

## English Table Tennis Association

**Website address: [www.englishtabletennis.org.uk](http://www.englishtabletennis.org.uk)**

**Chair: Alex Murdoch**

**CEO: Richard Yule**

**Main Contact: Diccon Gray**

### Investment- 2009-2013

**Capital: £2,000,000**

**Revenue: £7,301,404 (including £800,000 PESSYP)**

**Total: £9,301,404**

Four-year outcomes	Baseline	Four Year Target
Grow	75,700	92,200
Sustain	79.2	
Excel		<ul style="list-style-type: none"> <li>- At least 6 English junior boys (U18) ranked in the Top 50 in Europe during the relevant year.</li> <li>- At least 4 English junior girls ranked in the top 50 in Europe during the relevant year.</li> </ul>
PESSYP		52,049 young people in accredited clubs 183 young people volunteering in table tennis

## **Sport England Funded Interventions**

### **Grow and Sustain**

#### **Club Development**

The ETTA will develop a national network of high quality, accredited clubs with capacity to grow participation and improve satisfaction with the quality of the table tennis experience. The ETTA will work to increase the number of Premier Clubs by driving the programme centrally and implement the programme via the ETTA Regional (full time) and local (part time) workforce.

#### **Facilities**

The ETTA will develop a national network of high quality specialist facilities and will work closely with Sport England to agree a strategic approach to delivery which incorporates national, regional and local intelligence (Active People data, LAAs, growth areas etc) to identify priority projects and additional investment e.g. Building Schools for the Future. In addition ETTA will pilot the following innovative projects: social media, outdoor table tennis, youth clubs and workplace.

#### **Coaching**

The ETTA will build a modern workforce of qualified coaches at all levels to drive grow, sustain and excel. Specifically the ETTA will provide a support structure for the continued development of coaches and develop strategies to support the widening of access to the sport by increasing the number of coaches from priority groups.

#### **Volunteers**

The ETTA will develop a well trained and supported network of officials, organisers and helpers to sustain and grow the sport at all levels. Specifically the ETTA will devise a volunteer co-ordinator training programme; recruit, train and support new volunteers through the organisation of the training courses and organise annual awards dinner to celebrate volunteer contribution to the sport. A parent helper recruitment programme has been identified for development.

#### **Children & Young People**

The ETTA will continue to provide entry routes, competition, coaching and leadership opportunities designed to give young people a life time involvement in the sport. Through matching PESSYP, Premier League for Sport and Playground to Podium investment table tennis will recruit Regional Disability and Club Support & Coaching Officers responsible for delivering front line coaching, competitions, leadership/volunteering, school-club links, County Athlete Assessment Days (P2P) and Regional Disability squads.

#### **Marketing & Communications**

The ETTA will raise the profile of table tennis through a strategic, multi layered, and fully integrated brand marketing and communications campaign. Specifically the ETTA will create a tool kit that facilitates and supports on line club and league management, will create an online communication hub for all Table Tennis activity and develop a series of social media activities in partnership with Facebook.

## **Competitions**

The ETTA will create a single unified pathway that helps player development and is motivating, aspirational and appealing to all. Specifically the ETTA will complete a Competition Framework Review; expand the range of local competitions for beginners and players of lower ability levels; introduce competitor satisfaction surveys for all ETTA events; aim to attract new (16+) players into local leagues; and organise a series of major spectator events.

## **Excel**

### **Talent Development**

The ETTA will build a clearly defined regional talent development system that increases the breadth and depth of the talent pool and links to the British Table Tennis Federation national performance programme. This new ETTA Talent Identification and Development Programme will aim to clarify the talent pathway; enlarge the talent pool, enable rapid acceleration through the pathway, increase by 50% high quality training time and establish a high performance culture in selected clubs.