

# LTA COUNCIL

Thursday 22 February 2018 at the National Tennis Centre at  
10.15am

## Present

Mr M F Corrie (President), Mr S Lloyd (Chief Executive Officer), Mr D Rawlinson (Deputy President), Mr S Farrow (LTA Company Secretary, Legal Director and Aegon Championships Tournament Director), Mr D Gregson (Chairman, LTA Board).

### Past President

Mrs C Sabin.

### Vice-President

Mr C M Thomson.

### Councillors

Mr I Alexander, Mr J Baker, Mr R Blackburn, Mr A Bradley, Mr F Caldwell, Miss N Cavaday, Mrs A J Clark, Mr S Clarke, Mrs A E Clayton, Mr R Colabawalla, Mr R Cutler, , Mr J Copsey, Mrs L Cundy, Mr L Evans, Mr P Evans, Mr A Fay, Mr P Grinyer, Mr I Haigs, Mr C Haworth, Mr B Horne, Mr R Henshaw, Mr A Jarvis, Ms K Keohane, Mr R Kerr, Mr T F Kinloch, Mr E Knowles, Mr S Law, Mrs J Marks, Mrs N Maskens, Mr S Matthews, Ms J Morris, Mr R T Palmer, Mr M Peters, Mr A J Petherick, Mrs S Procter, Mrs J Robinson, Mr M Rock, Mr M Sanders, Mr R Staniland, Mr M Stocks, Mrs E Sweeting, Mr D Vinall, Mr A Waite and Mrs C Windmill.

### In attendance

Ms J Anderson (IT Service Desk Administrator), Mr M Bain (Community Director, Tennis Foundation), Mr M Botros (Head of Legal), Mrs D Gibson (attending on behalf of Robert Gibson representing Derbyshire), Ms S Lawrence (Head of Category Women and Girls Tennis), Miss S Loveridge (StreetGames, SERVES National Partner), Mrs J Mackay (Legal Services and Discipline Coordinator), Mr A Marks (Participation Director), Mr A Morgan (attending on behalf of Michael Angell representing Gloucestershire), Mr G Moss (Brand Vista), Miss A Naughton (PA to Legal Director), Mr S Steele (Finance Director), Mr S Timson (Performance Director), Ms E Titchener (Brand Vista), Mrs V Williams (People Director), Ms C Wheeler (National Programme Manager – SERVES).

## Minutes

### 1. **President's Welcome**

The President, Martin Corrie, welcomed everyone to the first Council meeting of 2018.

### 2. **Welcome to new LTA Councillors**

Martin Corrie welcomed the new LTA Councillors to the stage and presented them with a Councillor tie or pin. Each new Councillor said a few words to introduce themselves. The new

Councillors were Naomi Cavaday (Player Representative), Roy Colabawalla (Warwickshire), Richard Cutler (Hampshire and Isle of Wight), Ian Haigs (UK Armed Forces) and Joanna Marks (Hereford and Worcestershire).

### **3. Apologies for Absence**

The following apologies for absence had been received: Mr M Angell, Miss F Awoderu, Mr S Baddeley, Mr R Baker, Mr R Gibson, Mrs C Hollingsworth, M A Miss Laffey, Mr P Nicholson, Mr R Stoakes, Mr H Stow and Mr B Walton.

### **4. Declaration of Interests**

Members of Council were asked to declare an interest as necessary when a relevant item was discussed.

### **5. Minutes of Meeting held on Thursday 14 December 2017**

The minutes of the Council meeting held on 14 December 2017 were approved,

### **6. Matters Arising**

There were no specific matters arising that were not already covered within the agenda.

### **7. President's Report**

Before his report, Martin Corrie read an obituary for former Councillor Mary Gill following her recent sad passing away. He shared the funeral details and Council stood for a moment's silence.

Martin Corrie's President's Report had been included within the Council pack and was taken as read.

Martin Corrie highlighted that 2018 had started well for British Tennis with Kyle Edmund's achievement at the Australian Open and the great performance at both the recent Davis Cup and Fed Cup ties. He welcomed Scott Lloyd now that he had officially started his role as CEO and mentioned that their visit to the Duchess of Gloucester to explain the Performance and Participation Strategies had gone well.

Martin Corrie set out that there was a lot to do in 2018 and it was important that Councillors supported the LTA colleagues to deliver British Tennis. Three areas they would be key in supporting were Tennis for Kids, She Rallies and the delivery of disability tennis.

### **8. LTA Chairman's Report**

The LTA Chairman's report had been included in the pack and was taken as read.

David Gregson added that he would be stepping down at the end of 2018 after reaching the end of his second term as Chairman. He added that it had been a privilege and would be working to help ensure that his successor was fully informed when coming into the role.

David Gregson took questions from Councillors.

In relation to a question about the new venue registration requirements, Alastair Marks highlighted what some of the new venue requirements would be and the importance of them. Stephen Farrow stated that the minimum safeguarding standards were absolutely essential and had to be implemented but it was important that the LTA provided support to the Counties in helping their venues to reach this standard. This would include ensuring the right

number of safeguarding training courses are available to enable venues to meet the training requirement.

Martin Corrie noted that it would be good to have a consolidated action plan to assist Counties with this. Alastair Marks highlighted that the regional teams and Dave Humphrey (Head of Safeguarding) were working on an action plan.

## **9. LTA Chief Executive's Update**

Scott Lloyd provided an update to Council in addition to the paper in the pack which had been taken as read.

Scott Lloyd thanked Councillors for welcoming him and also thanked the colleagues at the NTC for their understanding while the Council meeting was taking place.

He set out that he had had an enjoyable first six weeks in his new role and that the months between June 2017 to January 2018 had been invaluable and had given him chance to listen, learn and reflect before starting in the role.

The first six weeks had been busy and he was grateful for the warm welcome. The Executive team had done a great job in the absence of a CEO and now it was his chance to support them.

He highlighted some key areas. Safeguarding would continue to be a standing item on the agenda with the aim of British tennis becoming the safest sport and leading the way. TBTT, BTM and commercial sponsorship were areas that would continue to evolve by being more nimble and dynamic.

Other highlights included the recent performances of the Davis Cup and Fed Cup teams and meetings with Sport England, the Board and Council.

He added that he was keen to engage with all stakeholders to align British Tennis. If he was to set a self-objective it would be to bring together the many factions of the sport to make it relevant, safe, successful and fun.

The meeting broke for lunch at 1:20 pm and resumed again at 2 pm.

Before the next agenda item, Martin Corrie asked Councillors to complete the Councillor Contribution document which they had been given on arrival. This was to assist with preparing an impact statement for the Sports Governance Code. He asked if this could be done by 7 March 2018.

## **10. Performance Strategy Update**

Martin Corrie introduced Simon Timson, Performance Director, to provide an update to Council on the performance strategy.

There was paper included in the pack which had been noted.

Simon Timson explained to Council that there had been 11 principles put in place by Peter Keen which the LTA had begun to put into a performance strategy in 2017. There had been a consultation process and reviews were carried out with each County towards the end of 2017. He noted that it was very important to continue to work with Councillors as the strategy was developed. They would be key to working with Local Player Development Centres in the overall support for the pathway.

Local Player Development Centres would have a clear objective to prepare players to meet the standard of Regional Training selection. There would be up to 50 centres nationwide and there would be a focus on local children competing for places at County Training.

There was an expectation for Local Player Development Centres to work in partnership with County Training. There was a focus for County Training to help create an over-supply of players meeting the selection standards for Regional Player Development Centres. County Training would also remain a vibrant option for those players who did not meet the regional selection standards. County Training should be delivered by expert coaches with an increase in the ratio of 1 coach to four players, rather than one coach to eight players.

Each Councillor's role in this part of the pathway was to understand the purpose and standards of County Training and to ensure the County commits to meeting the minimum standards. It was also important for them to promote County Training to local players, parents and coaches and to encourage partnerships between Local Player Development Centres and key clubs with County coaches. They would also be asked to encourage coaches to support players to progress to Regional Training.

Simon Timson went on to set out that this support by Councillors and Counties would be feeding into the development of Regional Training and Regional Training Development Centres. There would be around 10 centres in Britain with the aim to have at least one in each region and in Scotland and Wales. There would be specific preparation for international competition.

Simon Timson highlighted that a new colleague, Ian Yates, would soon be starting as the Head of NP Pathway. He had a lot of specific experience and would be leading on aspects such as; attracting athletic children into Local Player Development Centres, retaining and nurturing players at the regional stage of the pathway and evolving innovative and inspirational

Simon Timson answered questions from Council.

In response to a question about the number of Local Player Development Centres, Simon Timson noted that it was not guaranteed there would be a centre in every County. They wanted to progress up to 50 of the strongest applications and geography would be considered. An investment guide for Local Player Development Centres would be sent out shortly and Simon Timson confirmed that he would ensure Councillors received it.

In response to a question about a framework to assist the Counties in the process, Simon Timson noted that there was a draft County Training Guide with a framework included. Counties would be helped over the next two months to use this.

## **11. SERVES**

Martin Corrie introduced Karen Keohane to provide an update on the SERVES programme to Council. She set out that the goals of SERVES were to broaden the base of the game and take tennis into communities that wouldn't normally have the opportunity to play. To also use tennis as a hook to positively impact lives and make a meaningful difference to the people and communities.

The scale of the issue that had led to SERVES was broad and included statistics such as 30% of children living in poverty in England, 40% of young people in low socio-economic groups did not take part in sport and almost 1/3 of children aged 2-15 were overweight or obese.

Mike Bain, Community Director, explained some of the community pilot projects to Council. It was important to work with local partners in the communities and develop good relationships

in order to take tennis to the communities. This involved partnerships with local venues such as youth clubs and mosques. They would train people already associated with the community to deliver the tennis sessions in the venues. It was important to develop a flexible delivery model so tennis could be on the children's terms which would help the programme to be more sustainable.

There were now 130 sites delivering the SERVES programme.

Claire Wheeler, National Programme Manager, set out in some more detail what the SERVES programme offered. This included a mini tennis roll out court, tennis equipment bag, tennis activator training, Social Change Programme training and support from the Tennis Foundation.

Samantha Loveridge from StreetGames, one of SERVES national partners, explained how they assisted with delivering the programme. She noted that tennis was being used as a tool for social change with tennis games developed to improve young people's health and increase their self-confidence. There was a two day training course for local leader and in 2018 two new themes were being developed which were community cohesion and employability. A next step would be looking into the prospect of bringing into place accreditation and recognition for the SERVES programme.

The vision for 2020 was to have 400 SERVES sites with 20,000 young people playing regularly. There would be an aim for 2000 local workers and volunteers to be trained as tennis activators. There would also be an aim for the programme to be recognised as one of the leading sport for development charities in the UK.

Mike Bain highlighted that Councillors could become involved by letting him know if there were any venues in their areas that could deliver the programme.

## **12. Participation**

### **12.1 Participation Director's Report**

The Participation Director's report had been previously distributed which was taken as read, Alastair Marks set out that unless there were any questions about the report he would hand over to Sue Lawrence, Head of Category Women & Girls Tennis, to update Council on the women and girls strategy.

There were no questions.

### **12.2 Women & Girls**

Sue Lawrence set out that a women and girls strategy was needed due to the significant decline in women's participation over the last 10 years.

Detailed research and consultation was carried out across 2017 with over 30,000 women and girls being interviewed or completing a survey. Over 500 coaches provided information including She Rallies ambassadors. Experts outside of tennis were also consulted.

This research provided a wealth of insight that had informed the women and girls strategy. There were five areas which had been recognised as barriers to women's participation, these were: lack of choice when it came to women coaches; making the difference at venues in terms of female influence; gender gaps in childhood; broken online journey and perception barriers.

Six drivers had been developed to support the strategy and these were:

- This girl can coach – creating a female inclusive environment for female coaches to feel accepted and to deliver to their full potential.
- Family crunch time – providing solutions to work / life practical challenges to enable the female workforce to deliver throughout their life stages.
- Inspire the next generation – creating the right environment and opportunities for more girls to love playing tennis.
- Make it simple – creating connections for women to venues and each other.
- Tennis for me – making tennis culturally relevant in order to inspire women to play.
- Walk the talk – leading by example from within the LTA in what we say and how we behave to inspire the tennis family.

At this stage there were five prioritised deliverables which were: increase the female workforce; continue She Rallies; create guidance and a framework for venues; create an online enabler and create a clear and motivating proposition to reposition tennis in the minds of women.

Councillors were asked to consider if they could contribute towards delivering the strategy, for example they could continue to support She Rallies ambassadors and to help embed guidance at venues.

### **13. Corporate Governance**

#### **13.1 LTA Operations Limited Loans**

Following Board approval, and as for previous years, Martin Corrie asked Council to endorse the recommendation to waive interest charges on all LTA Operations Limited loans during 2018, unless otherwise determined by the Board in exceptional circumstances. Roy Staniland highlighted that some Counties had a conflict of interest. With the exception of those Counties, the recommendation was approved.

#### **13.2 GDPR**

Martin Corrie introduced Meena Botros, Head of Legal, to provide an update on the General Data Protection Regulation (GDPR).

Meena Botros explained that GDPR was an EU wide regulation coming into effect in May 2018. It would still be applicable to the UK after it had left the EU. The regulation meant that there would be a requirement for organisations to be more transparent about personal data and to be more clear how the data would be used when it was obtained through marketing. There would also be an obligation to report data protection breaches.

Meena Botros highlighted that the LTA had conducted an audit around the business to assess how data was being used. If the results showed that it was being used beyond the consent given then this would need to be rectified.

The regulation would also affect Counties and clubs. Meena Botros highlighted that some guidance had been provided in the Council packs for them to use but it had been agreed that some further support would be given. Template documents would be produced for Counties to use when obtaining consent and data, as well as a FAQ document. The LTA legal team would not be able to give specific legal advice to individual clubs but they would help to support as much as possible.

Councillors were asked that if they had any questions then could these be sent to Andrew Petherick in the next two weeks.

Alastair Marks noted that it would be appreciated if Counties could help in encouraging clubs to open the news letters which set out the details of GDPR. A bespoke newsletter regarding the guidance documents would be sent out soon, as well as making the documents available on the website.

It was also noted that Baseline would be contacted to see if advice around GDPR was included in their service for registered venues. If not, then other options would be looked into.

#### **14. Updates**

##### **14.1 Volunteering Update post Council Dinner**

Martin Corrie noted that since the Council dinner Brand Vista had taken the feedback on board.

##### **14.2 Tennis Development Committee Update**

An update paper on the TDC had been provided in the pack which was taken as read.

Sandi Procter highlighted to Council that they had been given a pack on arrival setting out the tennis awards landscape as there had been some confusion about how this worked. She drew particular attention to the British Tennis Awards and that the Outstanding Achievement award was being renamed to Lifetime Achievement award. The Meritorious Service award was being renamed to British Tennis Service Award. The winners of the Lifetime Achievement Award would be considered for the British Tennis Service award.

Anne Clark thanked those that had been involved in the grant scheme for the Seniors' Tennis TDC work stream. She noted that the application deadline had been extended to 25 March.

David Rawlinson noted that it had been decided to consult with six more Counties about the Wimbledon ticket review before coming back to consult Council with the findings.

#### **15. Summary of papers for reading only**

Councillors had received in their packs a Tennis Foundation report and a document setting out the 2018 British Tennis Competition Programme.

There were no questions.

#### **16. Any Other Business**

Martin Corrie reminded Councillors about the deadlines to apply for Wimbledon tickets and the British Tennis ball and cocktail party. He also informed Council that each County now had a safeguarding Officer in place.

Andrew Petherick reminded Councillors that the deadline to apply for a table in the LTA President's Suite was 19 March.

**17. Confirmation of date of next meeting**

Martin Corrie set out that the next Council meeting was Thursday 17 May with the AGM also taking place.

The President thanked everyone for attending and closed the meeting.

The meeting concluded at 4:05pm.