

<u>MISSION</u>	Get more people playing tennis more often	<u>PURPOSE</u>	To enrich lives through tennis	<u>VALUES</u>	Excellence, Integrity, Passion and Teamwork
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PARTICIPATION FOCUS

Deliver great service to Clubs	Build partnerships in the Community	Enhance tennis offer in Education
1. Provide great support for clubs of all sizes by sharing best practise learning. 2. Apply greater focus on clubs seeking to grow the game in their club and community. 3. Help clubs achieve management excellence.	1. Develop strong local park and other community tennis venue partnerships to deliver tennis provision for all. 2. Invest in great people delivering great experiences in parks. 3. Targeted investment in “welcoming “ park facilities for people to socialise and play.	1. Further strengthen schools offer, while introducing new secondary school programme. 2. Provide support to develop more effective links between schools and other places where tennis is played. 3. Maximise playing opportunities and help build a future workforce in colleges and universities.

PARTICIPATION DRIVERS

Become more relevant to coaches	Refocus on recreational competitions	Results oriented facility investment	Apply best in class marketing and promotion	“Jump start“ the peak summer season	Establish "no compromise" High Performance programme with focus
1. Deliver added value support through an enhanced coach accreditation scheme. 2. Enhance coaching career opportunities via LTA supported networks and partnerships. 3. Assist future workforce to run the best tennis experiences wherever people play.	1. Introduce recreational competitions for 6 to 18 year olds underpinned by being local, team focussed and fun to play. 2. Support the delivery of recreational competition for adults in parks. 3. Modify junior tournaments creating a far less pressurised environment.	1. Reinvigorate LTA loans and grants scheme for clubs. 2. Deliver innovative solutions to extend the length of the tennis day/season and make tennis easier to play through player friendly technology. 3. Deliver a legacy through the Green/LTA Trust Community Tennis fund.	1. Apply leading edge player insight to shape all participation programmes. 2. Apply marketing excellence to drive participation through tennis brand building and player centric communication. 3. Extend tennis coverage beyond sports media and throughout the year.	1. Create an umbrella theme around the new 3 week pro tournament circuit and integrate with other participation programmes to build interest in summer participation. 2. Following robust consumer testing, drive peak season participation with an innovative “play tennis” campaign. 3. Optimise the summer tournament calendar to attract more players and fans.	1. Implement a leaner, better integrated network which meets the highest international standards and longer term helps develop Top 20-5 ranked players. 2. Create a "hunger in paradise" training/competition environment to better prepare players for fierce global competition. 3. Mentor coaches with potential to develop world class players.

PARTICIPATION ENABLERS

More efficient and effective LTA	Harness the full resource network	New revenue generation
1. Enhance mission delivery through a leaner and more effective operating and governance model. 2. Apply sound financial stewardship while building a culture which spends money "like it's your own". 3. Develop a strategically focused board which demands sustainable results, supported by an effective and progressive council.	1. Embed values and desired behaviours in everything we do, with leaders who continually lead by example. 2. Become a best practice resource for the recruitment, retention and recognition of volunteers. 3. Maximise communication and connectivity between partners, including county associations, for the benefit of the game.	1. Invest in core participation programmes and tournaments to garner greater sponsorship return. 2. Return summer pro tournaments to significant profitability by increasing their local relevance and applying improved sales/marketing. 3. Generate revenue through new membership benefit opportunities and from building a fund raising capability.