

2026

2030

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Strategy
2026–2030

Vision

VISION

Tennis Opened Up
for Scotland



Mission



MISSION

Transforming Scottish communities through tennis (welcoming, enjoyable, inspiring)

1

Building stronger venues at the heart of communities, making tennis **inclusive**

2

Building a world-class player development pathway, **inspiring** the next generation

3

Developing a range of facilities and venues fit for the future of our sport, making tennis **welcoming and enjoyable**

4

Growing and developing a world-class, **collaborative** workforce, ensuring an **inclusive** sport

5

Delivering a range of **inspiring** events and competitions to experience and showcase tennis

6

Growing and developing resources and assets to continue to deliver an effective and **ambitious** organisation

VALUES

Inspiring

Inspiring all involved to maximise opportunities for investment and growth in tennis

Inclusive

Empowering people to appreciate diversity, equality and equity

Ambitious

Continuing to raise the ambition so that we grow and develop together, creating significant and increased opportunities for tennis in Scotland

Collaborative

Working effectively together across Scotland and with all partners to grow the game





Having raised our ambitions driven by the success of many Scottish players at the top of the world game, it was imperative we delivered on our objectives to grow and develop tennis over recent years.

We now want to build on the success story of the past four years

After delivering four years of growth, we want to build on those achievements by further increasing club membership and participation levels beyond their current record highs and building even more court capacity so the tennis community can continue to reap the benefits of our sport throughout Scotland.

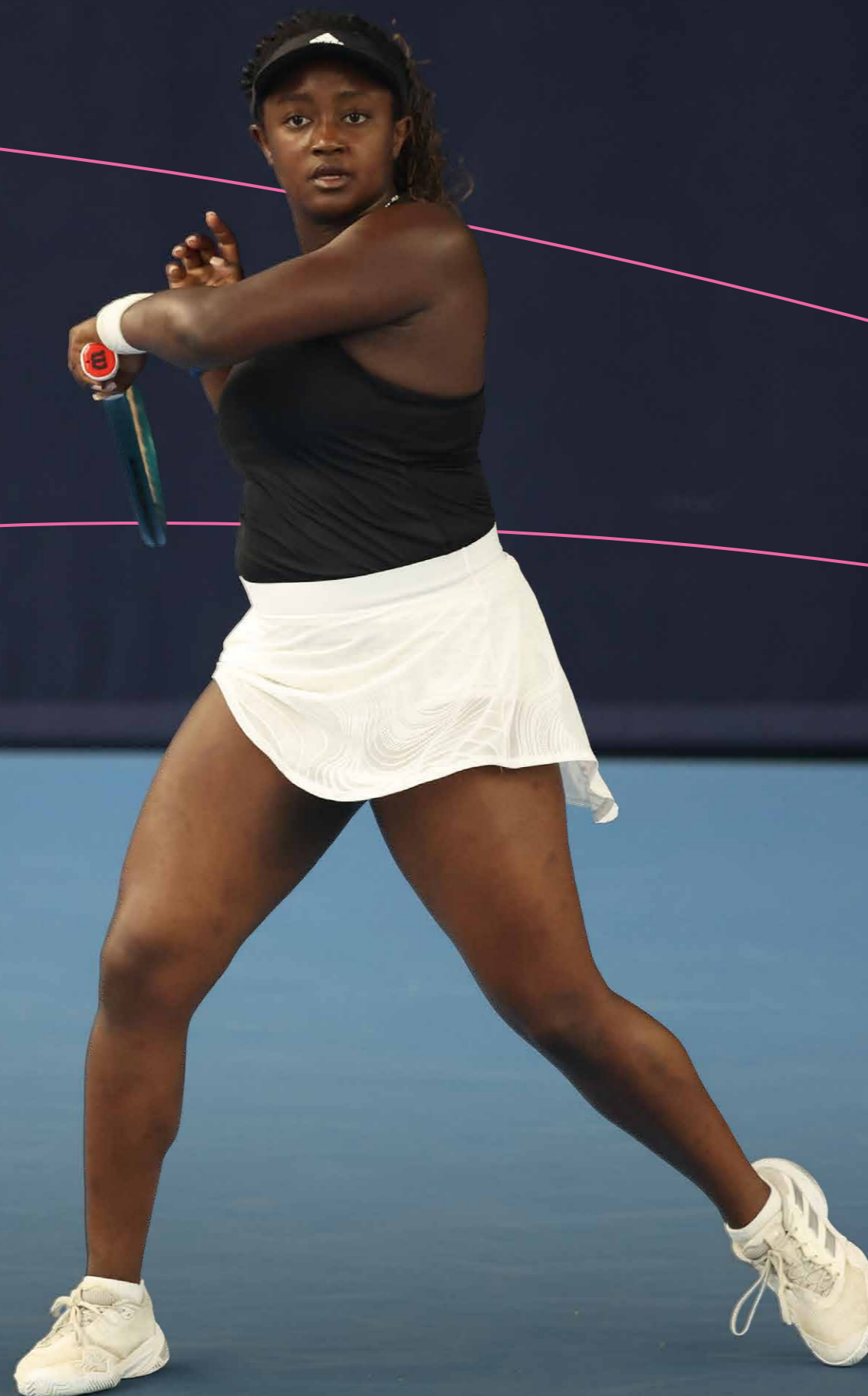
Having successfully delivered the most significant investment in our schools in our history, we will strive to introduce our sport to more young people than ever before, creating accessible and

inclusive environments where everyone can learn, develop and enjoy our sport, whatever their level or ambitions for the future. We are confident that, through this National Schools Programme, record numbers of our young people in Scotland will be entering tennis, thus increasing tennis participation and club membership numbers significantly.

For those who wish to pursue a career in tennis, we will work to strengthen the pathway for young players to learn and compete, supporting them to

fulfil their potential as much as possible, whether as a player at national or professional level, or as part of the tennis workforce.

By planning for this vibrant future and uniting the tennis community so we can work together in generating the investment required to deliver for our sport, we will aspire to make Scottish tennis more relevant than ever before, creating as many opportunities as possible to participate regardless of ability, age, disability, gender or background.



The Story So Far

Record high club membership and growing participation



Number of international competitions in Scotland has doubled, including annual ATP Challenger Tour event



Tennis available to every school child in Scotland



Domestic competition thriving on the Tennis Scotland Tour with regular competing player numbers doubled over the last two cycles of strategy



3 new indoor tennis centres open in Dumfries, Edinburgh & Moray

New Scottish National Player Pathway driving standards for young players with world-class coaching team



Every venue in Scotland compliant with safeguarding standards

Scottish players competing & winning at the top of the sport across various categories



Significant number of public park courts refurbished around the country, making tennis more inclusive

Strategic Objectives

STRATEGIC OBJECTIVES

Our strategy aims to deliver across the six key pillars of Participation, Performance, Facilities, Workforce, Competitions & Events and Corporate



- 1 Participation
- 2 Performance
- 3 Facilities
- 4 Workforce
- 5 Competitions & Events
- 6 Corporate



Ambitious yet achievable goals are designed to deliver at all levels of tennis in Scotland and contribute to the investment objectives of the LTA and **sportscotland**.

Participation

PARTICIPATION

Building stronger venues at the heart of communities, making tennis **inclusive**

- Develop the new National Schools Programme using LTA Youth and Tennis Scotland-affiliated venues/coaches to inspire every school in Scotland to deliver tennis sessions and encourage at least 4000 new young people into tennis programmes and clubs each year
- Support clubs at the heart of local communities to grow and develop, increasing membership and seeking solutions to open up relevant benefits
- Continue to develop an inclusive and accessible sport by increasing participation in target markets consistent with the EDI strategy
- Maximise participation in revamped public park tennis courts, creating competitions and strong bonds with local clubs and coaches



Performance

PERFORMANCE

Building a world-class player development pathway, **inspiring** the next generation

- Maximise the opportunities created by the Scottish National Player Pathway (SNPP) to help the best young players fulfil their potential
- Maximise opportunities for the best young players 11–16 as part of the SPDC programme, creating appropriate support and resource for players who are not part of the GB Academy programme through the National Tennis Centre at Stirling
- Create and support a programme to help develop wheelchair tennis players and examine appropriate legacy events
- Continue to grow and develop the 11U programme for talented players at national and district levels to maximise Scots achieving GB national standards
- Align with the LTA Performance Strategy to strengthen the pathway for young Scottish players to achieve their ambitions
- Develop further assets via new partnerships with US Colleges and Universities
- 2 or more Scottish players representing GB at the LA 2026 Olympic and Paralympic Games
- 2 or more Scottish players representing GB at Davis Cup, Billie Jean King Cup or World Team Cup



Facilities

FACILITIES

Developing a range of facilities and venues fit for the future of our sport, making tennis **welcoming and enjoyable**



- Explore and develop opportunities for Scotland to deliver an appropriate centre of national significance to safeguard access to and development of tennis for years to come
- Increase the number and quality of courts throughout Scotland by supporting the development of facilities alongside clubs and other partners to meet current and future demands for tennis
- Maximise opportunities created by the Transforming Scottish Indoor Tennis (TSIT) project to increase the number of indoor courts around Scotland
- Identify and develop new and innovative operating models to grow resources and drive investment in Scottish tennis



Workforce

WORKFORCE

Growing and developing a world-class, **collaborative** workforce, ensuring an **inclusive** sport



- Continually develop the workforce by attracting, retaining and developing our top tennis talent into and through the Workforce Development Centre
- To build a fit-for-purpose workforce community which services all areas of tennis development and drives the continual growth of the sport
- Continue to tap into our existing expertise and network to enhance and develop specific initiatives
- Identify and engage with our strongest coaching talent to create a workforce ambassador programme

Competitions & Events

COMPETITIONS & EVENTS

Delivering a range of **inspiring** events and competitions to experience and showcase tennis,



- Position Scotland, Tennis Scotland and its partners as world-class hosts for international events
- Develop and grow the Tennis Scotland Tour to create opportunities for competitive play linked to player development and the Scottish National Player Pathway (SNPP)
- Deliver and support a wide-ranging events calendar which offers opportunities for players and spectators to enjoy competitive tennis at all levels
- Harness the success of Scottish tennis players on the world stage to attract new audiences and investment
- Introduce innovative programmes to continue to attract and increase competitive play at all levels

Corporate

CORPORATE

Growing and developing resources and assets to continue to deliver an effective and **ambitious** organisation

- Work with a range of partners to develop and grow assets, generating new investment for Scottish tennis to deliver on national objectives
- Ensure the Equality, Diversity and Inclusion strategy is embedded throughout the organisation and ensure that tennis is a safe and welcoming sport
- Continue to raise the profile of the organisation in all areas and celebrate Scottish tennis successes
- Examine and progress new delivery and operating models where relevant to grow investment for the organisation and sport
- Continue to position Scotland as a leading member and contributor to British tennis/LTA across a range of areas
- Continue to grow and develop commercial, partnership and sponsorship opportunities for the organisation, maximising access to assets as a country and partner of British tennis/LTA
- Promote and communicate relevant research that demonstrates the many health benefits of tennis



- Ensure complementary strategies in growing and developing both tennis and padel so that both flourish in their own environments rather than compete for the same space
- Ensure Tennis Scotland is represented and visible at key events to assist communication and delivery of the strategy in all aspects
- Continue to lead with robust systems and policies to ensure a strong and effective organisation, ensuring 100% of all member organisations maintain compliance with safeguarding and anti-doping standards and governance frameworks by 2030
- Develop an appropriate National Tennis Centre for the long-term benefit of Performance, Workforce, Competitions & Events and Participation



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