

# ANNUAL REPORT 2020



# "OUR NETWORK OF TENNIS VENUES, COACHES AND VOLUNTEERS WERE OUTSTANDING IN 2020"



2020 was an incredibly challenging year. The global pandemic impacted all of our personal and professional lives and forced tennis courts across Wales, the UK and worldwide to close.

In extremely difficult circumstances, the tennis community in Wales worked together to reopen indoor and outdoor tennis courts safely, welcoming record numbers of players from all parts of the country.

I can't say thank you enough to our network of tennis venues, coaches and volunteers, who were outstanding in 2020. Together, we reopened the sport, welcomed more than 130,000 adults and children to the game and saw growth in participation. Our partners and sponsors were invaluable during 2020, enabling us to invest into the sport, support the tennis community and ensure we can continue to grow and develop the sport in the years ahead.

It will take time to fully recover from the impact of the pandemic. All of us should look to the future in a positive way but ensure we manage the sport in a responsible manner to secure its future.

Thank you to everyone in Welsh tennis. Your work and support throughout the last 12 months has been incredible.

**SIMON JOHNSON**

Chief Executive





2020 presented unforeseen challenges that we could not have anticipated. Tennis came to a standstill. Instead of delivering on our strategy of opening up tennis, we faced a situation in which our beloved sport was closed.

Opening up tennis now had a very different meaning. It was essential that we steered focus to playing our part in helping tennis survive the pandemic. Our tennis community rallied together and with our stakeholders we saw tennis businesses, clubs and coaches' avail of both financial and advocacy support throughout the last year. We saw an increase in venues registering as places to play, an incredible outcome considering the circumstances.

Our team continuously made representations for tennis to open up as soon as it was safe to do so, and we were delighted to see huge numbers of people pick up their rackets when restrictions eased. We all adapted to life online and embraced new efficient ways of working. Newfound appreciation for the sport after such a difficult year provides a real opportunity for us to bounce back stronger than ever.

I would like to thank our sponsors, our staff, the board, all committees, coaches, volunteers and all our tennis community for working together throughout this difficult period. Our key stakeholders Sport Wales and the LTA have been very supportive and I would like to extend gratitude to them also.

**BARRY CAWTE**  
Independent Chair





The year 2020 has been a year like no other, for all aspects of life, including tennis. In my last year of office, it has been so sad to see tennis courts lying empty. Having said that, clubs have played as much tennis as is humanly possible, during the brief respite between lockdowns, even completing some league matches.

Even though we have had much less tennis than usual, I have to pay tribute to many parts of the tennis community. Firstly to the Tennis Wales team for keeping in touch with Welsh Government, negotiating with them when necessary and keeping everyone up to date with what they could and couldn't do and to all players who have had the patience to stay away from the courts in order to keep everyone safe. Most of all my thanks go to venues which have put into place extraordinary measures to keep members interested. All kinds of activities have been in evidence: online coaching sessions, quizzes, family fun days, to name but a few. When venues have been able to open up, the safety and welcoming measures put in place have taken hours and hours of work from volunteers, a huge thank-you to them.

Venues have also carried on developing with the help of technology, so although it seems as if the world may have stood still, tennis has not; so let's look forward to a time when we can start to play and function fully as a sport once again.

I have very much enjoyed being your president and will still be supporting Tennis Wales as much as I can.

**ANN POWELL**  
President, Tennis Wales



# FINANCIAL OVERVIEW

## "OUR TENNIS WALES BOARD AGREED TO THE USE OF FINANCIAL RESERVES IN 2020"

The global pandemic had significant impact on Tennis Wales income for the year, decreasing from a budgeted £1.1m to £850k. The biggest loss overall was to commercial income as a result of Wimbledon being cancelled. Restrictions to group tennis activities meant that revenues relating to competitions, performance training and tennis events were also greatly affected.

Continued support from our partners the LTA and Sport Wales remained strong in the year which allowed Tennis Wales to invest into Welsh tennis venues, coaches, officials and players, providing help whilst trying to navigate the pandemic. Our successful applications to the Sport Wales Resilience Fund meant that we could offer additional support to our CITCs and Welsh tennis coaches.

Our Tennis Wales Board agreed to the use of financial reserves in 2020 as we planned for a year end loss of £37k. With another predicted loss in 2021, our priority is to further support the tennis community as it begins to recover from the ongoing pandemic.

**RACHEL TREVOR**

Finance Officer



# FINANCE BREAKDOWN

## Income

LTA Grant	£334,361
Sport Wales NGB Funding	£262,745
Sport Wales Parks Funding	£93,000
Sport Wales Resilience Funding	£45,000
Venue Registration Fees	£39,946
Commercial	£19,850
Performance Coaching	£25,950
Leagues & Competitions	£7,760
Parks	£11,382
Coach Education	£4,498
Other	£5,910

**£850,402**

## Expenditure

Staffing	£473,241
Administration Costs	£90,963
Leagues & Competitions	£23,211
Performance	£61,645
Participation	£7,000
Covid-19 Grants	£14,153
Coach Education	£18,252
Disability Tennis	£14,788
Tennis Wales Awards	£7,000
Parks	£13,168
Marketing	£1,405
Other	£6,954
Sponsor Servicing	£13,489
Flood Relief Fund	£4,500
Sport Wales Parks Funding	£93,000
Sport Wales Resilience Funding	£45,000

**£887,769**



# 2020 FACTS & FIGURES

The number of adults playing tennis at least once a year increased to 131,000



Tennis Club membership increased from 11,235 to 13,117 (+18%)

The number of venues registering with Tennis Wales rose from 86 to 127 including schools (+48%)



Followers of our social media channels increased from 7,589 to 8,774 (+16%)

Partnership funding from both the LTA and Sport Wales increased, supporting the sport through the pandemic



Venues reported increased satisfaction with the support received from the Tennis Wales and the LTA during 2020 (+5%)

The number of venues using Clubspark to offer online court bookings, membership and coaching increased during 2020



Tennis Wales turnover fell from £1.1m to £850,000 with a loss of £37k for the year



# TENNIS AND COVID-19

Tennis Wales, in partnership with the LTA, Sport Wales, Welsh Sports Association and Welsh Government continued to navigate the pandemic to support the tennis community throughout 2020.

- Registered tennis venues were reimbursed their registration fees by the LTA, returning £40,000 to tennis venues in Wales to invest locally.
- Accredited tennis coaches accessed grant funding from the LTA totaling £90,000 across Wales during 2020.
- Online webinars and forums took place regularly for venues, coaches, officials, local authorities and tennis players in Wales, ensuring training, safeguarding and CPD continued.
- Sport Wales awarded additional funding to Tennis Wales, enabling us to provide emergency grants to CITCs in Wales.
- The Sport Wales Be Active Fund and Sport Freelancer Fund distributed more than £100,000 to tennis coaches, officials and tennis venues to navigate the pandemic.
- Tennis venues created reciprocal membership schemes across Wales, enabling people to continue to play locally during lockdown.
- A record number of venues introduced online court booking and payment through Clubspark, ensuring tennis was easily accessible at the click of a button.
- Tennis Wales facilitated sessions to support the tennis community to access the UK Government furlough scheme and provided advice for venues applying for Welsh Government, Local Authority or Sport Wales funding
- All registered places to play received PPE during 2020, enabling tennis sites to reopen safely across Wales.
- Safeguarding within the sport continued throughout 2020 with online courses and virtual venue audits taking place.



# PERFORMANCE TENNIS

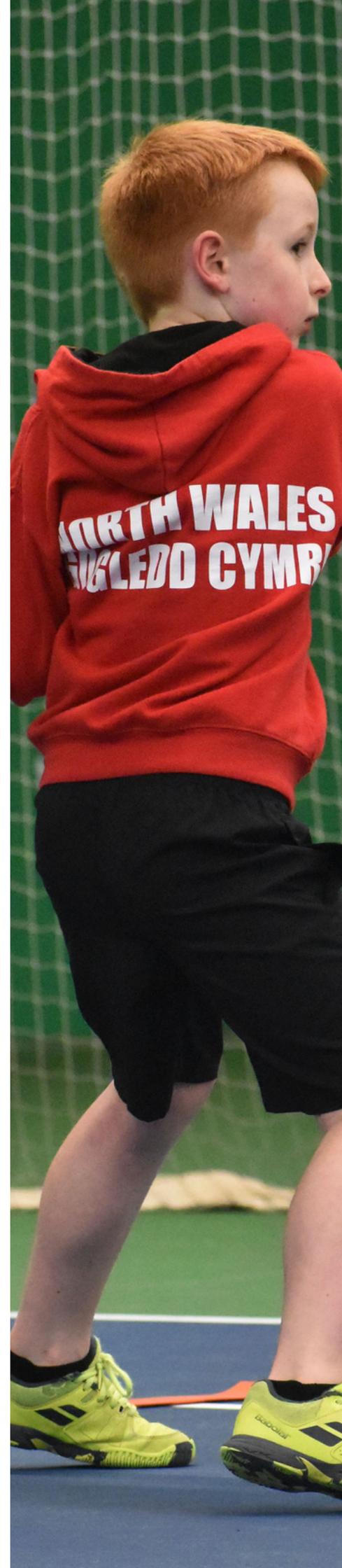
2020 was a challenging year, with the pandemic impacting on training, competitions and events right across Wales. However, there were still some standout moments in the year;

- Mimi Xu was selected as only one of four players in GB for a place at the LTA National Academy at Loughborough University and began her tennis and education combined programme there in September 2020. Mimi also became the first Welsh winner of the U14 Grade 1 Tennis Europe event in Bolton during the year.
- Viktor Frydrych had a successful year on the U14 Tennis Europe circuit and increased his ranking to number 7 in Europe for the U14 Boys. Viktor continues to be a part of the LTA National Age Group Programme from his training base in Stockholm, Sweden.
- The LTA Winter National Tour circuit came to its finale at the Masters events held at the National Tennis Centre, Roehampton. Mimi Xu won the U16 title and Hugo Cochlin reached the semi-finals at the same age-group.
- Tennis Wales introduced a National Wheelchair Training programme in September delivered by Geraint Richards and enabled him to coach four players on a weekly basis when restrictions allowed. Tony Heslop and Kevin Lewis are the two leading players who are ranked 7 and 9 respectively in GB.
- Welsh players headed off to US Colleges at the end of the summer to continue the next chapter of their development having earned scholarship placements. These included: James Story (Memphis), Morgan Cross (Arkansas), Finn Murgett (Auburn), Megan Davies (Weber State), Danny Flynn (Mercer) and Harri Lloyd-Evans (Denver).

Thank you to the team of County Captains, performance coaches and venues for supporting performance tennis during 2020. You've all done an incredible job in difficult circumstances to support Welsh players.

**CHRIS LEWIS**

Head of Performance



# TENNIS OPENED UP

2020 was certainly a year like no other with respect to delivering our planned participation and tennis development priorities. Despite significant adversity the headline achievement for tennis in Wales is overwhelmingly positive - a significant increase in participation across the country:

- An 18% increase in club membership with a year-end figure of 13,117 members.
- An 8% increase in people playing the sport at least once a year to 131,000 (August 2020).
- A 40% increase in people playing the sport once a week to a figure of 19,000 (August 2020).

This increase in participation could not have been achieved without the resilience and flexibility of our coaches, volunteers and registered venues across Wales to deliver both a safe and appealing opportunity to play our sport. We'll need to work together to retain all these new participants in the year ahead.

The encouraging participation trend in our tennis clubs was mirrored in public parks across Wales, with more people casually playing than in previous years. We'll be working with our partners in Local Authorities across Wales to source funding and invest into public park facilities that allow people to play locally.

Tennis Wales invested into a number of projects during 2020 as part of our 'hybrid club' scheme. Venues in Monmouth, Neath, Rhondda and Bangor received support to install gate access systems, online booking technology, improved signage and branding.

Across Wales the number of venues using the new LTA Rally technology also increased, allowing members of the public to find and book a local tennis court or coaching session online.

On behalf of the Participation team thank you to everyone who helped to safely reopen tennis throughout 2020.

**JAMIE CLEWER**  
Head of Participation



# TENNIS OPENED UP

Case study

## NATIONAL COACHING CONFERENCE

Our Welsh National Coaching Conference took place at David Lloyd Cardiff in 2020, welcoming Welsh coaches from across the country. Guest speakers included Dan Kiernan from SOTO Tennis Academy in Spain, international leadership trainer Jon Bockelmann-Evans and performance strength & conditioning coach Suzanne Williams. The conference officially launched our new commercial partnership with clothing supplier Castore, and we welcomed LTA colleagues to present on the new LTA Youth programme and the latest coaching insight relating to women's tennis in two action packed days.



Case study

## BANGOR TENNIS CLUB

Bangor Tennis Club in North Wales made the most of the opportunities during 2020. The club installed new gate access technology, online booking and payment systems for members and local people and welcomed new players.

Club membership grew from 83 to 160 by the end of the year. In addition to the huge growth in membership, the new gate access and online booking system also facilitated over 100 pay & play bookings by local people.

Membership Secretary, Sue Beesley commented

"We saw this as a tremendous step forward in expanding the use of our facility, not least because it increased the clubs availability as a pay and play facility whilst at the same time enhancing the tennis 'experience' for members and increasing the profile of the club in the area."



# TENNIS OPENED UP

Case study

## LEAGUES & COMPETITIONS

Competition formats across Wales adapted throughout 2020, providing as much competitive tennis as possible. Locally organised singles box leagues for adults and juniors took place and tennis organisers did a superb job to run socially distanced, sanctioned competitions without spectators and reduced entry numbers as required by the Welsh Government.



Case study

## NEATH COMMUNITY TENNIS

Volunteers and members of the local community in Neath worked together in 2020 to source more than £120,000. The funding was used to renovate the four derelict public tennis courts in the town and create Neath Community Tennis. The refurbished tennis facility launched during the summer welcoming 64 members and saw over 200 pay & play bookings in its first year. The volunteers went on to win a Tennis Wales Award for their work in the community, successfully bringing the facility back to life and targeting hundreds more players in the year ahead.



# TENNIS WALES AWARDS 2020

Tennis Wales continued to recognise the extraordinary contributions of our players, volunteers, venues and workforce. We received the highest number of nominations that we have seen for many years and after much deliberation our 2020 award winners were announced via our social media platforms and in collaboration with our communications agency Equinox.

Chiltern Sports Club of the Year

**ALLT-YR-YN LAWN TENNIS CLUB**

Dragon Signs Development Coach of the Year

**KARI DAVIES**

Performance Coach of the Year

**FRANCESCA LEWIS**

Community Award

**NEATH COMMUNITY TENNIS**

Competition of the Year

**RHIWBINA, E Y WILKEY WELSH  
OPEN**

Volunteer of the Year

**MELANIE DAWES**

Young Person of the Year

**SEBASTIAN GRIFFITHS**

Official of the Year

**COLIN HALDENBY**

Lifetime Achievement Award

**ANN BROWN**

President's Award

**MACKINTOSH TENNIS CLUB  
COACHING TEAM**

