



# COUNTY AGM 2024



# 3 YEAR PLAN 2024-2026

**VISION:** Tennis opened Up



**MISSION:**  
Transforming  
communities  
through tennis



**MISSION:**  
Improving  
lives through  
tennis

Making tennis welcoming, enjoyable, and inspiring



# STRATEGIC FRAMEWORK 2024-2026

## INVEST

Invest in the visibility of tennis and its infrastructure to put tennis at the heart of communities.

## GROW

Attract fans and players across all formats, programmes and in competition.

## ENGAGE

Engage and motivate the tennis workforce to attract and retain them in tennis.

## PERFORM

Optimise the pathway to produce internationally relevant players at each age and stage.

## DIVERSIFY

Develop new opportunities to grow the appeal and improve the financial health of tennis for the long term.

## LEAD

Lead tennis in Britain to the highest standards to ensure it is safe, inclusive and sustainable.



# VIRTUOUS CYCLE



# KEY HIGHLIGHTS 2024



# KEY HIGHLIGHTS: FANS



Number of people on our database: **1.9 million** (37% increase year to date)



**Motivated** 490k people to play more in the last year



**All time attendance record for Davis Cup** with 15,700 people on the Sunday and over 37,00 overall



**+41% increase in clicks through from Google**, over 1.2 million more clicks Jan-Sep 2024 than last year





# KEY HIGHLIGHTS: PARTICIPATION



Annual participation is holding at the same levels as 2023 at **5.5 million** in **Sep 2024**



Monthly/weekly play is **ahead (+2%)** of last September



Among children, the monthly figure is at a high point of **nearly 1.5 million**



Weekly participation for children remains **at over 600,000**

# KEY HIGHLIGHTS: PERFORMANCE

**TOP  
100**

11 different British players in the top 100 this year, the largest number since 1978



Henry Patten won the men's Doubles at Wimbledon Championships



Mika Stojsavljevic won the US Open girls' title – first UK GB girls win in the junior competition in 15 years



Three medals at 2024 Paralympics, five senior Grand Slam titles in singles and Doubles, one junior GS title in 2024



Jack Draper reached the semi finals of the US Open and won the Erste Bank Open in Vienna – now world ranking of 15

**BILLIE JEAN  
KING CUP**

GB reached the semi finals of the BJKC in Malaga





# PARKS INVESTMENT PROJECT

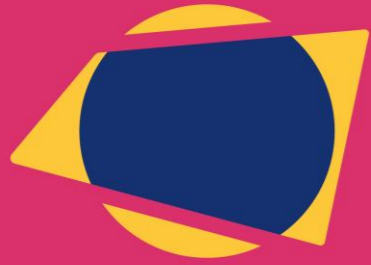
- 2,723 completed park tennis courts
- 848 parks impacted to date
- 250 local authorities engaged
- 53% participation increase amongst lower socio-economic groups





## FACILITIES INVESTMENT

- Official opening of Oriam Indoor Tennis Centre in Edinburgh and Moray Sports Centre in Elgin
- Over £3m paid out in interest free loans to more than 20 projects across Britain making a total of £30m invested in Club projects since 2019.
- £28.9million UK Govt and LTATF funding committed to Parks Investment Project as of October 2024



**LTA** Tennis  
Foundation

- Financially supporting and collaborating with charities and organisations
- Enabling communities and schools
- Developing facilities – QAL scheme, Parks Investment Project
- Strategic indoor projects, including TSIT



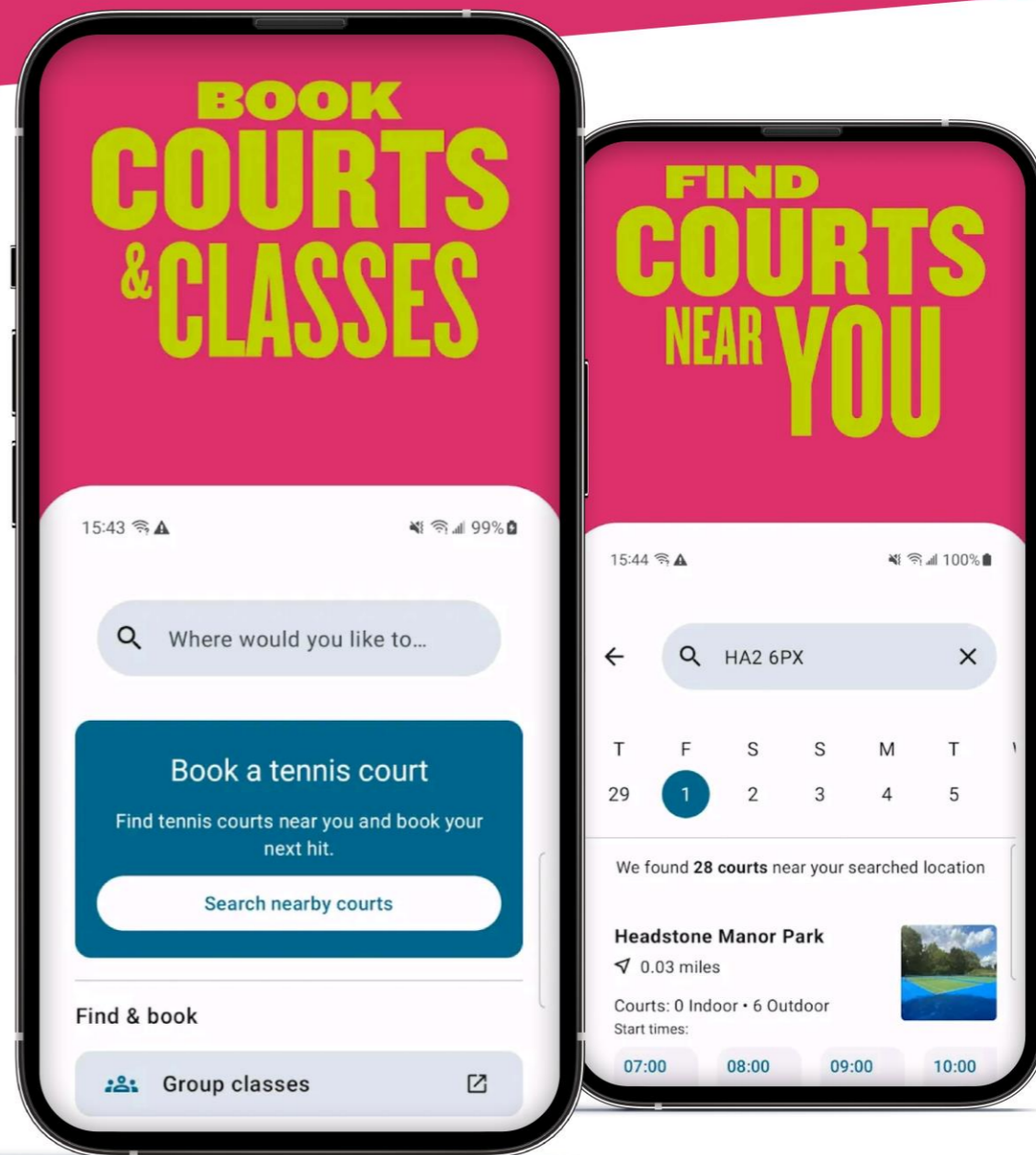
A group of seven people, four adults and three children, are posing on a blue padel court. They are holding various padel rackets. In the background, there is a large, ornate Gothic cathedral with many spires and windows. The scene is outdoors with trees and a clear sky. The right side of the image is overlaid with a blue triangle containing text and a logo.

# LTA PADEL

- New Padel strategy 2024-2029 launched
- £6 million invested into 40 padel facility projects funding 75 new courts
- Since 2019 the number of courts has grown from 60 to 630
- Annual participation grown from 6,000 to over 200,000
- LTA launched new coaching courses and performance pathway to support Britain's best players

# DIGITAL TRANSFORMATION

- New LTA coach and LTA official 'Hubs' in 2024 to improve accreditation and associated services e.g continuous professional development
- Increased the reach of our booking platform to over 1500 venues (from c.1250 at end of 2023)
- Launched our Play Tennis mobile app making it super fast and easy to find a book court
  - Added 'community' features to this to help people find players of a similar ability in their area



# AN EYE ON THE FUTURE



- 1 Put tennis at the heart of society
- 2 Grow and diversify our audience of fans and players
- 3 Attract and engage the tennis workforce for the next generation
- 4 Be one of the most respected nations in the world for player development
- 5 Secure a sustainable future for tennis

# LOOKING AHEAD TO 2025

- New and improved grass court calendar for 2025
- Upcoming event app to support our changes to the grass court season from next year
- Completion of Parks Investment Project
- Expanding our LTA Youth programme



**THANK YOU**  
AND ANY QUESTIONS?

