



SURVEY RESULTS

CLUB HEALTH & VOLUNTEER ENGAGEMENT

QUARTER 2 2023



SURVEY BACKGROUND

In previous years, separate, monthly surveys have been issued to find out about your club's health alongside your experience as a volunteer.

From 2023, these two surveys have been combined into one, reducing the frequency you will be asked to complete a survey.

Each survey will cover:

- the health of your club and the support you need to develop your club
- your experience as a volunteer and your interaction with the LTA
- a “hot topic” module – in May 2023, we focused on diversity and inclusion

Over 1000 volunteers completed some or all of this survey wave, a response rate of c.16%.



PROFILE OF PEOPLE SURVEYED VS PROFILE OF PEOPLE RESPONDING

	Survey Invitations (6200)	Survey Responses (1004)
Female	48%	53%
Male	52%	47%
Under 44	16%	8%
45-54	20%	15%
55-64	33%	34%
65+	30%	43%
East	19%	20%
North	18%	20%
South West	15%	17%
Midlands	17%	15%
London	10%	10%
South East	11%	10%
Scotland	8%	6%
Wales	3%	3%

ROLE OF PEOPLE SURVEYED VS ROLE OF PEOPLE RESPONDING

	Invitations (6503)	Responses (1069)
Committee Member	37%	34%
Club Main Contact	24%	29%
Welfare Officer	7%	8%
Volunteer	7%	6%
Chairman	5%	5%
Administrator	6%	5%
Treasurer	4%	3%
Ballot Administrator	2%	2%
Competition Organiser	2%	2%
Match Secretary	2%	3%
Other roles	4%	4%
(Self-defined) contact with LTA for club		
Do this most often for club	n/a	15%
One of a number who generally do this	n/a	25%
Do this occasionally, others do it more	n/a	21%
Little or no contact with LTA	n/a	33%

HEADLINE MEASURES

CLUBS & VOLUNTEERS

As clubs make up a such huge part of the tennis landscape, it's important for us to understand what's happening in them, both in terms of their current health, as well as how they feel about their future.

We have been surveying clubs and volunteers over the last 3 years, which has helped us develop the venue support toolkit, housing practical tools and resources linked to all aspects of running a successful club.

The following slides provide an overview of what volunteers said about their club health, as well as some further information about their experience as a volunteer.

WE ASK CLUBS TO SCORE THEMSELVES FROM 1 – 5 ACROSS FIVE CORE AREAS THAT MAKE UP A SUCCESSFUL CLUB

Core aspects of a healthy club

Display this question

If The next few questions are about the general health of your tennis club. By that we mean aspects... Yes Is Selected

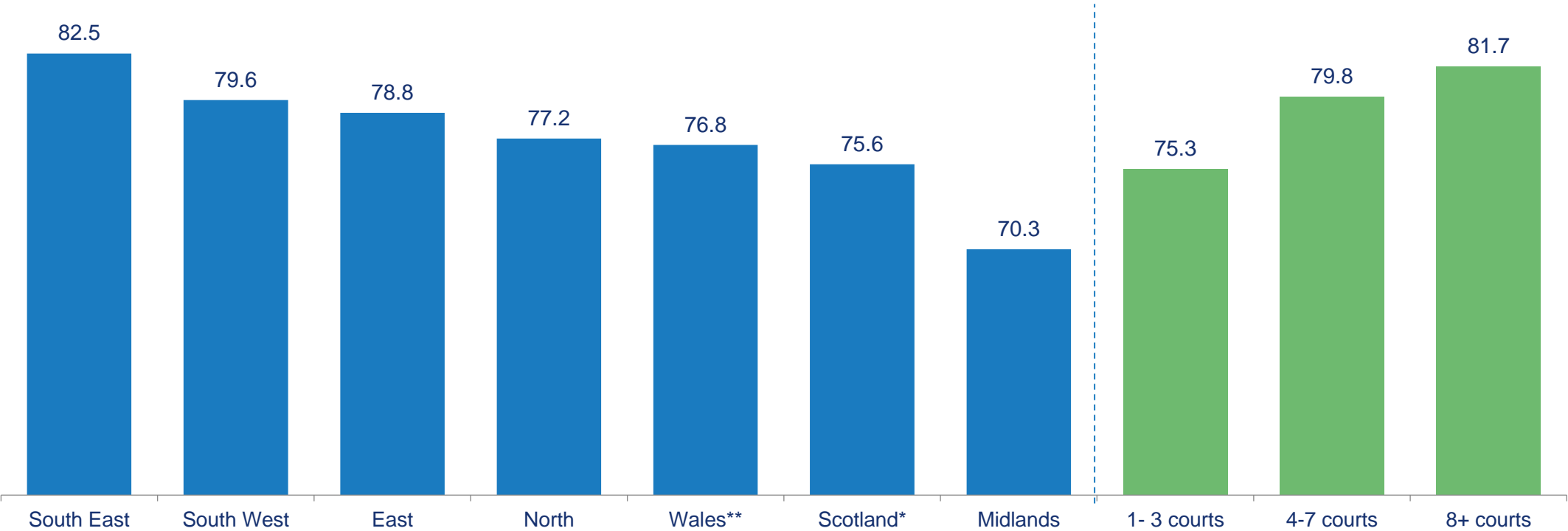
How would you rate the **current** health/state of your tennis club in regards to the following measures? 1= not healthy at all and 5 = very healthy

	1 = not healthy at all	2	3	4	5 = very healthy
Financial Stability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Governance and Management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Membership Growth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Membership Retention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Court Programming and Utilisation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Each of the 5 core areas is worth 20%, meaning if a club scored 5 in each of the 5 areas, their club health would equate to 100%. If a club scored 3 in each of the 5 areas, their club health score would be 60%.

LARGER CLUBS, AND THOSE IN THE SOUTH OF ENGLAND ARE MOST POSITIVE ABOUT THEIR HEALTH

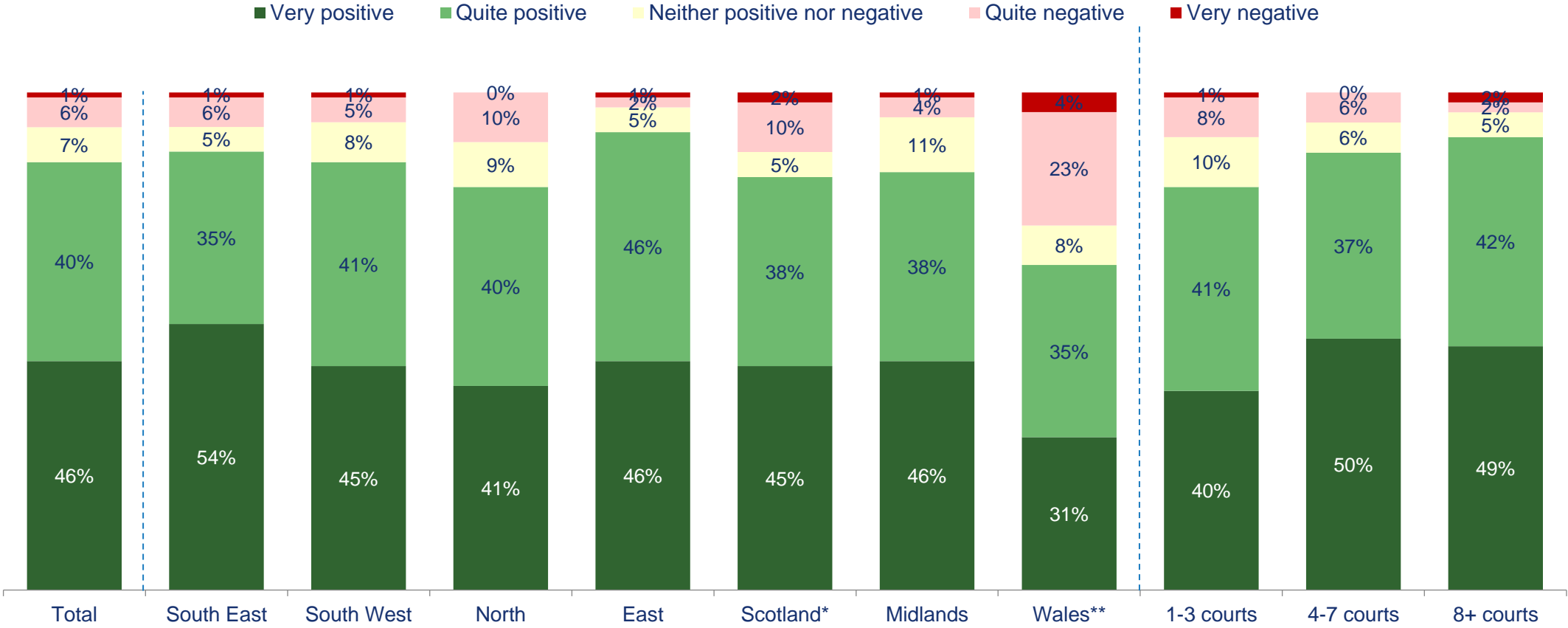
Club Health by Region and Number of Courts



How would you rate the current health/state of your tennis club in regards to the following measures?
May 23: East (161), Midlands (117), North (145), Scotland (58)* low base, SE (162), SW (140), Wales (26)** CAUTION very low base, 1-3 courts (294), 4-7 courts (388), 8+ courts (131)

THERE IS A SIMILAR PICTURE WHEN CLUBS LOOK FORWARD TO THE FUTURE, WITH THE LARGER CLUBS, AND THOSE IN THE SE AND SW MORE OPTIMISTIC ABOUT THE FUTURE THAN OTHERS

Positivity about future of Club



And how positive or negative do you feel about the future for your tennis club?
 Total (815) East (161), Midlands (117), North (145), Scotland (58)* low base, SE (162), SW (140), Wales (26)** CAUTION very low base,
 Total (742) 1-3 courts (294), 4-7 courts (388), 8+ courts (131)

FINDING SUPPORT

WHERE DO YOU GO?

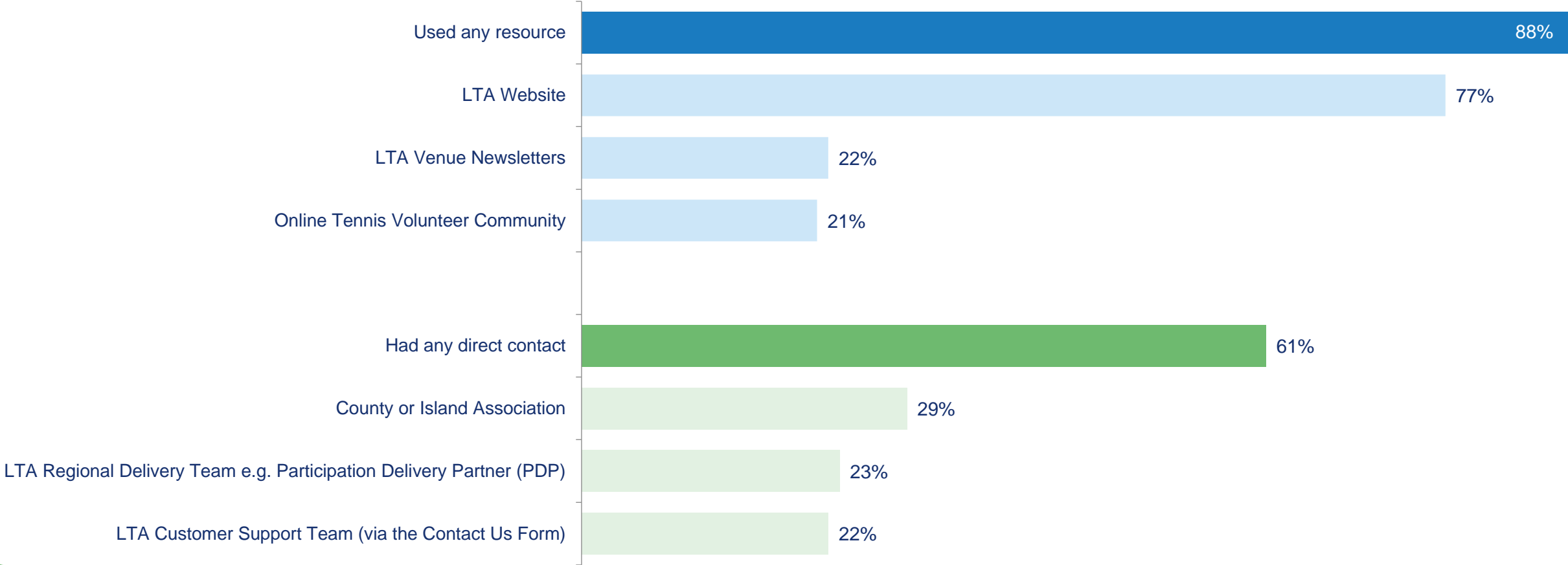
We offer support to clubs and volunteers in a couple of ways:

- via self-serve channels such as the website, regular newsletters and the tennis volunteer online community (a Facebook group led by volunteers, supported by the LTA)
- via direct support from people within the National, County and Island Associations, LTA Regional Delivery Team or LTA Customer Support Team

It's helpful for us to understand where you go and how effective each aspect is.

THE LTA WEBSITE WAS THE MOST FREQUENTLY USED COMMUNICATION CHANNEL, WITH OVER HALF HAVING HAD SOME TYPE OF DIRECT CONTACT WITH THE LTA

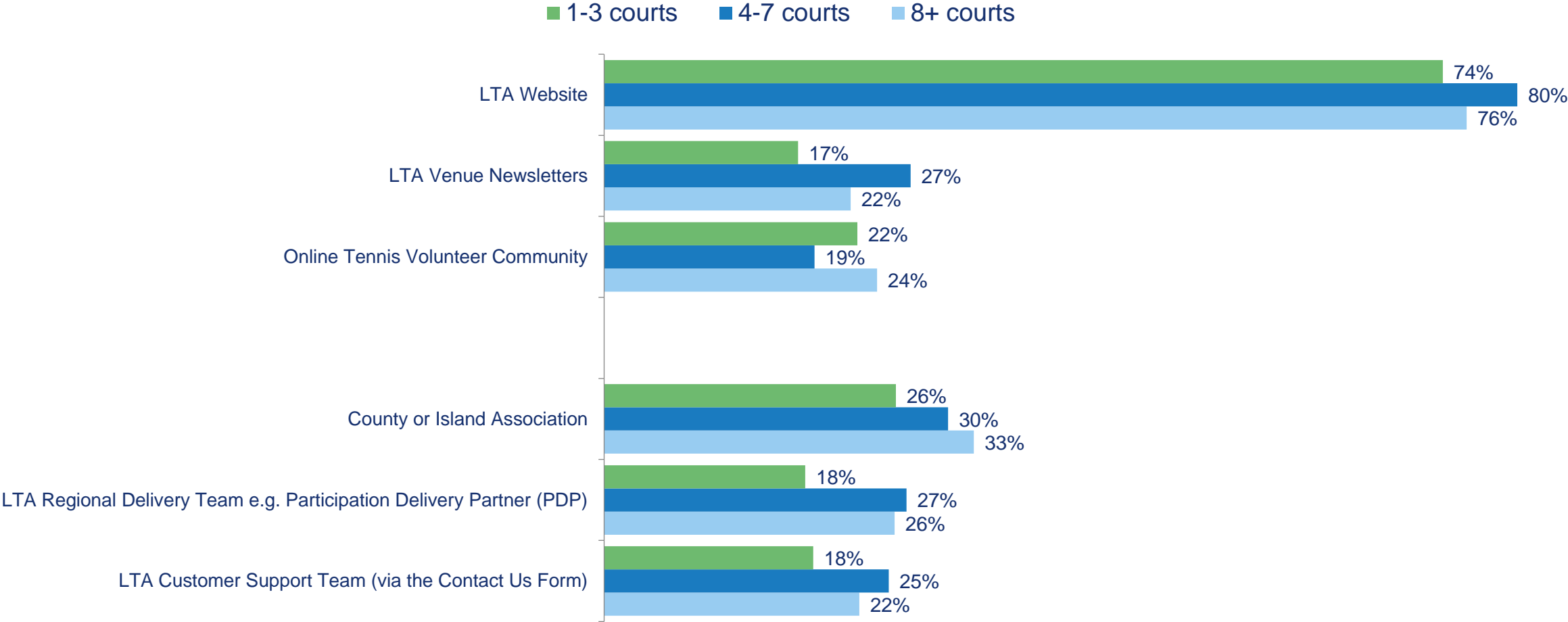
Contact and Resources Used for Club (all GB)



Has your club had any direct contact with representatives from any of the following over the past 6 months?
And has your club used any of the following resources to look for information / support over the past 6 months?
Base: all responding to club health questions (802)

THOSE IN SMALLER CLUBS REPORT LOWER LEVELS OF CONTACT ACROSS MOST LTA CHANNELS

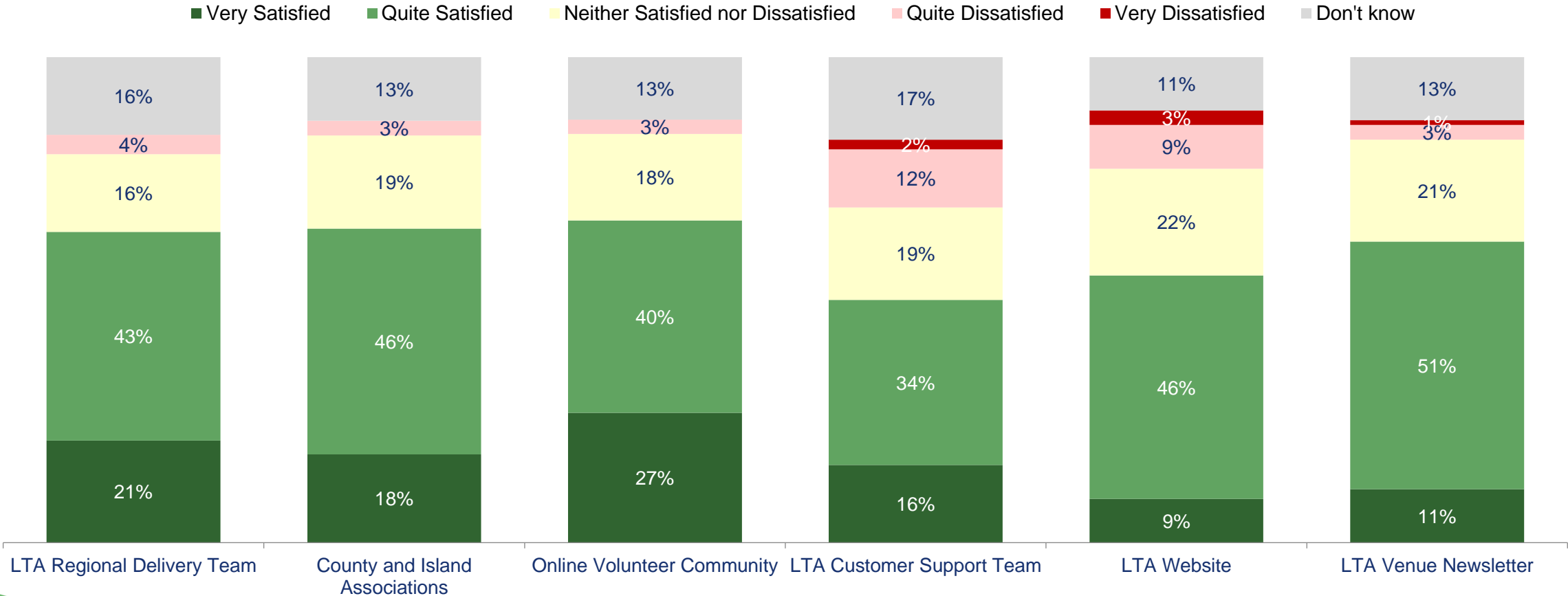
Contact and Resources Used for Club (all GB) - by club size



Has your club had any direct contact with representatives from any of the following over the past 6 months?
 And has your club used any of the following resources to look for information / support over the past 6 months?
 Base: all responding to club health questions 1-3 courts (287), 4-7 courts (378), 8+ courts (129)

VOLUNTEERS ARE MORE LIKELY TO BE SATISFIED THAN DISSATISFIED WITH ALL CHANNELS, THOUGH THEY ARE LESS POSITIVE ABOUT THE WEBSITE AND NEWSLETTER THAN OTHER CONTACT OPTIONS

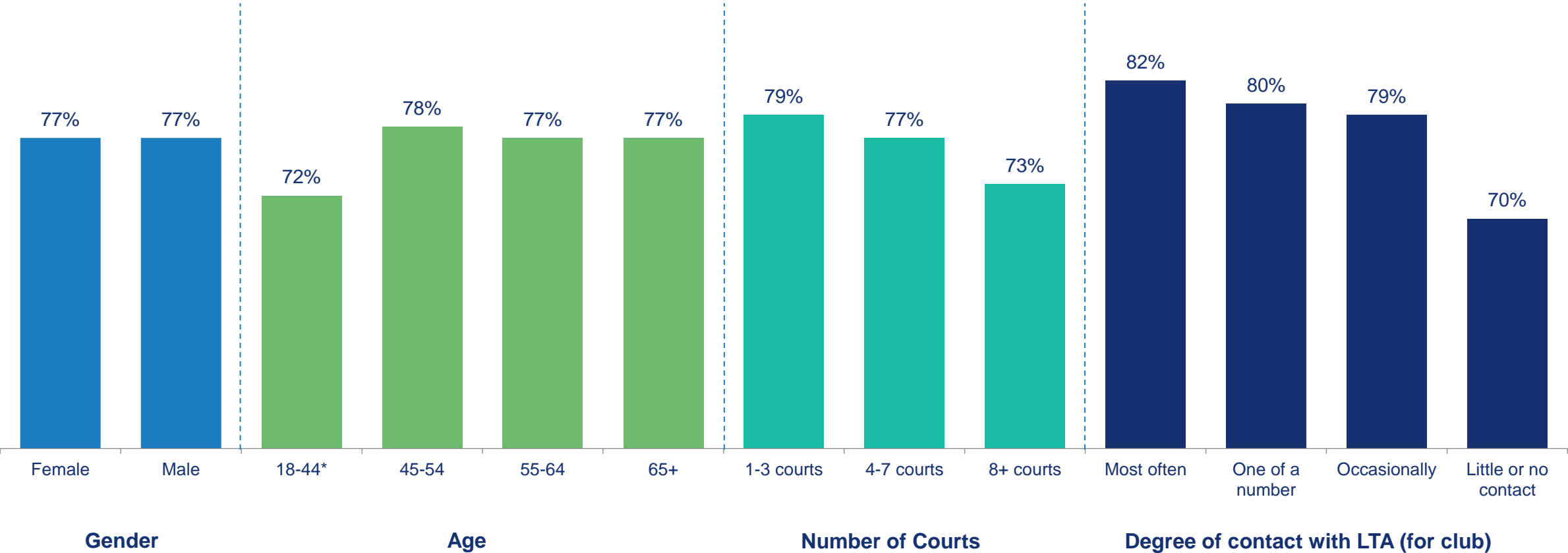
Satisfaction with Points of Contact



How satisfied are you with the information and support that your club has received from each of the following?
All who used each source (n=165 – 615)

THE MOST ENGAGED GROUPS ARE OLDER VOLUNTEERS, THOSE IN SMALLER CLUBS AND THOSE WITH AT LEAST SOME RESPONSIBILITY FOR LTA CONTACT

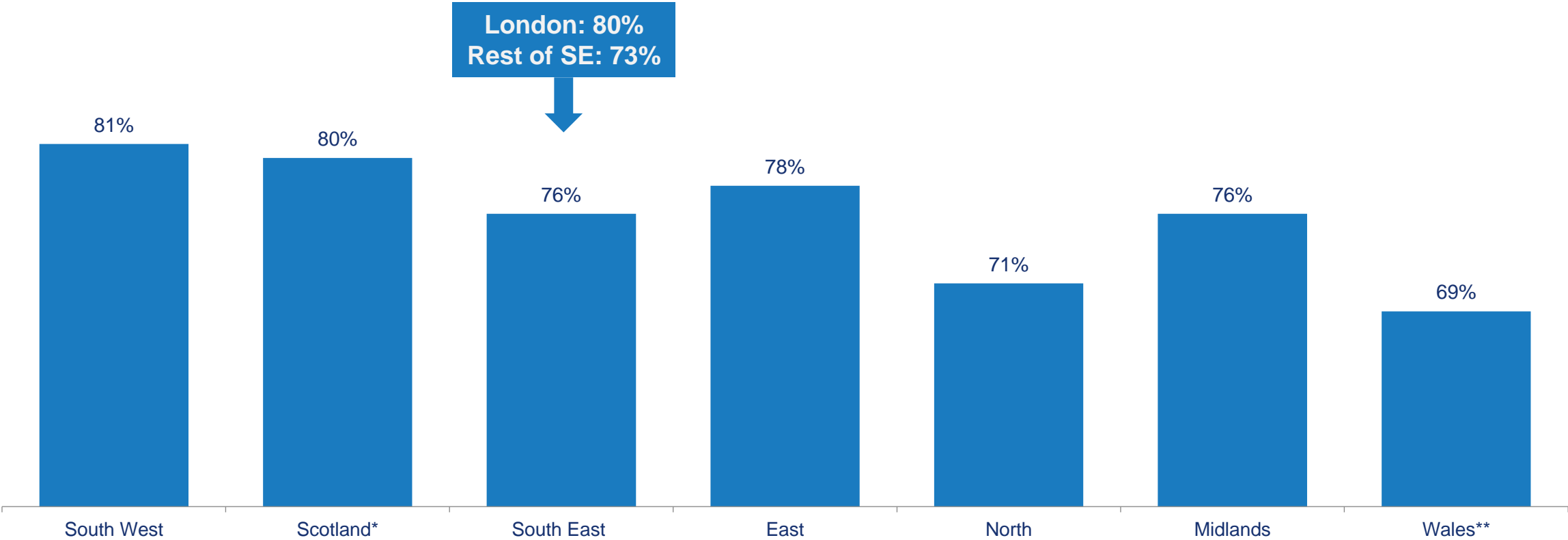
Volunteer Engagement by Characteristic



To what extent do you agree or disagree with the following?
 How valued do you feel as a volunteer by the following?
 Base: All respondents excluding don't know - Female (553), Male (451), 18-44 (87) low base, 45-54 (171), 55-64 (341), 65+ (404),

THERE IS RELATIVELY LITTLE VARIATION IN SENTIMENT ACROSS THE COUNTRY BY REGION (THOUGH WITHIN THE SOUTH EAST, SOME DIFFERENCE BETWEEN LONDON AND OTHER AREAS)

Volunteer Engagement by Region



To what extent do you agree or disagree with the following?
How valued do you feel as a volunteer by the following?
Base: All respondents excluding don't know
Total SE c.160, East (183), London (91), Midlands (138), Scotland (58)* low base, Rest of SE (95), South West (158), Wales (25)** very low base CAUTION

HOT TOPIC FINDINGS

INCLUSION & DIVERSITY

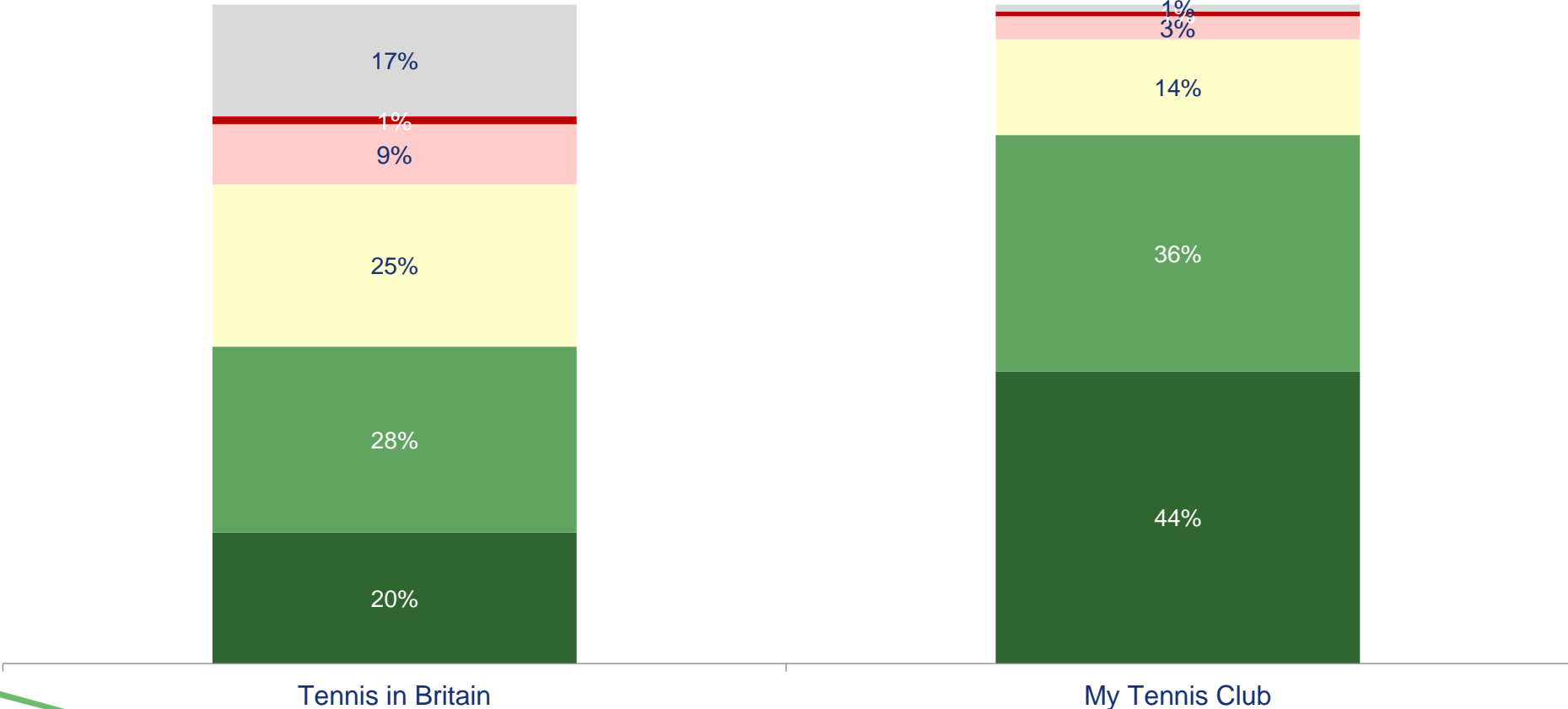
Inclusion and diversity is central to Tennis Opened Up and we want to understand better how we can support venues and coaches to be even more inclusive in everything they do.

It's clear there is a correlation between those clubs which score highly on club health and those which feel they are inclusive. There are also some obvious areas where clubs feel they need more support to enable them to improve further. This will include helping people to understand better what inclusion looks like on a practical, day-to-day level.

WHILE MOST VOLUNTEERS CONSIDER THEIR OWN CLUB TO BE INCLUSIVE, LESS THAN HALF BELIEVE THAT BRITISH TENNIS AS A WHOLE IS INCLUSIVE

Perceptions of Inclusiveness

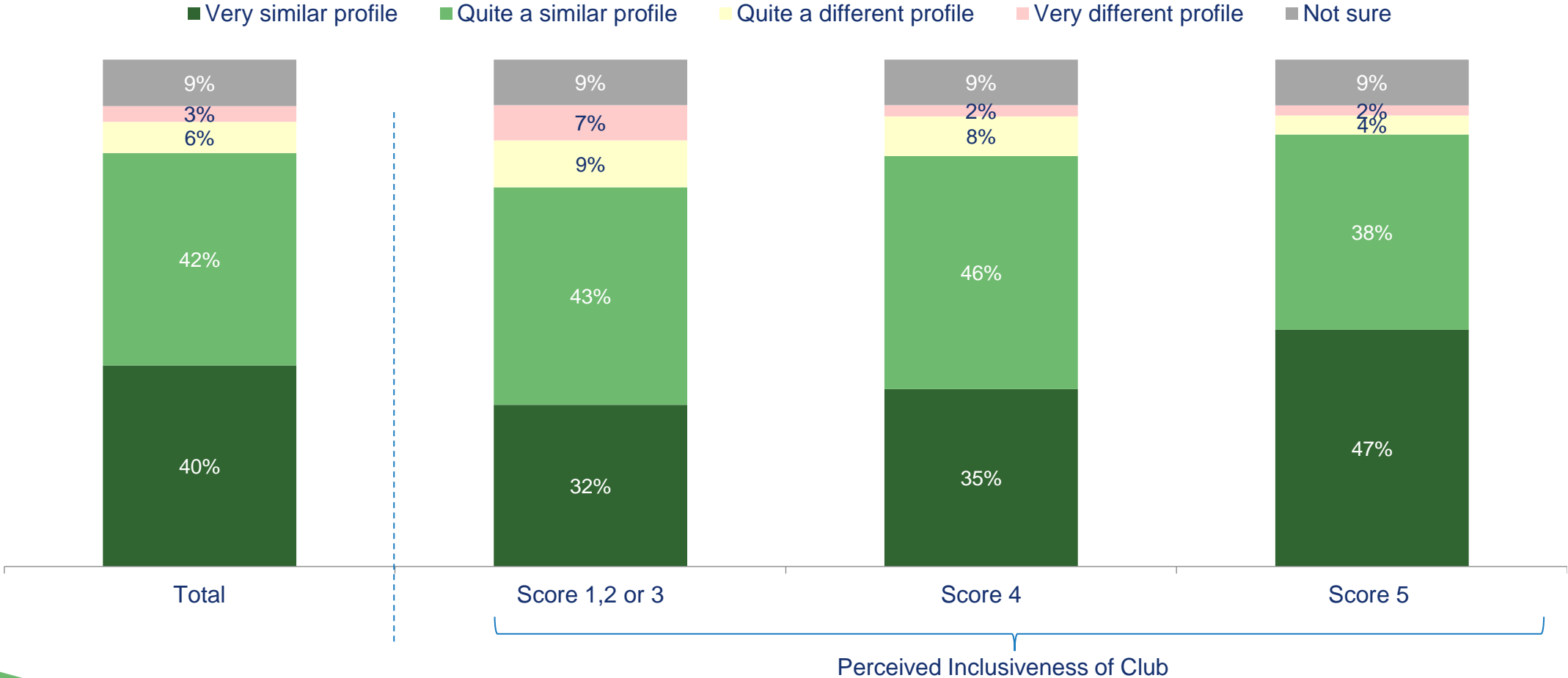
■ 5 - Very inclusive ■ 4 ■ 3 ■ 2 ■ 1 - Not at all inclusive ■ Don't know



How inclusive do you consider tennis in Britain to be? And how inclusive do you consider your tennis club to be?
All respondents (n=919)

THOSE WHO CONSIDER THEIR CLUB MOST INCLUSIVE ARE ALSO MOST LIKELY TO FEEL THEIR CLUB MEMBERSHIP MATCHES ITS LOCAL AREA

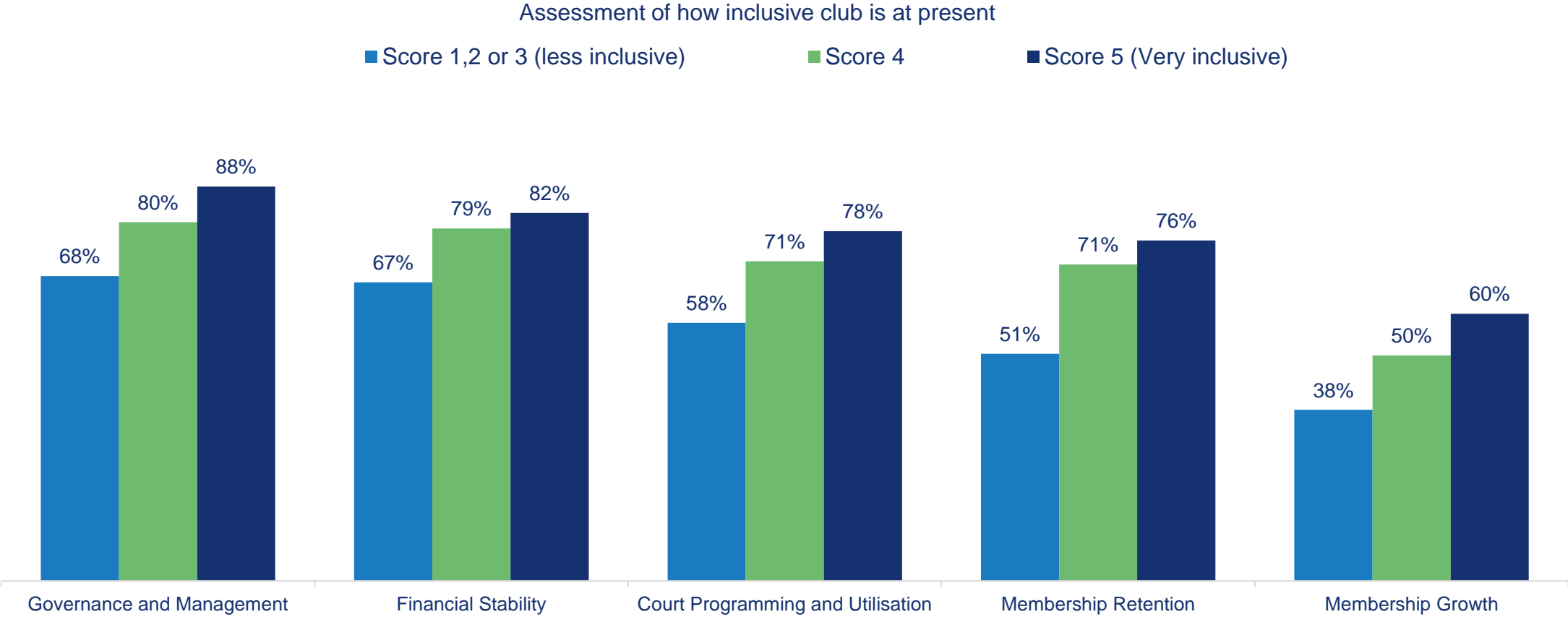
Whether club membership is reflective of local community



As far as you know, how closely does the membership profile of your club reflect the profile of its local community?
 How inclusive do you consider tennis in Britain to be? And how inclusive do you consider your tennis club to be?
 All respondents (n=919), score 5 (402), score 4 (320), score 1,2 or 3 (172)

CLUBS THAT ARE PERCEIVED TO BE MORE INCLUSIVE ARE ALSO SEEN AS MORE HEALTHY ACROSS ALL MEASURES, BUT ESPECIALLY WITH REGARD TO MEMBERSHIP RETENTION

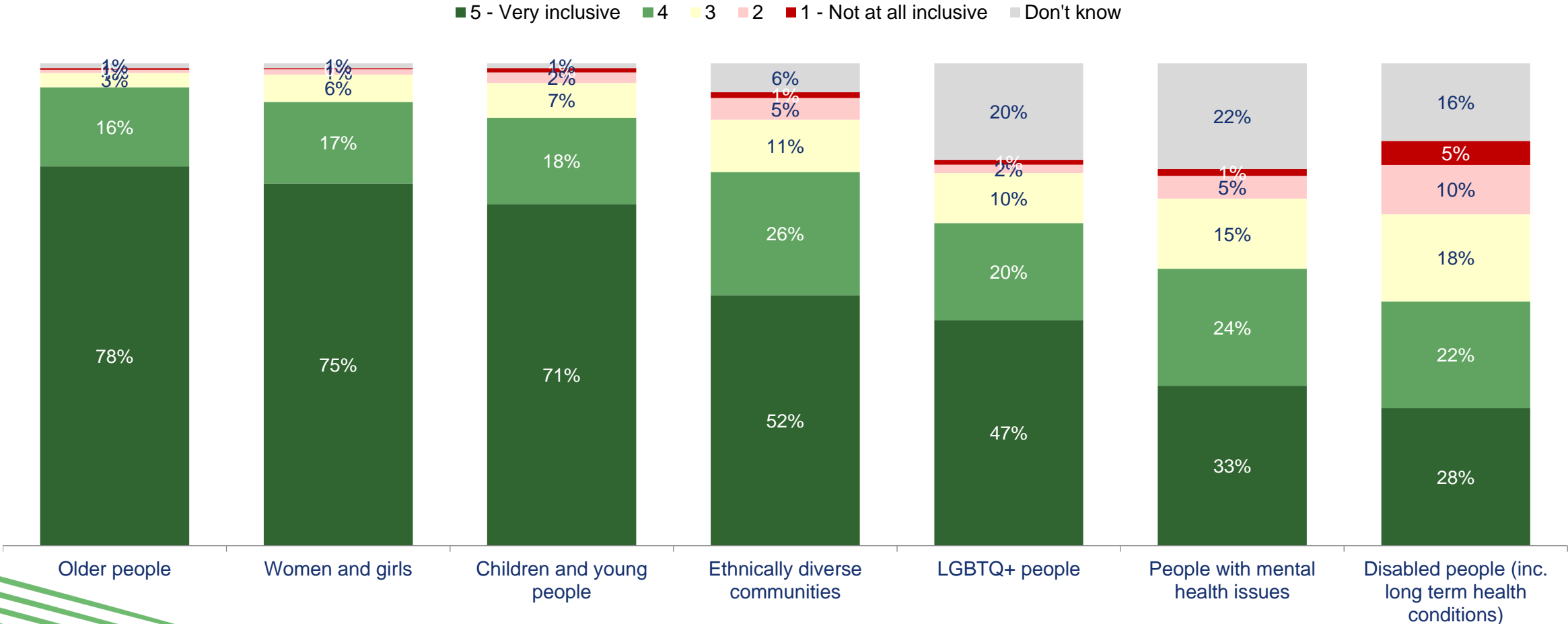
Club Health (Scores 4+5) by Dimension vs perceived inclusivity of club



*How would you rate the current health/state of your tennis club in regards to the following measures?
And how inclusive do you consider your tennis club to be?
score 5 (342), score 4 (286), score 1,2 or 3 (144)

WHILE ALMOST ALL BELIEVE THEIR CLUB TO BE VERY INCLUSIVE BY AGE AND GENDER, FEWER ARE CERTAIN THAT THEIR CLUB IS INCLUSIVE IN OTHER AREAS

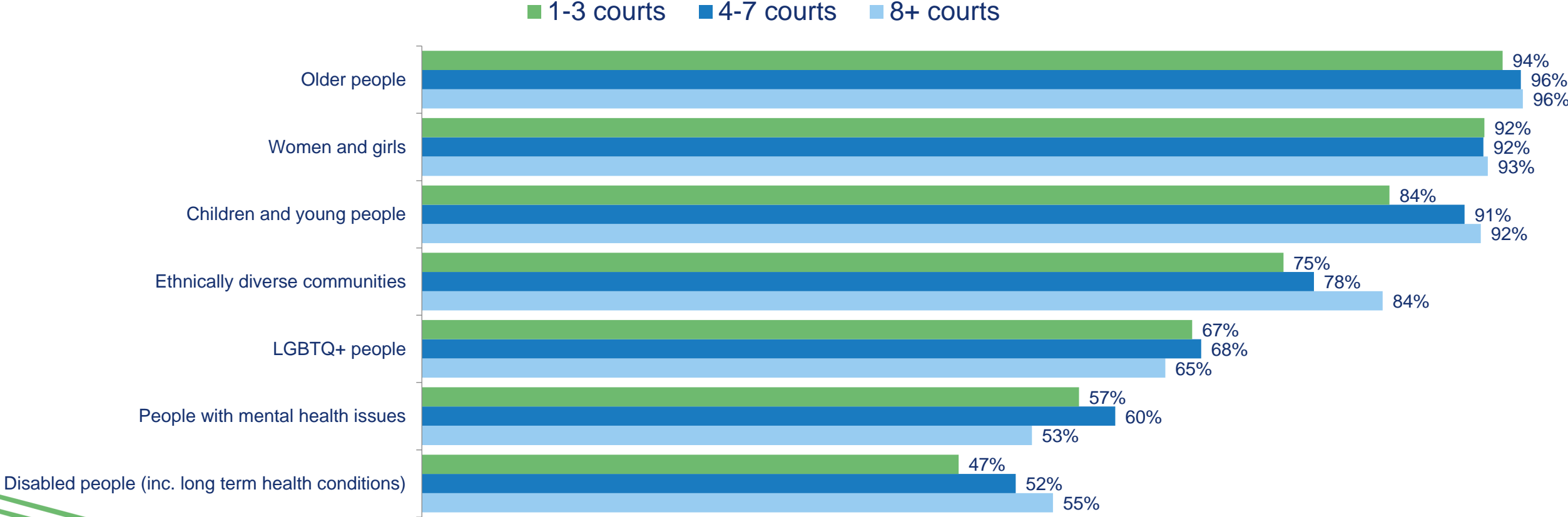
Perceptions of Club Inclusiveness by Subgroup



How inclusive do you consider your tennis club to be to the following groups? Again, please use a 5-point scale where 1 = not at all inclusive and 5 = very inclusive. All respondents (n=911)

SMALLER CLUBS ARE CONSIDERED LESS INCLUSIVE FOR YOUNG PEOPLE, FOR ETHNICALLY DIVERSE COMMUNITIES, AND FOR THOSE WITH DISABILITIES

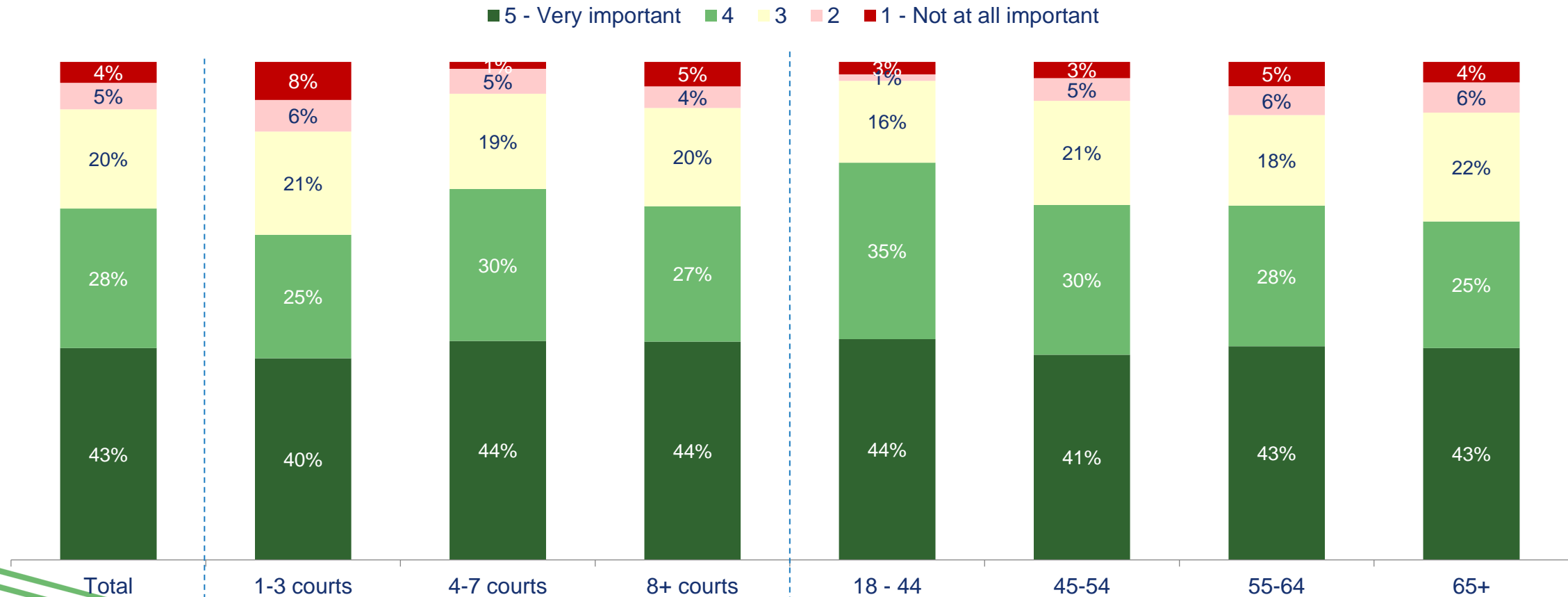
Perceptions of Club Inclusiveness by Subgroup (Scores 4+5) – Club Size



How inclusive do you consider your tennis club to be to the following groups? Again, please use a 5-point scale where 1 = not at all inclusive and 5 = very inclusive
 Base: all respondents 1-3 courts (315), 4-7 courts (428), 8+ courts (164)

MOST VOLUNTEERS BELIEVE IT IS IMPORTANT FOR THEIR CLUB TO HAVE A GREATER D&I FOCUS – THOUGH THIS IS SEEN AS MORE IMPORTANT BY THOSE AT LARGER CLUBS, & BY YOUNGER VOLUNTEERS

Importance of Greater Focus on Diversity & Inclusion in Future – by Size of Club and Age



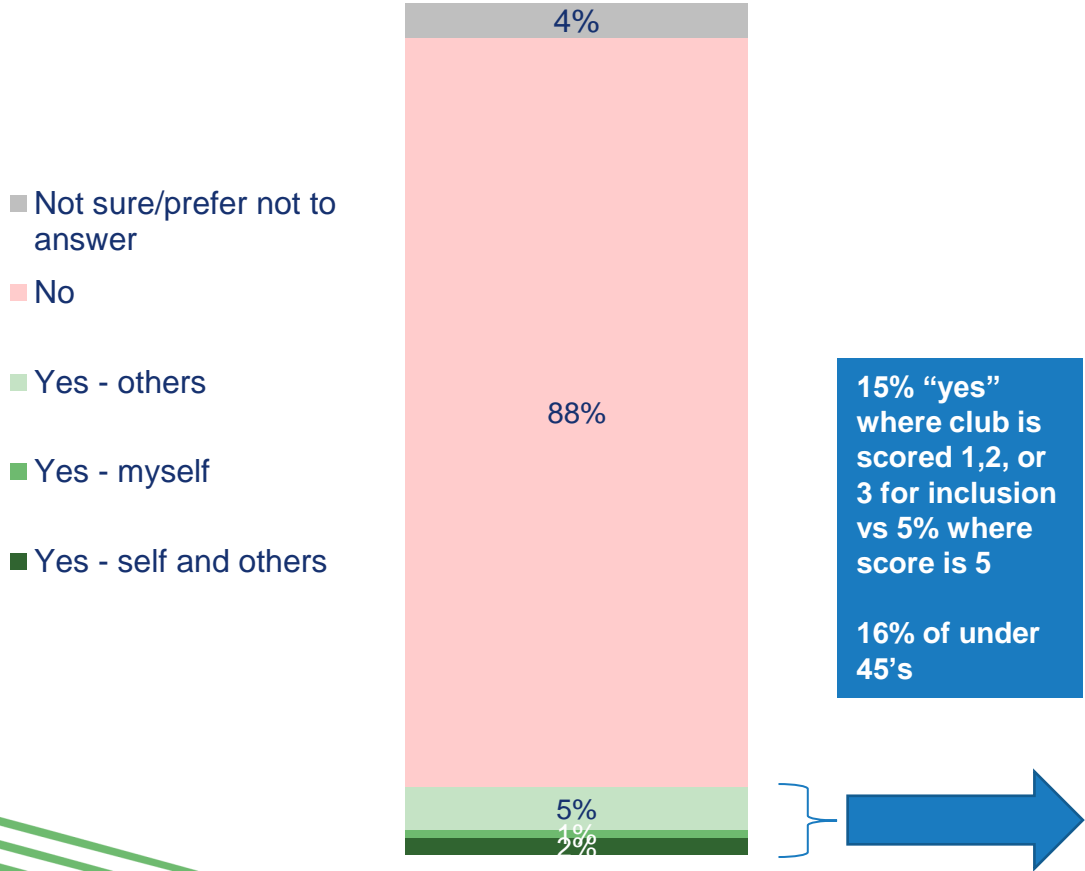
How important is it to you for your club to place a greater focus on diversity and inclusion in the future?

Please answer using a 5-point scale, where 1 = not at all important and 5 = very important

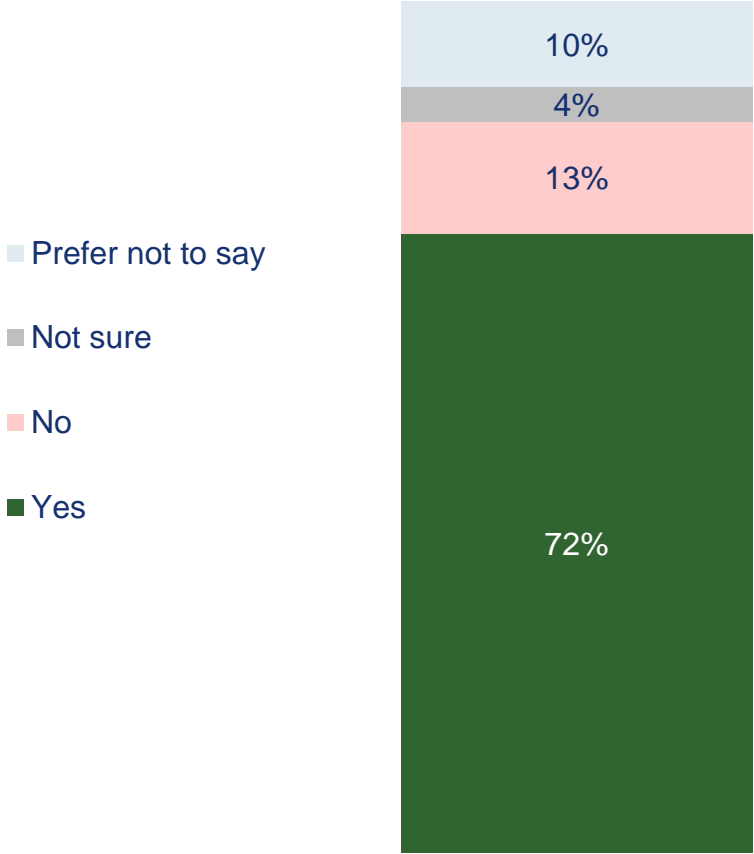
All respondents (n=919), 1-3 courts (314), 4-7 courts (423), 8+ courts (162), 18-44 (79), 45-54 (153), 55-64 (308), 65+ (362)

ONLY 7% SAID THEY HAD EXPERIENCED ANY DISCRIMINATION IN TENNIS, THOUGH MORE AMONG CLUBS NOT CONSIDERED INCLUSIVE

Whether Experienced Discrimination

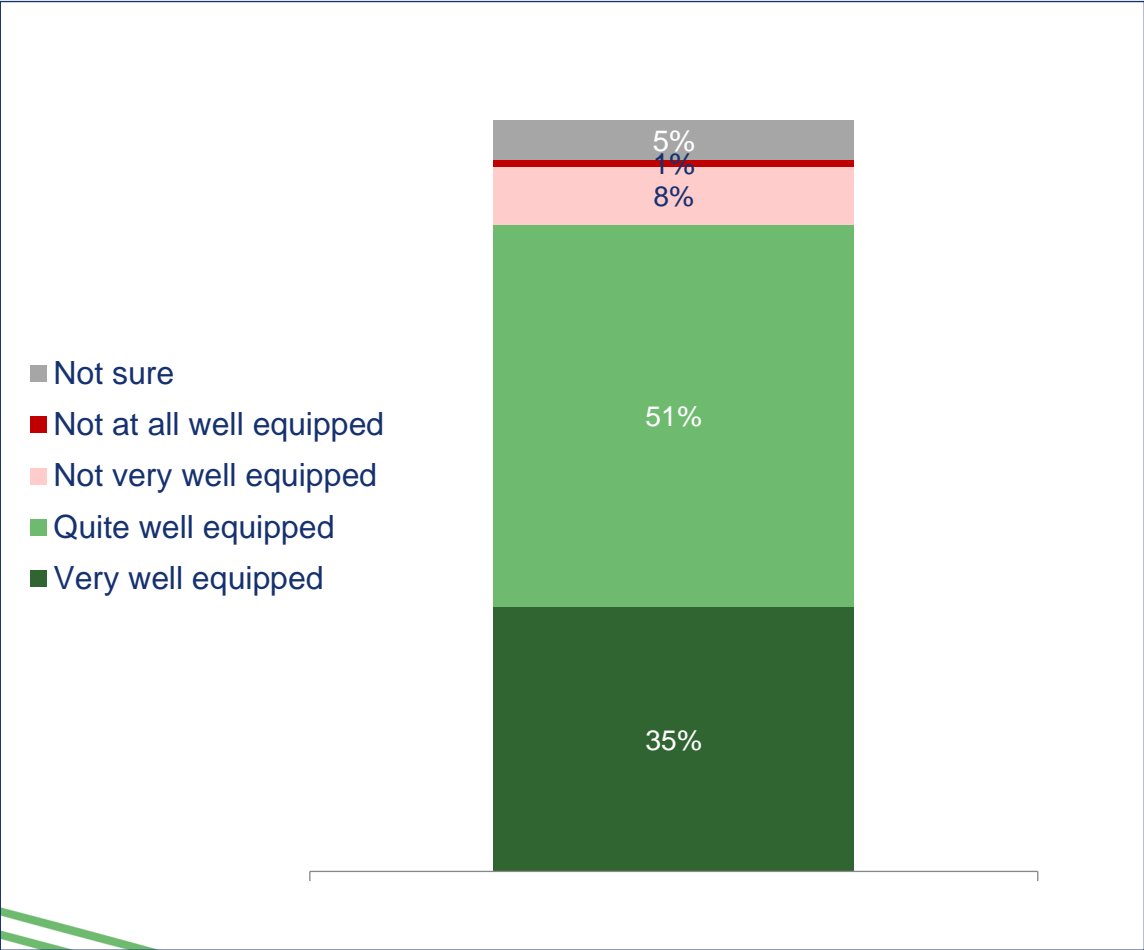


Whether felt comfortable to address this

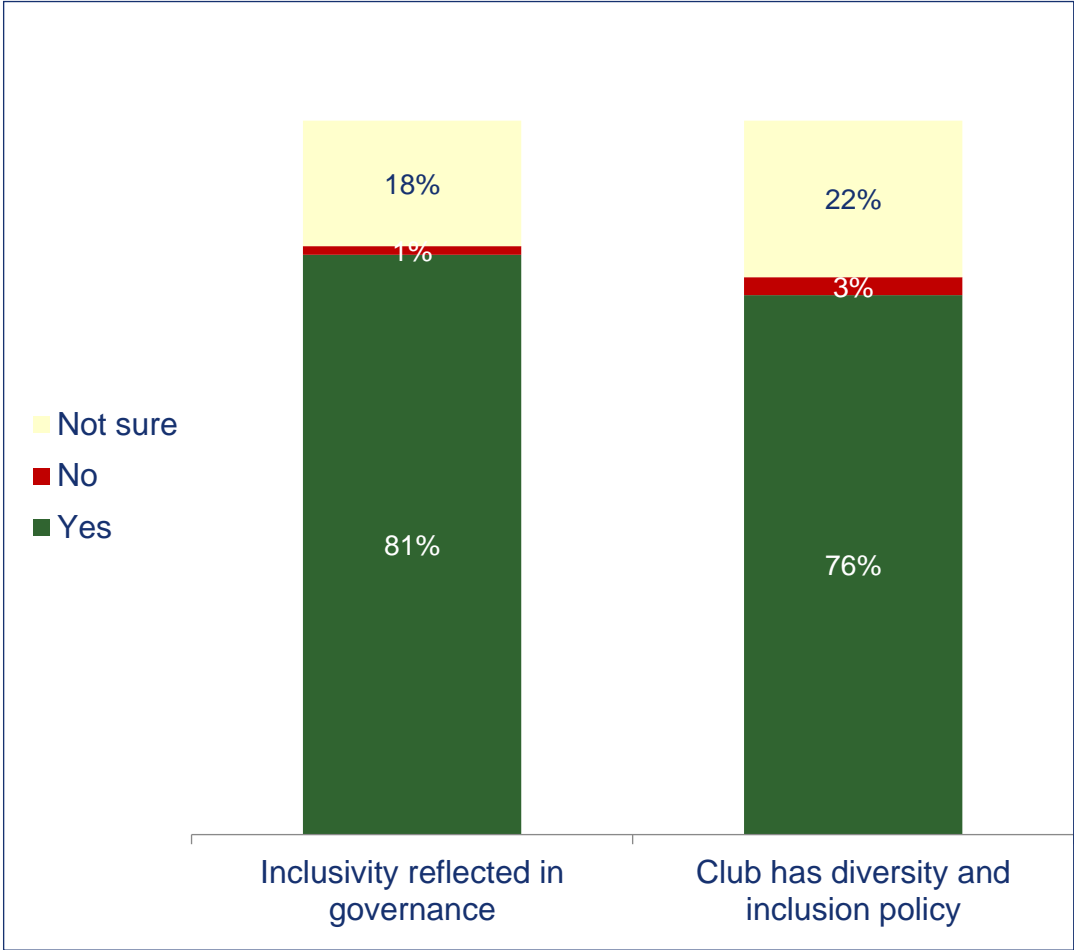


THE MAJORITY OF VOLUNTEERS BELIEVE THEIR COMMITTEE TO BE WELL EQUIPPED TO DEAL WITH DISCRIMINATION COMPLAINTS

How well-equipped is committee to deal with discrimination complaints?



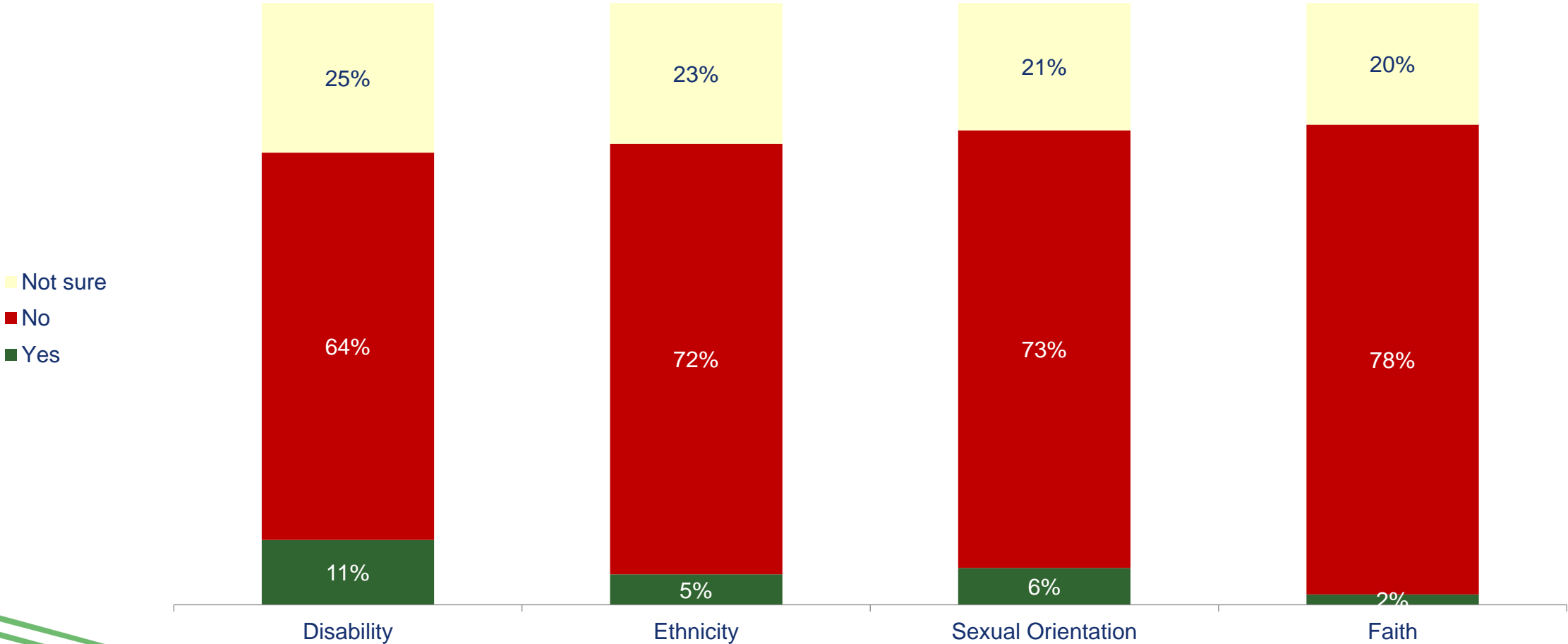
Governance related to D&I



How well-equipped do you believe your club committee to be in dealing appropriately with discrimination complaints relating to areas such as racism, ableism, misogyny, homophobia or similar?
 'Is inclusivity reflected in your governance, including policies and procedures?
 Does your club have a clear diversity and inclusion policy?
 All answering club health section: n=757

ONLY A SMALL MINORITY OF CLUBS CURRENTLY COLLECT DATA ABOUT D&I CHARACTERISTICS

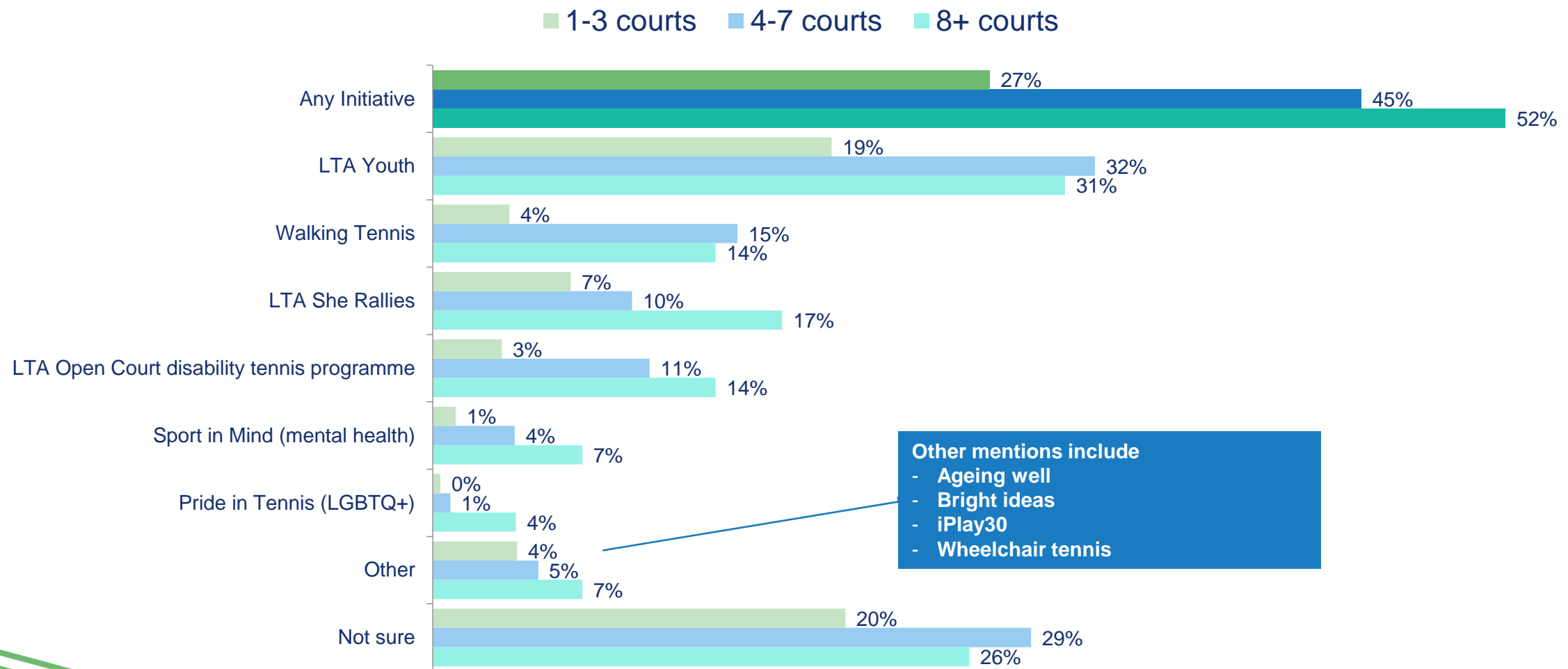
Whether club collects data about diversity of membership by characteristic



Does your club collect data about the diversity of your membership by the following characteristics? All answering club health section: n=751

ONE IN 4 SMALLER CLUBS, AND HALF OF LARGER ONES ARE INVOLVED IN LTA INITIATIVES, WITH LTA YOUTH MOST FREQUENTLY MENTIONED

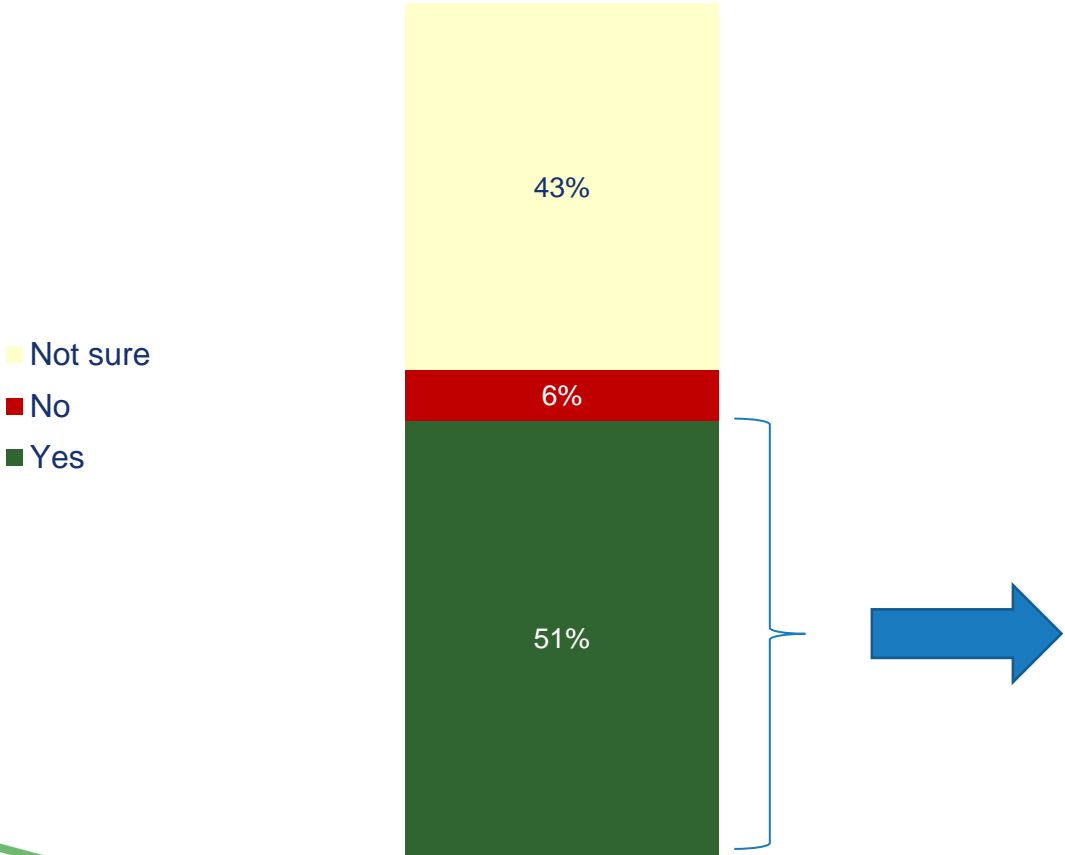
Involvement in LTA Initiatives



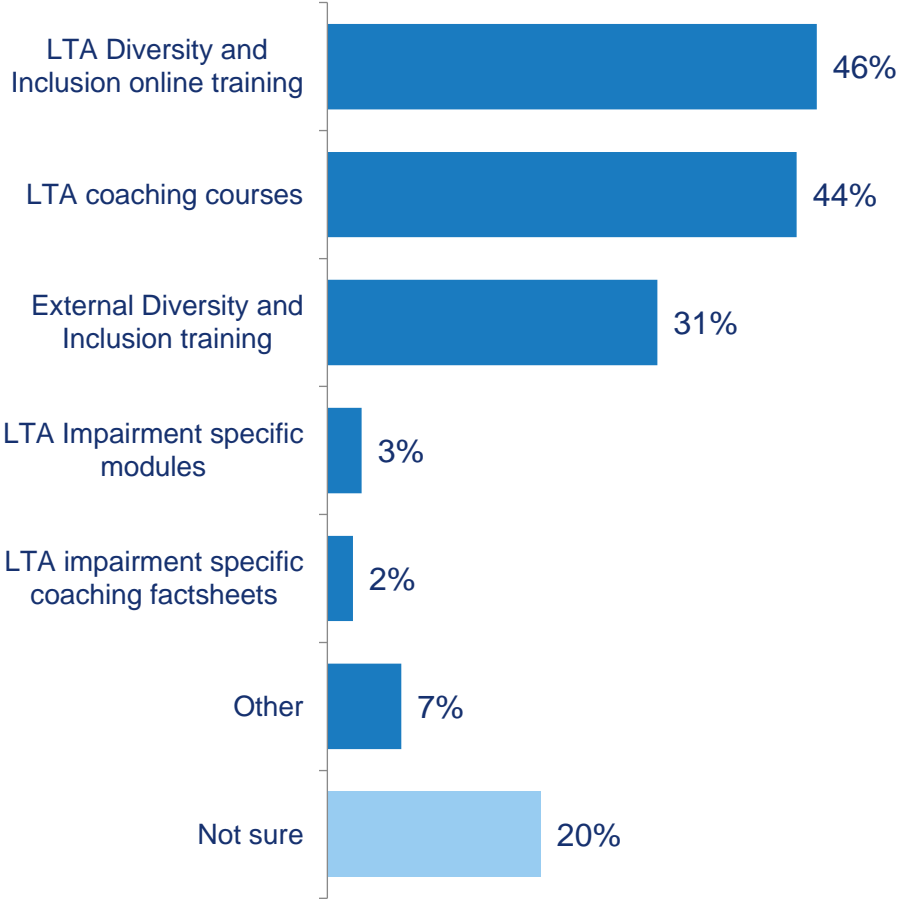
Is your club currently involved with any of the following inclusion initiatives? Base: all respondents 1-3 courts (269), 4-7 courts (352), 8+ courts (124)

OF THOSE ABLE TO ANSWER THE QUESTION, MOST THOUGHT THAT WORKFORCE MEMBERS HAD COMPLETED D&I TRAINING

Whether committee members, volunteers, coaches or other workforce have completed D&I training



D&I Training completed



Have any of your committee members, volunteers, coaches or other relevant workforce completed any form of diversity and inclusion training? (n=744)
What training have they completed? (All answering yes, n=376)

HALF DON'T SEE ANY NEED FOR FURTHER D&I SUPPORT – BUT SOME WOULD WELCOME SUPPORTING MATERIALS, GUIDANCE AND ADVICE

	All providing a response (214)
No support needed	49%
Guidance / policies / leaflets / information	13%
Already inclusive	9%
Funding / grants / financial support	9%
Focus less on D&I / need other support	5%
Engage with / link to others	5%
Specific issues	4%
Resource / volunteers	3%
Training	2%
Don't know	4%

It would be useful to have some material which helps the membership to understand how inclusion works and why it is important

Some guidance and standardised policies would be good and helpful to review with the club and make use of

Funding to help us to be more inclusive for children/players from lower income families

How to engage with the wider community and get to organisations that can identify more easily people that may need support

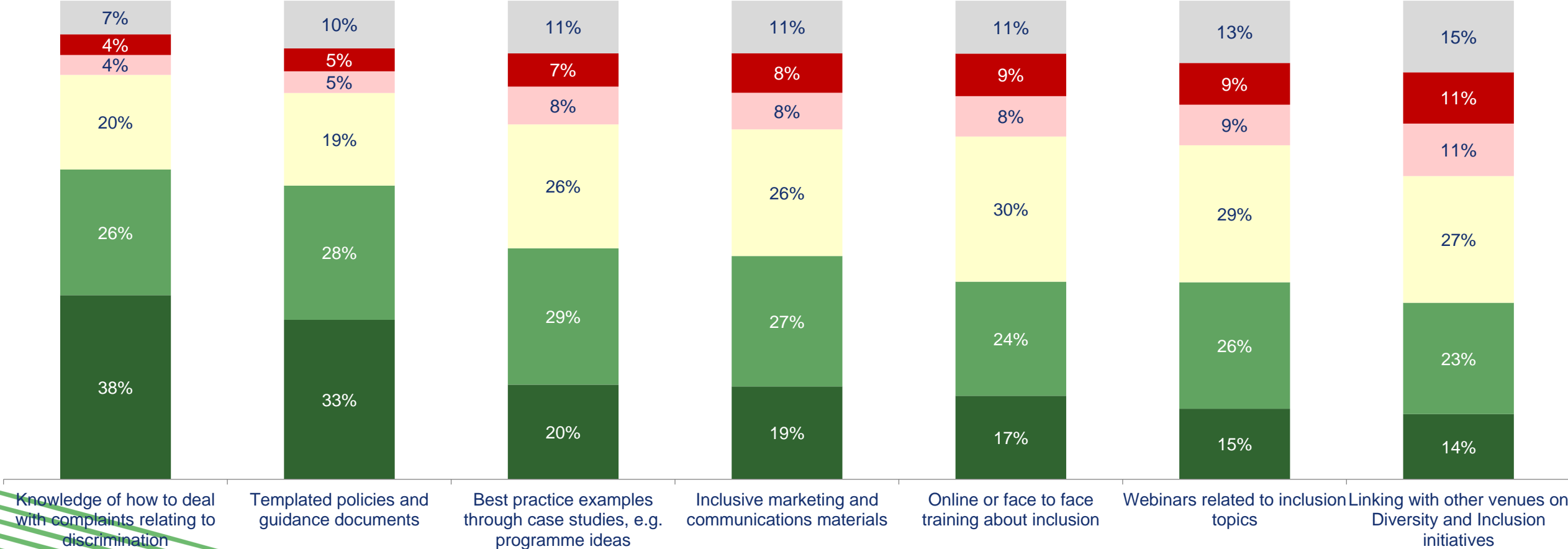
What work is the LTA doing to promote awareness of neurodiversity in sport?

We'd need a member sufficiently interested to champion initiatives in this area

WHEN ASKED DIRECTLY, THE GREATEST INTEREST WAS IN ADVICE ABOUT COMPLAINT HANDLING, AND RECEIVING TEMPLATED POLICIES

Importance of Receiving Different Types of Support

■ 5 - Very important ■ 4 ■ 3 ■ 2 ■ 1 - Not at all important ■ Not sure



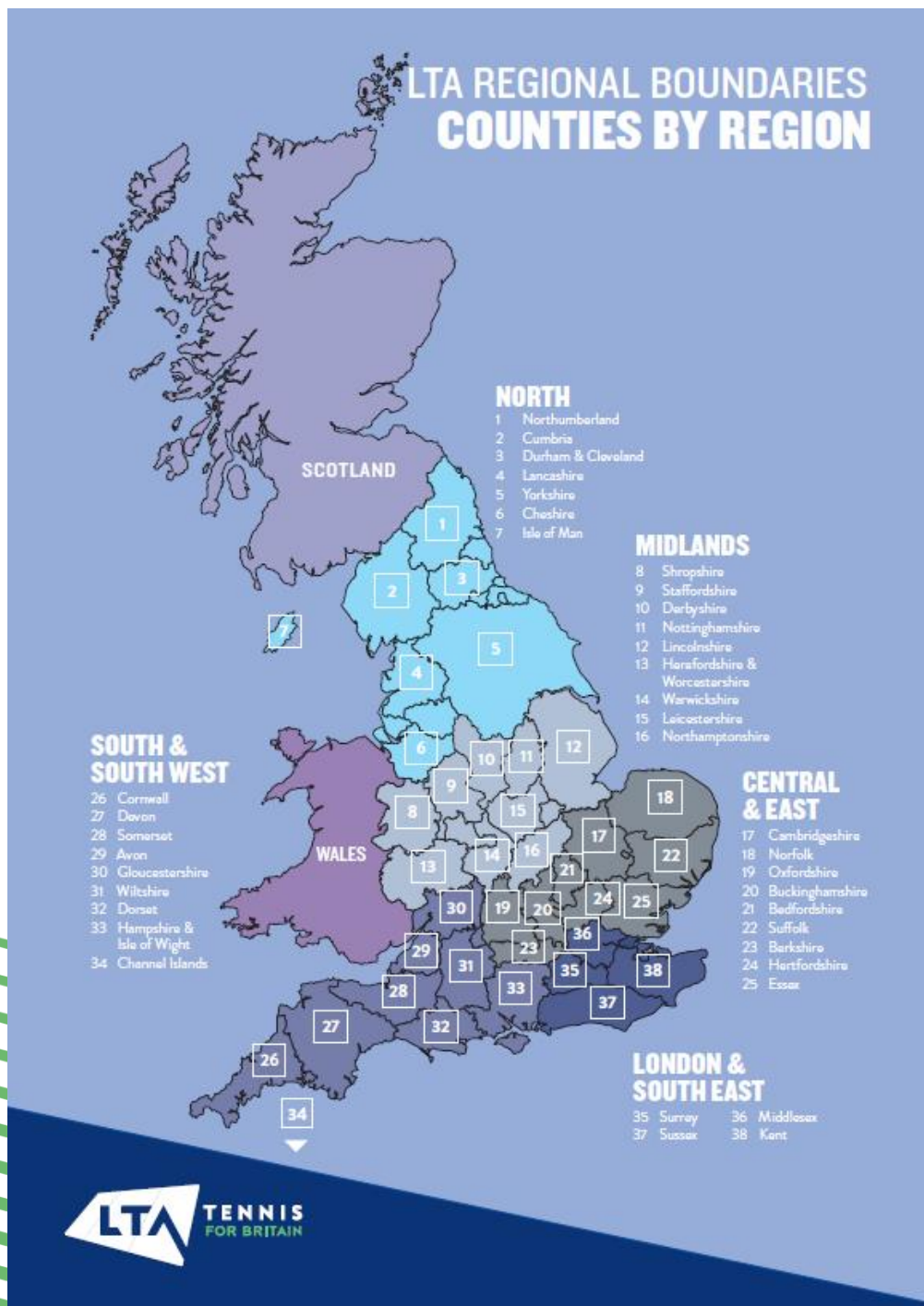
How important would it be for your club to receive the following types of support related to creating a culture of everyday inclusion? (n=834)

WHAT HAPPENS NEXT?

YOU SAID, WE DID...

We are often asked what we do with the information we get back from surveys. Everything we do to support you is informed by feedback we receive from clubs direct, either through these types of survey, via individuals working on behalf of the national, regional and county teams, or through our customer support centre.

From now on, we want to ensure that everyone completing the survey has access to the results. As well as helping us to improve our support, it may be helpful for you to see what is happening nationally.



DIRECT FOLLOW UP

Each region has an LTA Head of Region or Head of Participation in Scotland and Wales, and a team including Participation Development Partners (PDPs), and specialists to support you in areas such as workforce, competition, disability, community and safeguarding.

As well as support you and you club directly, these field based teams also set up network meetings and host webinars on key topics around club management.

Based on your responses, and where you have given permission, a member of the LTA Regional Team, Tennis Scotland or Tennis Wales may follow up with your club in the next few weeks.

INCLUSION SUPPORT

We'll be using your input to shape the support we offer in this area, and over the coming months, we'll add new guidance on the LTA website around the following areas:

- **understanding inclusion** – enabling venues to understand better what inclusion looks like and what impact exclusion can have; improving understanding of local demographics and the diversity of members; working with local partners to understand the needs of different communities.
- **running an inclusive venue** – improving diversity on committees; taking responsibility for driving an inclusion plan; appropriate complaints handling policies and procedures for when issues arise.
- **everyone's invited** - inclusive programming to meet local communities' needs; proactively working with local community groups to actively invite under-represented groups in; ensuring greater inclusivity in the way in which the venue presents itself to non-members success stories from clubs who have a great relationship with their coach.

LTA Inclusion Strategy

2 MINUTE READ

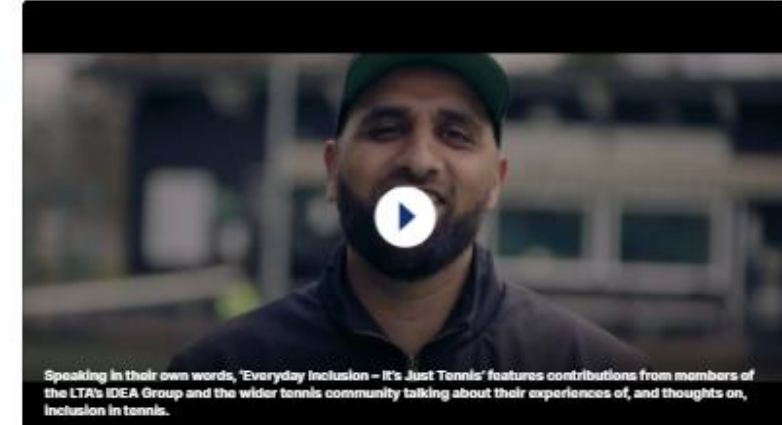


This strategy sets out how the LTA will continue to change the culture of tennis in Britain to be more inclusive, which is absolutely central to our Vision of Tennis Opened Up.

We have set our ambition high – we want to enable and drive everybody in tennis to make the choice to be inclusive every day. We will not be satisfied until the diversity of everyone involved in tennis reflects the diversity of the communities in the country.

WATCH: 'Everyday Inclusion - It's Just Tennis'

To support the publication of the Inclusion strategy, the LTA have produced a video titled 'Everyday Inclusion - It's Just Tennis' featuring contributions from members of the IDEA Group and the wider tennis community, speaking in their own words about inclusion in tennis.



Speaking in their own words, 'Everyday Inclusion - It's Just Tennis' features contributions from members of the LTA's IDEA Group and the wider tennis community talking about their experiences of, and thoughts on, inclusion in tennis.

VOLUNTEER SUPPORT

Over 25,000 people choose to volunteer in tennis across Britain at a local, county, regional and/or national level.

35% of the people who completed this survey had little or no engagement with the LTA. This may be that they don't feel they need to engage, but they may not be aware of what support is available.

Search for 'volunteering' on the LTA website, and you'll get information on the different types of support available to volunteers, as well as signposts to further volunteering opportunities.

Click on the screen to find out more.

Already a tennis volunteer?

4 MINUTE READ



If you're already a volunteer, thank you! Check out our full range of support and resources below that will help support you in your role to get the most out of volunteering.

[Introduction to volunteering](#)

[Venue Support Toolkit](#)

[Newsletters](#)

[Tennis Volunteer Community](#)

[Reward and recognition](#)

[Frequently asked questions](#)



THANK YOU

We hope you found the results of interest. The next survey will go out to a different set of clubs and volunteers in August 2023 – the findings will be made available in due course.