Purpose of County Cup across age groups

The below provides a summary of the proposed purpose for each age group and the associated priority aims established through the consultation.

Competition	Purpose	
8U-12U	Pride in representing the county; introduction to team tennis through good quality competition and player development	▪ Introduce players to fun team competition by representing county ▪ Give purpose to county training ▪ Develop teamwork, confidence, personal values and playing skills ▪ Create a sense of connection to tennis at an early age ▪ Provide competitive team tennis for a wide range of players
14U-18U	Retention and progression through the teenage years	▪ Retain players who may otherwise leave the sport and support girls' engagement during a key dropout period ▪ Provide high quality team competition and social connection ▪ Reinforce county identity, teamwork and belonging ▪ Provide meaningful competition beyond rankings and performance outcomes ▪ Be seen as a priority for many players except elite players, who may start to prioritise other competitions
Adult Open	Prestige of representing the county in high level team competition	▪ Be a unique high quality team competition with county identity ▪ Form an integral part of the British competition landscape ▪ Be a priority for many players except professional players ▪ Transition juniors into adult play ▪ Keep high level players involved who may give back to the game
Over 35s	Lifelong competitive participation	▪ Support active lifestyles, social connections and continued involvement in tennis ▪ Bring lapsed competitive players back into high level competition
Seniors	Lifelong engagement, wellbeing and community	▪ Enable players to remain engaged in tennis communities through competition, social connection and fitness ▪ Provide players with opportunity to give back to the sport
Disability tennis	Inclusion of disability tennis players in team competition	▪ Introduce disability categories as an integral part of County Cup ▪ Raise confidence of disability inclusion among everyone involved in the sport