

TENNIS TENNIS
WALES CYMRU

A stylized red dragon logo, a symbol of Wales, positioned between the English and Welsh text. The dragon is depicted in profile, facing left, with its wings and tail flowing.

Tennis opened up across Wales

*Growing tennis by making it relevant, accessible,
welcoming & enjoyable across the country*



OUR VISION, MISSION, OBJECTIVES, STRATEGIES & TACTICS

OUR VISION & MISSION

Our vision articulates our current & future aspirations for tennis.

We've aligned our vision with the work of the LTA across Great Britain, but we reflected the importance of doing this ***across Wales***.

Our mission articulates our goals for the organisation. It defines what we want to do.

The mission for Tennis Wales should be something we all reflect on in our work each day. We should challenge ourselves and check regularly that we are truly making tennis relevant, accessible, welcoming & enjoyable.

OUR OBJECTIVES

Our objectives articulate the measures for our organisation.

We're continuing to refine the objectives ahead of 2020 but they fall broadly into four areas, with supporting measures sitting underneath;

- We'll introduce more children & young people into tennis across Wales
- We'll grow adult participation in tennis across Wales
- We'll better promote, communicate & engage fans of tennis
- We'll invest in a pathway for Welsh champions

OUR STRATEGIES

Our seven strategies are the broad pillars within which we'll work. The strategies keep us focussed, aligned with our partners and make it easy for people to see what we're doing.

Visibility *Grow the visibility & awareness of tennis throughout the year, right across Wales*

Innovation *Widen the appeal of tennis and use the latest technology & formats*

Investment *Invest in the communities, schools and projects to increase opportunities to play*

Accessibility *Make it easier & more accessible for people to play tennis in Wales*

Engagement *Collaborate with everyone who shares our vision to attract & retain people in tennis*

Performance *Establish a pathway for Welsh champions*

Leadership *Lead, govern & safeguard tennis in Wales to the highest standards in sport*

TACTICS

The detail of our work

Cymru
Wales

VISIBILITY

Tennis is hugely visible in the summer, with Wimbledon shining an incredible spotlight onto our sport which drives engagement & participation. We need to better capitalise on this spotlight but also promote, market and develop our sport for 12 months of the year.

- 👉 Market & promote tennis venues, playing opportunities & coaching programmes throughout the year.
- 👉 Maximise the impact of Wimbledon within communities across the country with opportunities to try tennis.
- 👉 Establish a fit for purpose brand for tennis in Wales, raising awareness, engaging participants & attracting partners, fans & followers.
- 👉 Attract high profile domestic and international tennis events & competitions to Wales.

INNOVATION

Whilst tennis is hugely popular across Wales, we know that it can be seen as difficult to play and daunting for people looking to take part. We need to better showcase the variety of ways to play tennis and innovate to widen the appeal of the game.

- 📌 Identify and promote formats of the game that make it flexible, fun and easier to play.
- 📌 Create programmes and occasions to stimulate and engage new audiences in tennis.
- 📌 Deliver more relevant and enjoyable competition formats at a grassroots level for all abilities, genders and ages.

INVESTMENT

Developing the right local facilities to play tennis across Wales, and ensuring that young people have opportunities to play is fundamental to our strategy.

- ☞ Collaborate with the LTA, Sport Wales and our local partners to develop new and improved tennis facilities across Wales.
- ☞ Support tennis clubs to grow & retain members, increase participation and become financially sustainable.
- ☞ Grow and develop our network of community indoor tennis centres to become thriving community venues for tennis.
- ☞ Engage young people into tennis through partnerships, programmes and training in schools, colleges and universities.
- ☞ Transform the delivery of tennis in parks with Tennis Wales supporting sustainable park facilities and collaborating with local authorities.

ACCESSIBILITY

Tennis is a hugely popular sport and within Wales has significant demand from people who want to get involved. We need to ensure it's easy and accessible for them to get involved and remain in the game.

- ☞ Improve the awareness of the affordability of tennis through improved marketing & communication to residents in Wales.
- ☞ Make it easy for people to find somewhere to play and someone to play & compete with.
- ☞ Roll out a new & improved junior pathway to get more kids playing & staying in tennis.
- ☞ Engage with underrepresented audiences in tennis and inspire them into tennis through our partnerships with community organisations & charities.

ENGAGEMENT

With over 500 volunteers, 200 tennis coaches and a huge array of passionate and committed people, we need to better engage the people working & volunteering in our sport.

- 👉 Motivate & support volunteers by providing training, information, resources and ongoing support to help them deliver tennis.
- 👉 Attract a more diverse & inclusive workforce in Wales.
- 👉 Deliver industry leading tennis qualifications, personal development training & bespoke mentoring for coaches in Wales.
- 👉 Recruit and retain a talented workforce to deliver our vision across Wales.

PERFORMANCE

There is a profound link between participation & performance and we aim to produce a pathway for disabled and non-disabled players to succeed in Wales. We need to engage venues & coaches, identify talented players and help them progress to the top of the game.

- ✎ Establish geographically accessible LTA Local Player Development Centres and Regional Player Development Centres across the country for young players to progress to LTA National Academies.
- ✎ Provide regular training opportunities for the best junior players in North & South Wales.
- ✎ Deliver Team Wales National Training to players 9U – 18U with specialist performance support.
- ✎ Coordinate & organise a calendar of domestic & international fixtures for Team Wales to compete enabling our best players to represent their country.
- ✎ Organise & host more high level competitions in Wales, providing Welsh players with more high level opportunities to compete.
- ✎ Educate and develop performance coaches and people capable of delivering the player development philosophy with excellence.
- ✎ Communicate with and support Welsh players, parents and coaches to progress to the top of the game.

LEADERSHIP

We'll lead tennis to the highest standards, with trust, integrity and manage our sport in the right way to maximise the opportunity we have.

- ☞ Collaborate with the LTA, Sport Wales, NSPCC and statutory services in Wales to have the highest possible standards of safeguarding in place.
- ☞ Grow & develop our commercial partnerships in Wales to increase revenue into the sport.
- ☞ Devise and deliver an overarching communications and influencing strategy to grow our reputation, build engagement and gain support for our work.
- ☞ Ensure best practise governance structures, regulatory standards & accreditations are maintained.
- ☞ Develop, invest and maintain the technology and data strategy, infrastructure and capability to enable the delivery of our strategic plan.

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