



TENNIS
FOR BRITAIN

COMPETITION PLAN

2025-29



COMPETITIVE TENNIS AND PADEL IN BRITAIN

PLAYERS THAT TELL US THEY COMPETE

1,364,000
ADULT
PLAYERS
COMPETING

535,000
CHILD
PLAYERS
COMPETING

PLAYERS ENTERING FORMAL LTA COMPETITION

81,222
ADULTS

29,812
CHILDREN

212,731

PLAYERS WITH A ITF
WORLD TENNIS NUMBER
(SINGLES AND DOUBLES)

990

LICENCED OFFICIALS
ON AND OFF COURT

GRADED TOURNAMENTS

TENNIS

11,000

PADEL

280

REVIEW OF THE COMPETITION LANDSCAPE





WHAT DID WE DO?

PLAYER ANALYSIS

We analysed data to understand the numbers competing at each age and stage of the competitive structure, as well as the numbers competing informally.

LEARNING

We researched what other sports and other tennis nations are doing.

CONSULTATION

We listened to players, parents, officials, competition organisers, coaches, and venues.

COMPETITION VISITS

We visited a variety of competitions to watch and understand what was happening on the ground.

INSIGHT

We carried out a comprehensive survey of junior competition taking place across tennis venues in Britain.

EXPERIENCE

We analysed customer feedback to better understand their experiences of competitions.

WHAT WE LEARNT

There is the opportunity to provide a large-scale and innovative offer linking coaching programmes to children's first experience of competition.

The number of adults competing is at an all time high. There are more juniors playing recreational competition but less playing formal competition.

We need to work with delivery partners including County and Island Associations to support the provision of competition locally.

Tennis participation has grown significantly in recent years and as a result accessing court time for competition at venues is a challenge.

Coaches could do more to help players find the right level of competition for them.

The competition structure could be improved to help more people access competition more easily.

There are many well organised competitions but experience is inconsistent.

We need more officials and organisers to deliver more competitions, helping to plug gaps in provision.

More venues need to record competition results and give players recognition for their progress.



A photograph of two men on a tennis court. The man on the left is wearing a grey t-shirt and dark shorts, looking towards the right. The man on the right is wearing a white polo shirt, white shorts, a bright yellow cap, and is smiling while holding a tennis racket. They are standing in front of a chain-link fence with trees in the background. The image has a green diagonal overlay at the top and a blue diagonal overlay at the bottom left.

THE JOURNEY AHEAD



OUR VISION:

**TENNIS
OPENED UP**

OUR MISSION:

TO EMBED A
**CULTURE OF
COMPETITION**
ACROSS TENNIS AND PADEL IN BRITAIN

WHAT IS A CULTURE OF COMPETITION?

A culture of competition promotes a belief among the tennis and padel community in the value and importance of competitive play.

It's about ensuring that all players – regardless of age or ability – can access appropriate competitions for their level, that are welcoming, enjoyable and inspiring.

The benefits of competition go beyond the court, it helps prepare you for life. It offers you a platform to develop problem solving, decision-

making, social skills, emotional resilience, and good sportsmanship – all valuable skills for life beyond sport.

It doesn't matter where you compete, whether it's playing points with a friend at your local park, or getting involved in an LTA sanctioned competition, we are committed to driving a culture of competition for everyone – “competition opened up”.



WHAT ARE WE SETTING OUT TO ACHIEVE?

1

To grow the number of children competing.

2

To grow the number of adults competing.

3

To grow the number of venues delivering competition opportunities for their members and in their local community.

4

To grow, diversify and support competition organisers and officials.

5

To improve the competition experience, so it's more welcoming, enjoyable and inspiring.



THE BIG THINGS

INVEST

Invest in the competition infrastructure, including our digital systems and venues, to improve the accessibility of competition.

GROW & DIVERSIFY

Develop the competition offer to improve accessibility and provision and grow the number of competing players.

ENGAGE

Grow, engage and support the competition workforce to increase provision and improve the experience for players and parents.

PERFORM

Optimise the competition pathway to provide progressive and aspirational opportunities supporting player development.

LEAD

To govern and support competition in Britain to the highest standards, ensuring it is safe, welcoming, enjoyable and inspiring.





INVEST

- **Develop** our competition digital products and services to improve the journey to find and enter competition, and to enable venues to provide more and better competition opportunities.
- **Maximise the value** of the National Tennis Centre and Nottingham Tennis Centre and develop a plan to enhance competition delivery at key venues across Britain.
- **Scale adoption of the ITF World Tennis Number (WTN)** (LTA's rating system) and enhance the LTA Ranking system, in order to drive increased accuracy, improved experiences, and more people of all abilities to compete.
- **Implement a Padel rating system** in order to capture and engage the player base, and drive more people of all abilities to compete.

GROW & DIVERSIFY

- **Introduce a new innovative and inclusive competition offer** as part of the LTA Youth programme, that owns a place in the weekly calendar at venues, to support children at the start of their competition journey.
- **Grow adult competitive play in parks** through the provision of relevant, accessible and enjoyable Local Tennis League opportunities.
- **Enhance competition provision in schools and universities** to attract and retain more children and students in tennis.
- **Develop targeted interventions** that focus on attracting and retaining Underserved Communities, Disabled People and Women and Girls to help ensure the competitive player base is inclusive for these communities.





ENGAGE

- **Grow, diversify and support** the tennis and padel competition workforce to create more opportunities to compete and to deliver welcoming and enjoyable experiences.
- **Simplify the competitive structure** to make it easier for more players to compete and better engage with parents, to improve their understanding of competition.
- **Put in place plans** to mitigate against the impact of Electronic Line Calling to support the retention and growth of officials at all levels of the game.
- **Engage the coaching workforce** to support players and parents to understand the value of competition and encourage competitive play.

PERFORM

- **Review competition provision**, with a focus on regional and county stages and the 10U and 11-14 age groups, and make recommendations to grow and enhance year round opportunities.
- **Implement recommendations to develop and improve** the 10 and under Competition Framework to support player development and increase the number of players competing regularly at that age.
- **Optimise disability competition** across impairment groups, by providing more opportunities to compete and improving the experience.
- **Continue to evolve and enhance** the international and national level competition offer, to support player development at each age and stage of the Performance Pathway.





LEAD

- **Work together to grow competition opportunities** and improve experiences, including with County & Island Associations, venues and local delivery partners.
- **Maintain and develop the highest standards of safeguarding**, anti-doping, integrity and sustainability across the competition landscape.
- **Develop and deliver a framework** to enhance selection, support and operations of GB teams across Seniors, Beach, Padel, Disability and University representation to drive international success.
- **Support** the financial sustainability of the competition landscape.

