

LTA COUNCIL

Thursday 17 May 2018 at the National Tennis Centre at 10.00am

Present

Mr D Rawlinson (Deputy President), Mr S Lloyd (Chief Executive Officer), Mr S Farrow (LTA Company Secretary and Director of International Events and Professional Game), Mr D Gregson (Chairman, LTA Board).

Past President

Mrs C Sabin.

Councillors

Mr M Angell, Miss F Awoderu, Mr S Baddeley, Mr J Baker, Mr R Blackburn, Mr A Bradley, Mr F Caldwell, Mrs A J Clark, Mrs A E Clayton, Mr R Colabawalla, Mr R Cutler, Mr J Copey, Mrs L Cundy, Mr L Evans, Mr A Fay, Mr R Gibson, Mr P Grinyer, Mr I Haigs, Mr C Haworth, Mrs C Hollingsworth, Mr B Horne, Ms K Keohane, Mr R Kerr, Mr T F Kinloch, Mr E Knowles, Miss M A Laffey, Mr S Law, Mrs J Marks, Mrs N Maskens, Mr S Matthews, Ms J Morris, Mr P Nicholson, Mr R T Palmer, Mr M Peters, Mr A J Petherick, Mrs J Robinson, Mr M Rock, Mr M Sanders, Mr R Staniland, Mr R Stoakes, Mr M Stocks, Mr H Stow, Mrs E Sweeting, Mr D Vinall, Mr A Waite, Mr B Walton and Mrs C Windmill.

In attendance

Ms L Bissett (attending on behalf of Phil Evans representing Wiltshire), Mr M Botros (Legal Director), Mrs Carol Horton (Legal Services Administrator), Mrs J Mackay (Legal Services and Discipline Coordinator), Miss A Naughton (PA to Director of International Events and Professional Game), Mr N Phillips (attending on behalf of Anthony Jarvis representing Leicestershire), Mr J Ratcliffe (attending on behalf of Sandi Procter representing Kent), Ms L Read (Hingham Tennis Club), Mr C Sampson (attending on behalf of Ian Alexander representing Avon), Mr Oliver Scadgell (Participation Director), Mr S Steele (Finance Director), Mr S Timson (Performance Director), Ms E Titchener (Brand Vista), Mrs V Williams (People Director),

Minutes

1. Welcome

The Deputy President, David Rawlinson, welcomed everyone to the second Council meeting of 2018.

2. Apologies for Absence

The following apologies for absence had been received; Mr I Alexander, Mr R Baker, Miss N Cavaday, Mr S Clarke, Mr P Evans, Mr R Henshaw, Mr A Jarvis, Mrs S Procter and Mr C M Thomson.

3. Declarations of Interests

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

4. Corporate Governance (1)

4.1 Changes to LTA Rule 36 regarding eligibility for national championships

A paper had been included in the Council pack setting out the changes to LTA Rule 36 regarding eligibility for national championships. Stephen Farrow, Company Secretary, briefly addressed Council on this. There were no questions from Council.

4.2 Changes to LTA Rules and Standing Orders regarding Tennis Performance Committee

A paper had also been included in the Council pack setting out the changes to the LTA Rules and Standing Orders regarding the Tennis Performance Committee. Stephen Farrow briefly explained this and highlighted that it could mean that the vacant non-executive director position for someone with performance expertise could be filled by someone external, rather than a Councillor. There were no questions from Council.

The Deputy President asked Council to approve the LTA Rule and Standing Order changes regarding eligibility for national championships and the Tennis Performance Committee in order to be put to the AGM for vote later this morning. The changes were approved by Council.

4.3 Approval of the Nomination of the new Independent Chairman

This item was brought forward from item 14.3 on the agenda. The Deputy President invited Clare Hollingsworth to provide some background information about the nominated Independent Chairman.

There was a lot of interest in the role which made the sub-committee's job challenging when shortlisting and deciding on who to nominate to Council.

Mervyn Davies had been nominated as the new Independent Chairman. Council had been provided with his CV on arrival this morning and Clare Hollingsworth described his background and experience.

The Deputy President asked for Council's approval of the nomination. The nomination was approved.

It was expected that Mervyn Davies would start in September and would possibly attend the next Council meeting in October.

The meeting broke at 10.20 am for the AGM and resumed at 11.20 am.

5. Minutes of Meeting held on Thursday 22 February 2018

The minutes of the Council meeting held on 22 February 2018 were approved.

6. Matters Arising

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

7. Deputy President's Report

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

The Deputy President reminded Council that the next Davis Cup tie would be taking place in Glasgow in September and that the U14 County Cup finals were taking place this coming weekend in Nottingham. He also thanked Councillors who had recently provided feedback over the phone regarding the Councillor Contribution Process.

8. LTA Chairman's Report

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

David Gregson briefly addressed Council on additional topics. He added that there was a recruitment process in place for a new Chairman of the Audit Committee. He also expressed thanks to Clare Hollingsworth for all of the work she had been doing as well as to Richard Baker for his contributions on the LTA Board over the last nine years.

David Gregson also informed Council of the appointment of Sara Bennison as an independent non-executive director of the LTA.

David Gregson took questions from Councillors.

It was noted that a query regarding why the accounts were not provided in hard copy format in advance of the AGM would be taken away for consideration.

Meena Botros, Legal Director, provided a response to some questions about the General Data Protection Regulation (GDPR) which was coming into effect on 25 May 2018. He explained that a lot of hard work had been done in respect of this. An audit of all of the LTA's information had been carried out and a clear plan was in place based on the recommendations arising from the audit.

Meena Botros added that an email would be sent out from the LTA next week, it wouldn't necessarily be asking all users to opt-in but it would be updating them on how the LTA uses their data.

He also added that Counties would still be able to use Courtside as usual after 25 May but it was an area being looked at. If there were any reductions in the future to the data that was available to Councillors then they would be consulted first. It was also a possibility that the way the data on Courtside was shared would need to be better documented.

In regard to a question about the funds set aside for Transforming British Tennis Together, David Gregson confirmed that the LTA would be meeting its commitment.

Tom Kinloch, on behalf of Council, thanked David Gregson for everything he had done during his time as Chairman. David Gregson said that it had been a privilege and that he was proud to have been part of the LTA.

9. LTA Chief Executive's Update

The LTA Chief Executive's update was included in the pack and was taken as read.

Scott Lloyd addressed Council and provided some more details on three areas. These were the revised organisational structure, the newly formed Performance Advisory Group and venue registration.

Scott Lloyd answered questions from Council regarding an update on the new County website template and a view on if, or how, padel tennis could be incorporated as part of the new strategic review.

10. Brand Vista

Emma Titchener from Brand Vista provided an update to Council on the vision setting for tennis in Britain. She set out that since the last Council meeting discussions had taken place with a range of people including executive team members, Board members, Councillors, coaches, colleagues, casual players, lapsed players and tennis fans. She would be sharing the findings with Council today.

It was found that tennis was competing for people's time with a range of other sports. There were a range of aspects that influenced people when choosing a new sport to participate it including physical, emotional and social motivation.

Focusing on tennis in particular it was explained that it faced further barriers to participation than traditional sports such as; the belief that it is not cheap or accessible and a sense that people do not feel that they 'belong'.

Emma Titchener moved on to the more specific aspect of the project and shared the findings of the vision and territory testing with Council.

Some of the key lessons learnt from the research into developing the vision were for it to be outward looking and inclusive, to address one or more of the key barriers and not to use old fashioned language.

The next stages in the project were to finalise wording and set a vision which would be focused on inclusivity. Also, to set a mission that would be focused on breaking down the identified barriers of taking part in tennis. Objectives would be set around participation, performance and non-player involvement. There would also be six key strategies to follow, these would be; innovation, engagement & collaborations, investment, simplification & cost, visibility and safeguarding.

The vision would be finalised at the next Board meeting on 13 June 2018. It would then be important to align the rest of British Tennis behind that vision.

Scott Lloyd added that although some of the perceptions of tennis and the LTA may have been uncomfortable to hear about it was vital to learn about the market in order to overcome the barriers and progress the sport in Britain.

Scott answered some further questions from Council. He explained that there were not currently any plans for an overall re-brand but it was about the initial focus on setting a vision for British Tennis as a whole and aligning everything else behind that.

The meeting broke for lunch at 1.15 pm and resumed again at 2.00 pm.

11. Hingham Tennis Club

Lindsey Read from Hingham Tennis Club provided an update to Council on what had been happening at the club in its second year of operation.

There had been a lot of LTA events over the last year including the Quorn Family Cup and Benenden Tennis Festivals as well as a number of club events including children's holiday camps. There was still a full timetable of weekly events with a range of activities from mini tennis to Friday night social tennis for adults. Overall there had been around a 10% drop in membership numbers.

Lindsey Read thanked those involved in the British Tennis Awards for the club's award and the day at Wimbledon. She explained that the prize money had been invested in facilities for the club.

Some work had gone into schools and community outreach for example; a coffee morning in aid of the East Anglian Air Ambulance.

One of the main concerns had been how to sustain the momentum of the success the club had in its first year. A lot of work was put into keeping in contact with members through email, Survey Monkey and social media.

The club had also been working on building its workforce by taking on some new coaches and asking for extra help with some tasks to help keep the club sustainable. There were also plans in place to put together a club development plan and a five year business plan.

The Deputy President thanked Lindsey Read for coming along and updating Council.

12. Major Events Update

Stephen Farrow provided an update to Council on the pre-Wimbledon major events.

He explained that the Trophy Series had signed a new sponsor and would now be known as the Fuzion 100 Trophy Series. There had been a 20% increase year on year in ticket sales with a strong player field expected including 7 top 100 players.

The Nature Valley Open Nottingham also had a strong player field with Konta, Vekic and Norrie expected to play. Ticket sales were up 40% year on year. There were plans to improve public facilities with the introduction of the Wimbledon Experience which was in Birmingham last year.

The Nature Valley Classic Birmingham had entries from a range of players including Konta, Kvitova and Muguruza. There was an increase in ticket sales of 47% year on year and Eurosport had been confirmed for domestic coverage. Other highlights included a charity day on the Monday of the event and a She Rallies ambassador day with Judy Murray on the Friday of the event.

The Fever-Tree Championships would see its strongest player field yet with 17 top 30 players and 6 top 10 players including Nadal and Del Potro. There was a new charity partnership this year with Great Ormond Street Hospital and there would be a wheelchair tennis event taking place. Coverage of the whole tournament would be broadcast on BBC and Amazon Prime.

The Nature Valley International Eastbourne also had a very strong player field with entries from Halep, Wozniacki and Edmund. Ticket sales has increased 58% year on year with hundreds of extra seats being installed on Centre Court, Court 2 and Court 3. Other highlights included a charity day and a She Rallies ambassador day.

13. Performance Update

Simon Timson, Performance Director, provided an update to Council.

He updated Council on performance investment in relation to National Academies and Player Development Centres.

The Deputy President thanked Simon Timson.

14. Corporate Governance (2)

14.1 Subscription Fees for LTA Members and Registration Fees for Associates

The Deputy President noted that Councillors had received a paper outlining the subscription fees for LTA members and registration fees for associates. It was proposed that for the year commencing 1 October 2018 that the fees were held at the current rate. Council approved the proposal.

14.2 Changes to Standing Orders regarding the Licensing and Registration Committee, the Safeguarding and Protection Committee and the Disciplinary Panel

Stephen Farrow provided a summary of the proposed changes to Standing Orders in relation to the Licensing and Registration Committee, the Safeguarding and Protection Committee and the Disciplinary Panel.

Council approved the changes to the Standing Orders.

It was noted that Counties might wish to review their own committees and panels and to speak to the LTA legal team if they had any concerns.

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

Stephen Farrow noted that details for the next Davis Cup tie would be sent to Councillors within the next few weeks.

Anne Clark highlighted that at a South East regional forum it was felt that there was a gap for U16 so a pilot friendly match was going to be held over a weekend at Surbiton. The Deputy President looked forward to feedback about the event.

17. Confirmation of date of next meeting

The next Council meeting was confirmed as Wednesday 3 October 2018.

The Deputy President thanked everyone for attending and closed the meeting.

The meeting concluded at 3:30pm.