

STRATEGY 2024-2026

Mission: Making tennis more inclusive, enjoyable and inspiring.

Values: Excellence, Kindness, Inclusivity.

Promoting effective communication	Striving for excellence	Fostering a safe, diverse, and inclusive environment	Supporting the Surrey Tennis community	Creating a culture of success and respect	Establishing robust governance
Strengthen communications to deliver clear messages about our aims and objectives. Increase engagement with all stakeholders.	Provide a strong array of courses for Surrey coaches, working in partnership with the LTAs County Coach Education Provider.	Recognise that Diversity & Inclusion is a team effort. Facilitate the spread of good practice amongst venues and coaches.	Step up our links and engagement with venues, coaches, volunteers, and officials. Strengthen our initiatives to promote tennis for public benefit across all communities.	Support all Surrey players and supporters to ensure they show respect and integrity on and off the court.	Finalise the process of incorporation of Surrey Tennis as a Charity. Streamlining our IT and office processes.
Continue to develop functional and engaging content for Surrey Tennis supporters. Promote and unify the County brand.	Ensure County competitions are in a format that meets the needs of the player base.	Ensure that Surrey Tennis sets best practice in application of all D&I initiatives.	Support efforts to get coaches to become accredited, with efforts to gain more female coaches.	Work hard to ensure more County players are advanced into regional and national training groups.	Explore the best ways to establish the best and clearest legal relationship between registered venues and Surrey Tennis.
Highlight the achievements of venues, coaches, and players. Consistently support and promote all stakeholders.	Increase knowledge and awareness of Padel Tennis alongside support for venues to help grow the sport.	Work alongside the LTA to support Surrey venues in delivering disability tennis through the Surrey Open Court Programme.	Identify how best to allocate available funds to advance and promote the game in the County.	Promote performance coaches to support and raise the existing high standards of our County Training and County Cup coaches.	Ensure Surrey Tennis Trustees and Staff are engaged and contribute to the work of delivering the objectives of the operating committees.
Make the Surrey Tennis website a hub that both informs and shares best practice. Build engagement through social media.	Use data to provide greater insights into our venues, coaches, and player base to better serve their needs.	Make junior participation fun. Encourage children of all ages and abilities to compete.	Help venues, coaches and players feel more valued. Recognise their contributions through awards and other means.	Ensure County Cup tennis remains one of the highlights of the year for every player. Aim for Surrey to be number 1 in the LTA County Cup Race.	Endorse LTA policies to set the highest standards of safeguarding, diversity & inclusion. Click here for LTA strategy