
BRITISH TENNIS STRATEGIC PLAN 2015 - 2018



December 2016

MISSION
Get more people playing tennis more often



PURPOSE
To enrich lives through tennis



VALUES
Teamwork, Integrity, Passion & Excellence

PARTICIPATION FOCUS

Deliver great service to Clubs

1. Provide great support for clubs of all sizes by sharing best practice learning.
2. Apply greater focus on clubs seeking to grow the game in their club and community.
3. Help clubs achieve management excellence.

Build partnerships in the Community

1. Develop strong local park and other community tennis venue partnerships to deliver inclusive tennis provision for all.
2. Invest in great people delivering great experiences in parks.
3. Targeted investment in "welcoming" park facilities for people to socialise and play.

Grow Participation among Children and Young People

1. Further strengthen schools offer, while introducing new secondary school programme
2. Clarify and strengthen the tennis pathway from 5-21 so that more children stay in the game.
3. Focus on how we attract children into the club environment, and then retain them in tennis through fun experiences, a sense of progression, and appropriate competition



PARTICIPATION DRIVERS

Enable Best in class coaching



Provide appropriate and motivating competition



Focus on Results-orientated investment



Target Programmes and Marketing to our priority Player groups



"Jump start" the peak summer season



Create a culture of striving for excellence in both our national and pro player development pathways

1. Deliver added value support through an enhanced coach accreditation scheme.
2. Enhance coaching career opportunities via LTA supported networks and partnerships.
3. Assist future workforce to run the best tennis experiences wherever people play and across all levels of coaching

1. Introduce recreational competitions for 6 to 18 year olds underpinned by being local, team focussed and fun to play.
2. Support the delivery of recreational competition for adults in parks.
3. Optimise the Competition pathway at all levels, and modify junior tournaments creating a far less pressurised environment.

1. Optimise and enhance the LTA loans and grants scheme for clubs.
2. Invest in technology and digital to transform the way people interact with tennis.
3. Deliver a transformative legacy through the independent LTA Trust Community Tennis fund.

1. Develop and promote programmes and products directly aligned to the needs of our core and growth player groups
2. Use our sponsors/partners to promote tennis to participants and fans, and activate those experiences to drive buzz and word of mouth
3. Extend tennis coverage beyond sports media and throughout the year.

1. Use our Players, Major Events, and other key calendar moments to drive visibility of tennis and engage with fans
2. Drive peak season participation with an innovative "play tennis" campaign
3. Ensure our Major Events provide the best possible experience to inspire and excite fans.

1. Revitalise and reconnect the national performance pathway from club to national team via excellence in county and regional development and competition.
2. Develop a world-class pro player development programme that will deliver long-term global success, especially in the Grand Slams, and Davis & Fed Cup.
3. Invest in, up-skill and empower the performance coach community in British Tennis.



PARTICIPATION ENABLERS

More efficient and effective Governing Body

1. Ensure we have the right people and structure at the LTA, and develop them to perform the best they can
2. Apply sound financial stewardship while building a culture which spends money "like it's your own".
3. Ensure a strategically focused board which demands sustainable results, supported by an effective and progressive council, underpinned by a best practice and more effective governance model

Engage and Mobilise the British Tennis Family

1. Embed values and desired behaviours in everything we do, with leaders who continually lead by example.
2. . Become a best practice resource for the recruitment, retention and recognition of volunteers.
3. Maximise communication, connectivity, and stakeholder engagement between partners, including county associations, for the benefit of the game.

New revenue generation

1. Invest in core participation programmes and tournaments to garner greater sponsorship return.
2. Return summer pro tournaments to significant profitability by increasing their local relevance and applying improved sales/marketing.
3. Generate revenue through new membership benefit opportunities and from building a fundraising capability.