COUNTY CUP REVIEW

Purpose and Rationale

The objective of this independent review is to understand how we can strengthen and protect County Cup competition for the long term. The review will provide a clear, evidence -based assessment of the current Tennis County Cup competitions, ensure that the views and opinions of all relevant stakeholders are captured and considered. A detailed breakdown of the review outcomes is outlined below.

- Clarify the purpose and value of all County Cup competitions across Junior, Adult, and Senior formats.
- Identify opportunities to enhance competitiveness, player opportunities and experience, and operational sustainability.
- Explore formats to engage more players and to increase enjoyment/satisfaction.
- The review will ensure consultation with a wider range of stakeholders, including but not limited to players, team captains, county representatives, county performance, and competition leads.
- The review will playback key themes and findings for further consideration by the LTA with the aim of strengthening and sustaining county cup competition for the long-term.

Scope of the Review

The review will consider:

- Current Adult, Junior, Senior, and age--specific categories.
    - 18U, 14U, 12U, 11U, 10U, 9U, 8U
    - Adult Open (Summer and Winter) Over 35s
    - Seniors
        - Women – Over 40s, Over 50s, Over 55s, Over 60s, Over 65s, Over 70s and Over 75s
        - Men – Over 45s, Over 50s, Over 55s, Over 60s, Over 65s, Over 70s, Over 75s and Over 80
- Any potential new age and disability categories such as Wheelchair, Learning Disability, Visually Impaired and Walking Tennis.
- Competition delivery, administration, officiating, safeguarding, and venue requirements.
- Experience of players, parents, coaches, captains, officials, administrators, and organisers.
- Financial, operational, and strategic considerations, including venue viability and player pathways.
- Cost versus benefit analysis.
- How to best promote, showcase and shine a spotlight on County Cup.
- Comparisons with other sports and tennis nations.

Stakeholder Engagement Approach

- Engagement will be proportionate, structured, and transparent, recognising the differing perspectives of stakeholder groups.
- Clear segmentation of audiences (players, parents' workforce and volunteers).
- Use of surveys to capture broad quantitative insight
- Consideration of tailored surveys for distinct groups (e.g. players, parents, workforce and volunteers).

- Targeted workshops and focus groups to provide qualitative depth including County representatives and LTA Councillors.
- Test emerging insights and assumptions.
- Comparison with other sport NGBs.

Key Factors for Consideration

- Operational feasibility for LTA and county competition teams.
- Administrative, officiating, and safeguarding requirements.
- Resources to deliver County Cup events.
- Alignment with competition calendars/seasonality.
- Player experience and age specific needs.
- Financial impact and cost pressures on counties and the LTA.
- Geographical spread of groups, and impact of quality of matches and travel time for players
- Alignment with performance pathways and long-term player development.

Review Process and Indicative Timeline



The LTA has appointed SRI, an independent research agency, based in Cardiff. The company operates by Market Research Society guidelines to ensure independence and fairness in all its research methods and processes. SRI is giving all interested parties the opportunity to participate in this review and will report the feedback given by participants to the LTA to inform decision-making.