Sport.

It examines the psychosocial factors influencing girls' participation and supports coaches with practical ways to positively address barriers and build confidence and competence with young girls.

# 41%

of girls had lost their confidence in their sporting ability after the pandemic.

Women in Sport, 2021

# 1000+ COACHES

have completed the Coaching Females: Princess or Athlete Course

## “”

Made me more aware of how difficult it can be to be a female in sport.

## “”

Great for all coaches to think carefully how they coach girls and not stereotype and have preconceived ideas.

## “”

I think all coaches, whether female or male, need to learn how to make females feel comfortable on court, how to bring out the best in them and the different factors and barriers they face.

