

LAWN TENNIS ASSOCIATION LIMITED (“LTA”) COUNCIL

Minutes of the meeting held on Thursday 16 May 2019 at the National Tennis Centre, 100 Priory Lane, Roehampton, SW15 5JQ at 11.15 am

Present

David Rawlinson (Deputy President) and Lord Davies of Abersoch (Chairman, LTA Board).

Past President

Cathie Sabin.

Councillors

Ian Alexander, Michael Angell, Steve Baddeley, Rachel Baillache, Jamie Baker, Liz Bissett, Richard Blackburn, Andy Bradley, Francis Caldwell, Anne Clark, Simon Clarke, Anne Clayton, Roy Colabawalla, John Copsey, Lesley Cundy, Richard Cutler, Lee Evans, Andy Fay, Baroness Margaret Ford, Jane Grey, James Grindell, Ian Haigs, Richard Henshaw, Clare Hollingsworth, Barry Horne, Louise Hutchinson, Karen Keohane, James Keothavong, Robert Kerr, Eric Knowles, Maureen Laffey, Steven Law, Jo Marks, Steve Matthews, Richard Palmer, Malcolm Peters, Andrew Petherick, Sandi Procter, Joy Robinson, Martyn Rock, Mark Sanders, Roy Staniland, Richard Stoakes, Liz Sweeting, Sir David Tanner, David Vinall, Adrian Waite, Brian Walton and Christine Windmill.

In attendance

Alex Beaumont (Volunteering Manager), Adam Cox (Skipton Tennis), Stephen Farrow (LTA Company Secretary and Director of International Events & Professional Game), Jackie Freeman (PA to the Chief Executive), Paul Guyer (Property Director), Claire Kinloch-Anderson (representing Tennis Scotland), Abbie Lench (Head of Clubs, Counties & Volunteering), Scott Lloyd (LTA Chief Executive Officer), Rob Mackmurdie (Head of Technology), Neil Phillips (representing Tennis Leicestershire), Julie Porter (COO), Helena Raven (Head of Marketing and Digital), Olly Scadgell (Participation Director), Simon Steele (Finance Director), Simon Timson (Performance Director), Sheila Wall (PA to the President), Pamela Woodman (Head of Legal) and Vicky Williams (People Director).

Minutes

All the presentations made at the Council meeting were circulated to Council members shortly after the meeting.

1. Welcome

The Deputy President welcomed everyone to the meeting.

2. **Obituaries**

Stephen Farrow paid tribute to Paul Hutchins MBE, who had died on 13 March, and David Rawlinson paid tribute to Nicola Maskens, who had died on 7 May. Members of Council stood in memory of their colleagues.

3. **Apologies for Absence**

The following apologies for absence had been received: Sara Bennison, Naomi Cavaday, Craig Haworth and Tony Jarvis.

4. **Declarations of Interest**

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

5. **Minutes of Meeting held on Thursday 27 February 2019**

The minutes of the meeting held on Thursday 27 February 2019 were agreed as a correct record.

6. **Matters Arising**

David Rawlinson confirmed that Sheila Wall had taken over responsibility for the administrative support of the Council. He thanked Ali Ensor for fulfilling this role so well over the last few years.

7. **Deputy President's Report**

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

8. **LTA Chairman's Report**

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

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

The Chief Executive's business update was included in the Council pack and was taken as read. Scott Lloyd acknowledged the invaluable contribution the Tennis Development Committee ("TDC") workstreams were making to the business.

Scott Lloyd then took Council members through the current Business Dashboard, highlighting the Metrics within each Area. A copy of the dashboard would be circulated after the meeting.

10. **Workshop: County Support – Strategy & Branding Alignment**

Olly Scadgell introduced the workshop sessions which related to the TDC County Association Support workstream headed up by Richard Palmer. The key objective of the workstream was to work with County Associations to put in place a process to develop and sign off annual plans that are aligned to and support the LTA's new 5-year Strategy. He said that the sessions would cover the key activities which would lead to the LTA and the Counties working collaboratively from a strategic and brand alignment perspective.

Helena Raven gave a presentation providing background and context to the new LTA brand and how it related to the mission of making tennis relevant, accessible, welcoming and

enjoyable. It was agreed that it would be helpful for Counties to receive a video of this presentation.

Abbie Lench and Richard Palmer introduced the following three workshop discussion topics and outlined the key actions with deadlines for each: Adopting the New Brand (ideally by July/August 2019), the Strategic Planning Template (final plans for 2020 and joint sign-off by Q4 2019) and the County Association Resource Guide (for publication and circulation in mid-June). Council members were given 10 minutes to discuss each topic.

Abbie Lench confirmed that a follow-up note would be sent to Council members to summarise the key points from each of the workshop topics and set out the action required.

11. Update on Facility Investment Strategy

Julie Porter introduced Paul Guyer to Council. She gave a presentation updating Council on the Facility Investment Strategy (which underpinned Transforming British Tennis Together ("TBTT")) covering: the Easy Access Loans Scheme, demographic modelling, strategic locations for indoor tennis, the community indoor tennis centre model, the Strategic Loan Scheme and target locations (parks). The final slide provided a summary of the Facility Investment Framework. Council members had been given a list of the target locations for indoor tennis.

In answer to a question from Francis Caldwell, Julie Porter said that the 72 strategic English locations on the target list were based on demand. If a location did not appear on the list it would be because it did not meet the demographic criteria or an existing site in that location was being protected.

Francis Caldwell expressed his concern that a large number of existing venues which would welcome investment in their facilities were excluded as a result of the demand-led approach targeting 72 locations. He recommended that some resources be set aside on a needs basis to assist existing venues to improve their facilities.

Andrew Petherick said he was disappointed that the 50% grant option was no longer available and asked what the pay back terms would be for a substantial loan.

Scott Lloyd explained that the funds from Project Green had been put into the new TBTT initiative but very few TBTT funding applications had been received during 2018 because the required 50% matched funding was not available. A fundamental review had therefore been undertaken and a change in approach adopted. The Quick Loan Scheme was introduced to assist air-hall covered court projects to be delivered. The targeted approach had been adopted to fill known provision gaps. The terms of a loan would be considered on a project by project basis but could be flexible to ensure delivery and sustainability.

Richard Henshaw advocated the Park Tennis Programme and encouraged other Counties to try the Gate Access technology which worked well in Dorset. He added that a key to ensuring sustainability and avoiding bad debts was to invest in well-run facilities.

12. Participation

Olly Scadgell gave an update on the 2019 Priority Activity Report, the Digital Participation Programme, a new World Tennis Number rating system to be introduced from 2020, Competition Age Group proposals and Safeguarding Standards (phase 2 focussing on coaches).

In relation to the Digital Participation Programme, he asked Council members to encourage clubs to join the LTA's ClubSpark platform and to open up some of their courts to the public.

He confirmed that the small number of tournaments which currently used the Universal Tennis Ranking (“UTR”) rating system could continue to do so in the short term but would be encouraged to adopt the new LTA rating system which incorporated many of the outstanding features of UTR. Details would be circulated to Council members shortly on four Webex briefing sessions to be held on the World Tennis Number to provide further information on the new system.

He said that the domestic tennis calendar was still under review. He envisaged a change in the dates of the Junior Nationals from 2020 onwards but no decision had yet been made on the County Closed events.

Roy Staniland (Interim Chairman, TDC) referenced the Chairman of each of the TDC workstreams and introduced Lesley Cundy and Sandi Procter to provide an update on their respective workstreams.

Lesley Cundy (Co-Chair of the Competition workstream) gave an update on the proposed changes to the County Cup events for 2020 designed to raise the profile of the event in the younger age groups and to align with County training and performance plans. The changes would be piloted for three years and closely monitored throughout. She said that details of three Webex sessions for Council members and County team captains would be circulated shortly at which further information on the changes would be given together with an opportunity to provide feedback.

Sandi Procter (Chair of the Volunteering workstream) and Alex Beaumont provided an update on the presentation of Regional Awards at the pre-Wimbledon major events, the forthcoming National Awards Ceremony at Wimbledon and the 2019 National Awards nomination process. Sandi Procter advised that 160 2018 County Award winners in the Volunteer and Coach categories had been invited to a President’s Lunch at Wimbledon.

Sandi Procter reminded Council that the week of 2 June was National Volunteer Week and encouraged Council members to get involved. A video was shown which had been recorded by Scott Lloyd and David Rawlinson the previous day thanking volunteers for their commitment; this would be circulated to Counties shortly for use in and around National Volunteers Week.

13. LTA Tennis Awards: Skipton Tennis

Adam Cox from Skipton Tennis (the 2017 Club of the Year) gave a presentation on the establishment of the Club in 2007, its growth since then and its current activities.

14. Performance Update

Simon Timson provided an update covering the Player Pathway, the Fed Cup victory and promotion to World Group II, Pro Scholarship Programme (“PSP”), the Transition Tour, the Wheelchair World Class Programme, National Academies, the U14s National Performance Pathway and Performance Coach Development.

15. Major Events Update

Stephen Farrow provided an update on the Fed Cup victory from the organising team’s perspective, the pre-Wimbledon Trophy Series and major events (including their history, current preparations and the ongoing integration of wheelchair tennis events) and ticket sales for the pre-Wimbledon events and the Davis Cup Finals.

16. Technology Update

Simon Steele introduced the presentation given by Rob Mackmurdie setting out the objectives and timeline for the Technology project which would comprise three development phases with completion scheduled for March 2021. The aim of the project was “to enable the vision of Tennis Opened Up by supporting the day to day delivery of Tennis across all the LTA’s products, customers and channels”.

17. Corporate Governance

17.1 Subscription Fees for LTA Members and Registration Fees for Associates

It was agreed to hold the fees at the current rate for the year commencing 1 October 2019.

17.2 Nomination for LTA Deputy President

Council members had received a letter from Stephen Farrow dated 18 April to advise that the Board had nominated Sandi Procter for the role of Deputy President in 2020; no counter-nominations had been received. Council were asked to approve Sandi Procter’s nomination and this was approved unanimously.

18. Confirmation of Date of Next Meeting

The date of the next meeting was confirmed as Wednesday 9 October 2019 at 10.30 am.

There being no further business, the Deputy President thanked everyone for attending and closed the meeting at 4.40 pm.