



Annual Report 2014

Helping more people play tennis, more often





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Director of Tennis Services
Pat Reid

Chief Executive Officer
David Marshall

Company Secretary (in attendance)
Gordon Robertson

sportscotland representative (in attendance)
Megan Griffiths

The financial statements and measures of success detailed in this report are as at the 30th September 2014. All other information is correct at the time of printing.

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Elena Baltacha 1983-2014



The essence of Elena Baltacha was, of course, only revealed to those who knew her well, who accompanied her on her exciting, inspiring and finally tragic journey through life, and who lived and loved with her.

But it was possible to gain a sense of her even if one's relationship to her was built on the frenetic, sporadic inter-action that exists between journalist and sports star.

There is one undeniable truth about Baltacha: those who knew her well, loved her deeply. Those, like me, whose knowledge of her was limited to those brief, professional collisions had both respect and affection for someone who was extraordinarily grounded in a sporting world that generally floats on an air of hype.

It was possible to have this sense of Baltacha by both watching her on court and by speaking to her, whether one to one or in a press conference.

Her demeanour on court was revealing of her personality, even her desire, her gentle neurosis. She had her tics, her bounce, her hesitations and after every point she stared at her racket strings with the intensity that suggested they contained that night's winning lottery numbers. She tried and tried and tried and tried...

This obsession with improvement was not restricted to her concentration on court. Away from the battle, she was assiduous in addressing every part of her game, every part of her personality.

As she grew older – if that is not too obscene a term to use of a woman who left us at aged 30 – she maintained that desire to improve as a player and a human being. Of course, she addressed diet and core fitness, but she also worked on her mental strength, recognising that it was essential to be resilient in facing those tough moments on court.

Her most demanding episodes, of course, were conducted off court in periods of illness and injury. As a young player, she was diagnosed with the chronic liver condition, primary sclerosing cholangitis. The unrelenting world of top-class tennis also took its toll in serious knee and back problems.

But she always bounced back, enshrining her place as seemingly the perennial and eternal British No.1. She recorded her best ranking as a player by reaching 49 in the world in September 2012. It was a happy, fulfilling time. Marriage to her coach Nino Severino, her major role in Judy Murray's successful Federation Cup team and the arrival of a nephew in Alexander, son of her brother Sergei, all combined to enhance a life that was lived positively. She was increasingly immersed, too, in her academy near Ipswich.

All this was ruthlessly halted when she succumbed to liver cancer on May 4. Scottish and British tennis has lost both a mentor and an inspiration. Her friends and family have lost a loved one who gilded their lives with wit, energy and irresistible affection. The wider world has simply and irrefutably lost a fine human being.

Hugh Macdonald,
Chief Sports Writer, The Herald

Chair's Welcome



Elena Baltacha's untimely passing at the start of 2014 was difficult for everyone within the tennis family and beyond. Elena had faced her illness with such positivity and character, and the subsequent huge success of 'Rally for Bally' demonstrated the massive affection everyone had for Elena. Put simply, she was one in a million and will never be forgotten.

Michael Downey's arrival as Chief Executive signalled substantial changes at the LTA. From a Tennis Scotland perspective this created some timing issues with moving forward however, on the flip side, it afforded the opportunity to build new and more substantial working relationships with the new LTA leadership team. I am delighted to confirm that a new four year funding agreement has now been finalised with the LTA, enabling the Tennis Scotland Board to plan strategically for the future, rather than on a year-to-year basis as has been the case in recent years.

In response to the confidence shown in Tennis Scotland by our key partners, the Board has commissioned a full and comprehensive review of all aspects of our performance operations, with a revised strategy due to be presented to the Board in the first half of next year. The review will ensure that our resources are better aligned with our colleagues at the LTA to support long term player development and give Scotland the best chance of continuing to produce world class talent such as Andy Murray and the 2014 Tennis Scotland International Player of the Year, Gordon Reid.

The Tennis Scotland Board was very surprised and disappointed by the unexpected resignations of both the President and Vice-President in late September. This unprecedented occurrence resulted in a process commencing to elect a new President and Vice-President. Our articles preclude this from happening until May 2015 at the earliest. We are very grateful to Andree Hawke for accepting a role on the Board as Interim Vice-President until we can secure the new appointments.

I would like to record my thanks to all the remaining Board members for their invaluable assistance and support throughout what has been an eventful and challenging period. I give special mention to Pat Reid who retires by rotation at the AGM after over 20 years on Tennis Scotland committees. Pat's knowledge of Scottish tennis is unsurpassed after a lifetime in the sport and I have no doubt we'll still be in regular contact with her going forward.

A further change at Board meetings means that we say goodbye to Megan Griffiths, who has been the **sportscotland** representative on the Board for the past 5 years. Megan's advice and direction has been invaluable and we look forward to working with her replacement, Sarah Birrell, who has already demonstrated she will be an excellent addition.

I welcome the strengthening of the Tennis Scotland professional staff team and the arrival of new Board Directors. They all bring with them invaluable experience from the sporting world that can only strengthen the impact that we can have as an organisation as we strive towards our goal of having more people playing tennis more often.

Gordon Baker
Chair and Director of Performance

CEO Introduction



Helping more people play tennis, more often, off the back of Andy's Grand Slam successes has been an exciting and rewarding experience for all of our team. The landmark 4 year funding agreement reached with the LTA and with additional support from **sportscotland** facilitated additional staff and this will allow us to continue with all of the great work that currently takes place up and down the country as can be seen from the pages within this report.

On the world stage our international stars continue to inspire a new generation of tennis fans and players, whilst closer to home our team have been working hard to grow the game, taking tennis into the heart of our communities with our member clubs and through strong partnerships with Local Authorities across Scotland.

Over £1.8 million worth of facility projects have been commissioned over the last 12 months which have created local, affordable opportunities for people to play tennis. In total over £3.7 million has been invested since Andy won his first Grand Slam in 2012 which has seen tennis benefit significantly from the Glasgow Commonwealth Games through the Legacy 2014 Active Places Fund. Discussions with partners on other projects, including a number of potential indoor sites, are ongoing with further announcements anticipated over the next few months.

Significant progress has been made throughout the period against all aspects of our strategic plan. Membership at our registered places to play now stands at 50,876, which shows a 51.2% increase over the last 5 years. However our focus remains to reach out to those who we know have an interest in the sport but who don't currently participate on a regular basis.

After 18 years with Tennis Scotland, our longest serving employee, Karen Ross, moved to a full-time role with the Tennis Foundation working with the wheelchair tennis performance programme, and I'd like to place on record our thanks for her stellar contribution to tennis in Scotland at all levels.

We welcomed some new faces to the team during the period, including the appointment of our first ever Head of Development in the shape of Doc McKelvey and, while it is still early days, Doc's influence is already evident, as detailed elsewhere in this report.

Going into 2015 I remain optimistic for the future of tennis in Scotland. We have a sell-out Davis Cup tie against the USA in Glasgow at the beginning of March to look forward to and this, I'm sure, will inspire a whole new generation of tennis fans. We are all hopeful that this will coincide with Andy's return to full fitness and will be the start of another successful season for our British no.1.

Finally, a heartfelt thanks to our many hardworking coaches, volunteers and officials who drive the sport forward at a local level, as well as to our sponsors, partners and our two main funders, **sportscotland** and the LTA, for their continued support of tennis in Scotland.

David Marshall
Chief Executive Officer

Improved Places to Play

- 20 facility projects across clubs and parks completed or on site
- 42 new or refurbished courts as well as floodlighting and clubhouse developments
- Over £600,000 of Active Places funding secured for community facility projects
- 83 venues across Scotland are now Clubmark accredited

Throughout 2014 Tennis Scotland has worked closely with **sportscotland**, Clubs and Local Authorities to continue to improve the Places to Play around the country. This could be a club site upgrading its courts or adding floodlights or working with a local authority to develop new or refurbish courts within a local park. This has resulted in over £1.8 million pounds being spent across Scotland on facilities throughout 2014.

20 projects have been completed or are on site resulting in 38 new or refurbished courts as well as new floodlights allowing for year round tennis.

Over £1.8million has been spent on the development of facilities in 2014

Zetland Park, Grangemouth

In 2011, Falkirk Community Trust began the process of identifying community tennis sites to support their growing school and community programme. Two potential sites were identified and the Trust started working with Tennis Scotland to build its tennis programme to support the funding applications for the first project at Zetland Park. It was 2014 before all the elements of funding came together and with support from Falkirk Council, **sportscotland**, through the Legacy 2014 Active Places Fund, Falkirk Environmental Trust and the LTA, the project was ready to proceed. The three new courts were opened with over 700 local school pupils who also successfully broke a world record for tennis keepy-uppys. The tennis facility is the first part of a wider parks regeneration project and with the courts finished in a Wimbledon themed purple and green, they make a bold and vibrant statement that tennis has arrived at Zetland Park. A low cost community tennis programme and season tickets are now on offer in partnership with Tennis Scotland and FES Ltd to encourage as many local people of all ages to come and try tennis in the park.

The partnership between Falkirk Community Trust and Tennis Scotland has strengthened since 2011 to provide the largest schools outreach and competition programme in Scotland, a tennis specific development post, a tennis Modern Apprentice and with plans for further exciting park developments in 2015.



Clarkston Bowling & Tennis Club

Tennis Scotland 2014 Place to Play of the Year, Clarkston Bowling & Tennis Club, has worked extremely hard to develop its facilities. Over the past two years the membership has increased to over 330 adults and juniors, creating a demand for more courts. With 3 all-weather courts in place, the club took the decision to embark on a project to resurface the remaining 3 blaes courts and add floodlighting, allowing them to expand the club programme and work to further grow membership.

The club was successful in gaining financial support from **sportscotland** and through working with Tennis Scotland also secured support from the LTA. The courts have also been painted with mini tennis lines and the club now invites local schools to participate in mini tennis festivals. The success of the initiative has been down to a thriving committee which has created a friendly environment, offering a range of products and activities. Regular fundraising events are held at the club, from quiz nights to Burns suppers, and Clarkston is now looking forward to the next stage of its development.



Strong Partnerships

- **sportscotland** and the Tennis Foundation maintain strong links and support
- The Edinburgh Clinic and Speirs Gumley announced as new Community Tennis Partners
- Successful partnership with Tennis For Free charity sees 7 Tennis For Free sites in Scotland
- Local Tennis Development Groups established in 20 local authority areas.

Strong partnerships are vital to the success of Tennis Scotland, be it commercial relationships or operational partnerships. Through a partnership with the Tennis For Free charity Scotland now boasts 7 Tennis For Free sites with new venues due to be added in the New Year. Local Authority partnerships are also proving beneficial and a number of development staff have been appointed to grow the game. We are also delighted to welcome The Edinburgh Clinic and Speirs Gumley as Community Tennis partners who join our existing sponsors.

Landmark 4 year funding agreement reached with the LTA

Local Authority Partnerships

Through a partnership with Tennis Scotland, Sport Aberdeen and the Tennis Foundation a new Tennis Development Officer (Matt Kerswell) was appointed in Aberdeen with specific focus on the Community Indoor Tennis Centre at Westburn. This has resulted in a number of innovative projects at Westburn and across the city. The programmes at Westburn CIRC have been revamped and the number of coaches has increased from 4 to 23 over 2014. A programme targeting the Aberdeen business community which aims to bring a different audience to tennis and has resulted in a new relationship with 'Activity Mix' which will see a Corporate Decathlon tennis event held in 2015. Working with the Active Ageing Development Officer tennis has been included in the 'Golden Games' leading to weekly Active Ageing Tennis sessions for over 55's. A Tennis For Free site has been launched on the outdoor courts.

Matt is working closely with the city's universities to develop a volunteer programme as well as support the university tennis clubs. There is a strong link with the Active Schools Coordinators for schools outreach and a 'Give It Your Max' programme has been launched in the Torry area of the city.

In 2012 a new part-time community tennis coordinator post was created in East Lothian through a partnership with Tennis Scotland, East of Scotland LTA and Enjoy Leisure, to support clubs, create new links with schools and develop training opportunities for young people as Tennis Leaders. This post has resulted in a new club in Tranent and revitalised clubs in Musselburgh, Longniddry, Haddington and East Linton with over 500 more adults and children playing tennis for the first time this year.

Tennis Scotland have worked closely with North Lanarkshire Leisure to create opportunities for children and adults to try tennis in North Lanarkshire and through a partnership between North Lanarkshire Leisure, NHS Lanarkshire and Tennis Scotland there is now a full time Tennis Development Officer.

Over the past year, more than 4,000 school children have had a taster of tennis within their school curriculum and have been offered the opportunity to attend one of the new tennis programmes set up at Ravenscraig Leisure Centre and Broadwood Leisure Centre. Currently the programmes at each centre have over 100 children in attendance.

Tennis on the Road

Tennis Scotland is proud to be supporting Judy Murray and her team with the roll out and delivery of Tennis on the Road, a programme that aims to showcase how tennis can be introduced in the home, garden or school gym hall in a simple way using games and pop up tournaments. The Tennis on the Road team deliver a 3 to 4 day roadshow in each venue covering primary schools, tennis clubs, teacher training and parent and child sessions.

Through existing strong partnerships Tennis Scotland has assisted with the organisation and delivery of the roadshows, advised on target areas, identified coaches and also supported the promotion of the event. The 4 elements of Tennis on the Road, Set4Sport, Set4Tennis, Set4Coaching and Set4Competition combine to make up the roadshows in each venue with events delivered in North Lanarkshire and East Lothian.

The East Lothian roadshow, which took place in Longniddry, Gullane, Haddington and Dunbar, saw 10 workshops delivered over 3 days across 5 primary schools and 2 tennis clubs. 66 adults took part in sessions with 94% saying they would take the skills and games they had learnt back home or to the classroom.



Tennis on the Road is a great example of how Tennis Scotland aims to work with national and local partners to deliver tennis programmes. Tennis Scotland are looking forward to working to develop Tennis on the Road throughout 2015 and taking the roadshow to more venues in Scotland.

Competitive Opportunities

- 2014 has seen over 600 recorded competitions for all ages and abilities
- Scottish venues hosted an increased number of Grade 3 (36) and Grade 4 (49) tournaments in the winter calendar
- 1,648 primary 3 & 4 pupils took part in primary school tennis competitions
- New student events for universities and colleges

Playing games and matches is a key part of the development of tennis and therefore Tennis Scotland engages with our clubs, schools, colleges, universities and coaches to ensure appropriate competitive opportunities are provided for players of all ages and abilities. 2014 has been another successful year with great feedback from players, parents and coaches. This year once again saw the West of Scotland triumph at the Inter District Championships held at Kilgraston School in Perthshire. The event saw over 120 young players representing all 9 Districts in the event which was first held in 1993 meaning that over 2,500 young players have now enjoyed the competitive yet friendly experience of the Inter District Championships.

Scotland's premier club doubles competition, the Scottish Cup was also another success with the finals being streamed live on the Tennis Scotland website. David Lloyd Aberdeen became the first club from the North East to win the mens' title in 18 years by beating reigning champions Thorn Park in the final. In the womens' competition Newlands beat holders Blackhall to take the title. Other notable highlights from the year included the 48th running of the Tea Cup which was won by the junior team from the North of Scotland, Rubislaw men and Blackhall women picked up the Aegon Team Tennis Scotland titles and Thistle's Alan MacDonald and Lisa Munro from Nairn topped the end of season Tennis Scotland Leaderboard.



Student Sport

The Scottish Student Sport (SSS) Tennis Group was established at the beginning of the 2013-14 academic year and now hold a number of competitive events for students across Scotland with many of these events aimed at players who do not have much competitive tennis experience and do not participate in the British Universities & Colleges Sport (BUCS) events.

The first event of the year saw a 'Time Mixed Doubles Tournament' hosted by the University of St. Andrews. The event was attended by nearly 70 players from 7 different universities and colleges. The tournament commenced with all pairs playing in a round-robin group stage (each match lasted 20 minutes) after which the top 8 pairs progressed to the knockout rounds. Those who were waiting between matches could either watch the tennis on show or sharpen up their volleys on the mini-tennis nets that were set up on the grass next to the courts. The event was a huge success with music and a BBQ on offer. As a result of the success of this event it was closely followed by the SSS Touch Tennis Cup which was held in Edinburgh and again the focus was on fun competition aimed at those who do not compete in student teams.



Over 4,000 juniors competing regularly across Scotland

Schools Competitions

2014 has seen schools competitions of all shapes and sizes. The Tennis Scotland Scottish Schools Championships again had a successful year with 48 boys' teams and 32 girls' teams taking part, representing 51 different schools from across the country. The championships consist of a main draw for boys and girls with Merchiston Castle School winning the boys' title and George Heriots School lifting the girls' title. There is also a consolation draw which resulted in Madras College winning the boys and Strathallan School the girls.

Tennis Scotland are also working to encourage local secondary school competitions as a way of bridging the gap between established schools that compete in the Scottish Schools Championships and local schools. Moray Council held an initial event this year with 56 children from 7 secondary schools competing in a local team tennis competition for S1 – S4 pupils.

Primary school competition plays a huge role in introducing young people to tennis competition and 2014 witnessed 22 local authorities involved in primary school tennis competitions. This resulted in 303 schools and 1,648 pupils taking part in a local primary school competition.



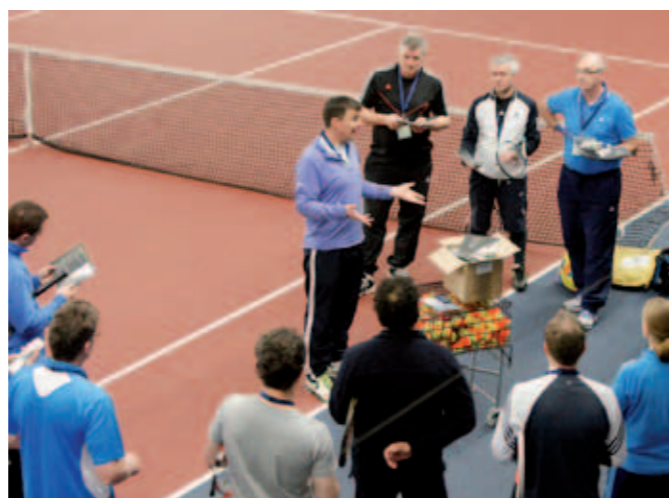
Investing in our People

- 218 coaches have attended a coach development workshop
- 6 disability inclusion courses were delivered with 70 coaches in attendance
- 3 apprentice community tennis coaches have been deployed in Dundee, Edinburgh & Glasgow
- 17 people completed a referee course

Investing in our people is one of Tennis Scotland's most important areas of work as it is only with the right type of individuals working and volunteering within tennis that we will truly maximise the potential of the sport in Scotland.

To this end we have enjoyed a successful year in terms of coach education and development with 13 UKCC Level 1 courses being held from Annan to Aviemore and 175 new coaches completing the course. 6 UKCC Level 2 courses were also held involving 67 coaches. At the higher levels 26 coaches attained Level 3, 2 completed the Level 4 Senior Club Coach course and Alex Harkins from Edinburgh Leisure and Meadows City Tennis Club completed his Level 5 Master Club Coach. There were also 12 coach development workshops held across the country with 218 coaches attending. The annual coaching conference also continues to be a success.

Outwith coaching courses, Tennis Scotland also hosted 9 first aid courses, 6 disability inclusion courses and 4 safeguarding courses in addition to a volunteer recruitment and retention workshop for clubs at the Development Forum. The annual referee course was held with 17 people in attendance and several Tennis Leaders courses were also delivered throughout the country. The Tennis Scotland Modern Apprentice programme continues to thrive with apprentices deployed in Dundee, Edinburgh and Glasgow.



258 coaches have completed a Level 1, 2 or 3 coaching course in 2014

Modern Apprentice Programme - Ruaridh MacLeod



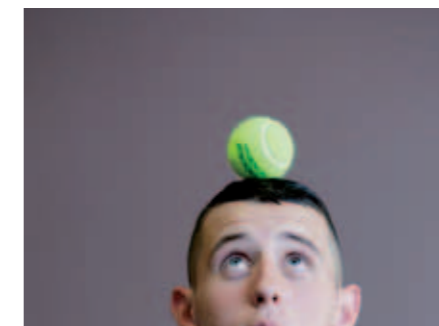
My name is Ruaridh MacLeod, I'm 17-years-old and live in Newport-on-Tay just across from Dundee. I started playing tennis at the age of 5 on the local tennis courts next to my house. From then on I competed in tournaments and reached a ranking of number 1 in the UK. I also competed to an international level until the 14-and-under age group.

I started the Tennis Scotland Apprenticeship scheme straight from school. In my first year I was based at the David Lloyd Club in Dundee. The apprenticeship is about gaining hands on experience as well as completing a qualification in leisure management. At David Lloyd, I covered a variety of roles and gained experience coaching players of all ages and abilities from 4 year old to veterans. I also got experience working behind the main desk and helped to manage the junior programme. The leisure management course is challenging at times but it means I now have an SVQ Level 3 qualification and have learnt lots about working in sport.

I enjoyed the course so much that I decided to do a second year of the apprenticeship and I'm now based at the National Tennis Centre in Stirling 4 days a week as well as working at David Lloyd Dundee 2 days a week.

Throughout my time with Tennis Scotland I have not only completed my Level 1, 2 & 3 coaching qualifications but have also completed various workshops and qualifications such as first aid and safeguarding as well as attending the Tennis Scotland Coaching Conference.

If you are thinking of starting the apprentice programme with Tennis Scotland I would encourage you to go for it as you will learn a great deal and cover a variety of roles to help you develop as a coach and a well-rounded person.



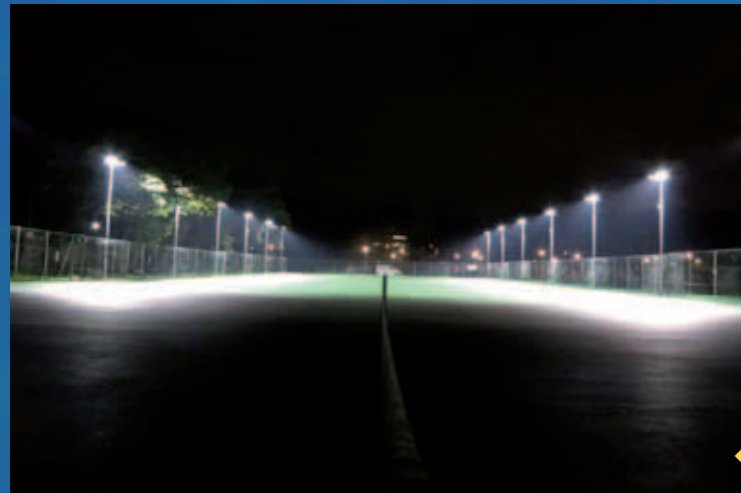
Twitterific



Tennis Scotland
@tennisscotland



Deaf children have a ball at Glasgow #tennis festival - @SDS_sport @TennisFndation @NDCS_Scotland



Edinburgh Leisure
@Ed_Leisure



Check out our newly floodlit courts & revamped pavilion at The Meadows!



FalkirkCommTRust
@FCTrust



Smashed it, twice! We are Guinness World Book Record breakers. ... wooooooh well done guys, proud!



Tennis Scotland
@tennisscotland



Huge congrats to Glasgow's Aidan McHugh on becoming the British Junior 14U Champion today with a 6-3 6-1 victory over Jack Draper



Tennis Scotland
@tennisscotland



Four Scottish girls will compete in Junior #Wimbledon which gets underway tomorrow @izzywallace96 @maialumsden @nastya_mk @annabrogan14



British Tennis
@BritishTennis



Great result for @maialumsden as she beats No.2 seed Bellis 6-7, 6-3, 6-4 #BackTheBrits



Tennis Foundation
@TennisFoundation



Oooh, sounds fab! RT @kevsimpson1873 For those of you attending the #Ticket2Tokyo event in Glasgow tomorrow we have a special guest lined up



Judy Murray
@judmoo



Isle of Harris -launch of my Tennis On The Road program. Van, kit, fun team..build workforces, grow the game. Get in.



Tennis Scotland
@tennisscotland



The 2014 winning Scottish Cup teams - David Lloyd Aberdeen men & Newlands ladies #TSScottishCup

Tennis for All

- 4,500 primary school pupils and 1,500 additional support needs pupils received tennis taster sessions and healthy eating lessons in partnership with the Food Standards Agency Scotland
- 2,169 schools (primary & secondary) have received free tennis equipment packs
- 100% increase in the number of weekly tennis participants within Tennis Scotland's 6 Disability Tennis Networks from 137 to 275
- 124 Great British Tennis Weekend events across 64 Scottish venues

Tennis Scotland is working hard to ensure there are opportunities for people of all ages and stages to get involved in tennis in their local area. Be it fun mini tennis sessions, Tennis Xpress for adult beginners or social park leagues there is something for everyone.

Membership at Registered Places to Play has increased from 49,260 to 50,876

Disability Tennis

Working with our key partners, Scottish Disability Sport and the Tennis Foundation, disability tennis development has, once again, enjoyed a great year. This is evident from a 100% increase in the number of people with a disability taking part in weekly tennis sessions within the Tennis Scotland Disability Tennis Network. With 6 networks now in place across Scotland and 20 registered venues, there is now a broad reach of programmes for players with specific impairments including wheelchair tennis, learning disability tennis, deaf tennis and visually impaired tennis. Outwith the Disability Tennis Network there are also venues across Scotland that do a very good job of integrating disabled players into their coaching programmes.

Events and competitions also form a core part of the disability tennis programme and, as well as National Tennis Camps for wheelchair, deaf and learning disability players, a number of other events took place including coach education and impairment specific festivals and tournaments. In partnership with the National Deaf Children's Society, a Deaf Tennis Festival was held in March with 16 players taking part, the Edinburgh Wheelchair Tournament took place in April with 13 players and Scotland's 'Ticket 2 Tokyo' wheelchair talent identification day was held in September at Scotstoun with world number 3 Gordon Reid attending to encourage new players.



Hygiene, Healthy Eating and Activity in Primary Schools (HHEAPS)

2014 was the second year of the current three year partnership with the Food Standards Agency Scotland for the delivery of the HHEAPS programme through tennis. The programme sees tennis linked to the delivery of a tennis themed workbook, covering healthy eating topics such as bacteria facts, food storage and keeping yourself healthy. Following delivery of the weekly workbook session in the classroom, children then take part in an activity session. Tennis coaches support the delivery of these sessions and encourage teachers to continue the tennis sessions once the HHEAPS programme is completed.

Tennis Scotland provides HHEAPS sessions for both mainstream schools as well as Additional Support Needs (ASN) schools. Throughout 2014 nine local authorities benefited from the programme for ASN schools with 55 schools taking part incorporating 1,500 children while 4,500 primary school children also took part in the mainstream programme.

Education

Tennis Scotland works closely with the Tennis Foundation to provide tennis opportunities throughout the schools, colleges and universities in Scotland. There are a number of different offers available from Primary School teacher training to financial support for University Tennis Coordinators. 2014 has witnessed 24 primary school teacher training courses delivered with 434 teachers attending. Likewise 10 Secondary School teacher training courses have been delivered to 49 teachers and 55 teachers have also completed the Cardio Tennis teacher training course. 2,169 schools have received tennis equipment packs following their teacher training courses.

Colleges and universities are also supported to develop tennis and this year has seen Scotland's Rural College (SRUC) supported to appoint a Student Tennis Ambassador and host a teacher training course. This has resulted in Cardio Tennis sessions being delivered for staff and students as well as a new sponge ball club and some internal sponge ball competitions.

On the university front, Edinburgh University Tennis Club continues to go from strength to strength with the support of the University Tennis Coordinator and the Tennis Scotland Tennis Development Manager. The university club utilises the Meadows in Edinburgh, facilities which have recently benefited from floodlighting to 6 courts, in addition to a newly refurbished pavilion and café. This has allowed Tennis Scotland to work with Queen Margaret University to establish a new tennis club which is now benefiting from the improvements at the Meadows as well as a link with Edinburgh University.

Getting the message across

- Tennis Scotland has over 4,170 likes on Facebook and 3,479 followers on Twitter
- Over 100 Places to Play in Scotland now have a social media presence
- More than 2,800 loops on the new Tennis Scotland Vine account in 1 month
- The #Rally4Bally has raised over £87,000 for charity

The way that the modern world communicates continues to evolve with more and more people going digital to digest their daily news and Tennis Scotland as an organisation has made significant steps forward to embrace modern technology and stay ahead of the curve in this crucial area.

We know that there are currently a large number of armchair tennis fans, especially around the Wimbledon period, and through our various communications channels we have the opportunity to sell tennis to these individuals as a year-round sport, for all ages and abilities.

In recognition of this, Tennis Scotland now has a full-time dedicated resource devoted to this crucial aspect of marketing our sport and, although it is still very early days, there has been considerable positive feedback regarding the difference the initiative has made.

Sarah Cruickshank will be responsible for communicating the many success stories from across the Scottish tennis community. Sarah will be developing a new Tennis Scotland website for 2015 in partnership with the LTA and managing all of our digital channels including Facebook, Twitter, Vine, Instagram and YouTube.

However traditional communications still play a significant part in spreading the word and developing contacts within the local media remains one of the most successful methods of attracting new people into the sport.

-  @tennisscotland
-  www.facebook.com/tennisscotland
-  @tennisscotland
-  TennisScotland

Arbroath Lawn Tennis Club

Many Places to Play have not been slow to embrace the technology too, none more so than Arbroath Tennis Club, where an extremely well planned and aggressive Twitter campaign played a central role in securing £3,000 worth of funding via the Bank of Scotland Community Awards. Due to a successful campaign they received a total of 2,600 retweets and 59.2% of the votes. This was helped along by some high profile retweets from the likes of Jonathan Ross, Judy Murray and Martina Navratilova.



23% increase in the number of followers on Tennis Scotland social media

#Rally4Bally

The entire British tennis community was devastated in May when Elena Baltacha passed away at the age of just 30 following a short battle with liver cancer. The #Rally4Bally fundraising campaign which followed demonstrated both the high esteem with which she was held within the tennis community and also the power of social media in generating momentum for the campaign.

Over £100,000 has been raised for good causes including the Elena Baltacha Foundation, the Royal Marsden Cancer Charity and Macmillan Cancer Support. This included a number of Scottish fundraising initiatives including the celebrity Rally for Bally at Western Tennis Club in Glasgow which raised over £10,000.



Inspiring others through World Class Performances

- Andy Murray ends the season as world no.6 with three ATP titles in five weeks
- Gordon Reid reaches career high wheelchair world ranking of 3 in singles & doubles
- Five Scots selected to represent Great Britain at the ITF Seniors / Super-Seniors World Team Championships
- Aidan McHugh is crowned British Junior 14-and-under Champion

Having undergone major back surgery in September of last year, it was hardly surprising that Andy Murray's performances grew stronger as the year progressed with success in the Shenzhen Open, almost a year exactly since his operation, giving him his first title since winning Wimbledon fourteen months previously. Successes in Vienna and Valencia the following month sealed his seventh appearance in a row at the ATP World Tour Finals and he ended the season ranked no.6 in the world.

Along with Murray, Colin Fleming continues to be an important member of Leon Smith's Davis Cup team and whilst the Scot had a disappointing individual season by his own high standards, he featured in ties against the USA and Italy which secured Great Britain's place in the world group stage for another year. Playing with Australian John Peers, Jamie Murray won the BMW Open in Munich and finished runner-up at Queens, in a season which saw him finish as the highest ranked British player at 42.

It has been another year of outstanding achievements for the Scottish juniors. Four girls – Maia Lumsden, Isabelle Wallace, Anna Brogan and Anastasia Mikheeva – competed in the main draw at Junior Wimbledon, with Lumsden defeating world no.1 junior and US Open sensation CiCi Bellis, on her way to the third round. 18-year-old Wallace from Inverness, Tennis Scotland's Junior Player of the Year, competed in all four Junior Grand Slams, reaching the last 16 in Melbourne and Paris. Whilst closer to home, Glasgow's Aidan McHugh became the latest in a long list of British Junior Champions, taking the 14-and-under title and helping his West of Scotland team to Aegon County Cup success.

Scotland's Seniors continued these high standards with five Scots selected to represent Great Britain at the ITF Seniors / Super-Seniors World Team Championships and four – Alan MacDonald and Jon Pankhurst (men's 35+), Marjory Love (women's 65+) and Frances MacLennan (women's 70+) – coming home with bronze medals. Marjory followed this up with bronze at the ITF Super-Seniors World Individual Championships. It was another outstanding domestic season with 6 trophies won at the British Seniors' Grass Courts Championships at Wimbledon, amongst other successes.

Moving into 2015, as we look forward to the Davis Cup returning to Scotland, Lee Boucher is leading a review into all aspects of Tennis Scotland's performance operations which will be presented to the Board in the first half of the year. With the arrival of Bob Brett, formerly coach of Boris Becker, Goran Ivanisevic and Marin Cilic, as the LTA's new Director of Player Development, there is an exciting opportunity to drive forward some positive changes to our performance programme.



Four Scottish girls compete in the main draw at Junior Wimbledon

A focus on... Gordon Reid

During 2014 Tennis Scotland's International Player of the Year, Gordon Reid, continued his climb towards the summit of the ITF Wheelchair Tennis rankings, reaching a career high of no.3 in both singles and doubles.

Gordon, originally from Helensburgh but now living in Glasgow, started playing tennis aged six. He contracted Transverse Myelitis in 2004, which severely affected his mobility and started playing wheelchair tennis in 2005.

Over the past 12 months the former world junior no.1 and two-time Paralympian, who is coached by Karen Ross, has become the first Brit to win a Super Series men's singles title, in Sydney. That's one of five singles titles and four doubles titles he won in 2014, when he was also the only player to beat world No. 1 Shingo Kunieda, before ending the season by reaching the semi-finals of the NEC Wheelchair Tennis Masters for the first time.



Finance Report

for the year ended 30th September 2014

The Tennis Scotland Accounts for the year ended 30th September 2014 show a reduced operating loss of £15,908 compared to the operating loss for the previous year of £20,900. The Board believe that such a small operating loss can be successfully absorbed given the level of the Company's Reserves which have been built up over a long period of time. The Board continues to adopt a prudent policy regarding the management of these Reserves. The final result for 2014 after allowing for the profit on sale of investments and investment income showed a profit of £9,818 compared to a loss of £15,057 in 2013.

Turnover for the current Financial Year 2014 was £1,574,512 being ahead of the previous Financial Year ended 30th September 2013 which was £1,565,387. There were however variations in the income components from 2013 to 2014. There was a decrease in the LTA funding mainly due to a reduction in financial support for tournaments held in Scotland; while the **sportscotland** funding increased to support the creation of a new Head of Development position and related development activity. Sponsorship income fell due to the loss of a major sponsor, but this loss was mitigated by increased amounts received from existing sponsors. Sponsorship income continues to play an important role in Tennis Scotland's finances. The Board decided to dispose of the company's small equity portfolio which had been held for a number of years. The Board felt that the time was right to sell and the sale of the investment realised a profit of £22,525.

There was a marginal increase in expenditure for the Financial Year ended 30th September 2014 at £1,590,420 being £4,133 higher than in the previous year at £1,586,287. Turning to the three expenditure heads: there was a decrease in Competition costs due to the LTA's reduction in funding referred to above and meant that there was only one Aegon Pro-Series held in Glasgow compared to the two in the previous Financial Year. The Aegon Pro-Series event held at Craiglockhart in May 2014 was a Men's only event so these costs were similarly reduced. The increase in Tennis costs reflected the full year's costs for one employee under the Coaches Future's programme as well an increase in Performance Centre funding for 2014. There was also a new Head of Development in post and a full complement of Tennis Apprentices under the auspices of Tennis Scotland's Coach Development department. The Administration and Marketing costs were reduced from the previous Financial Year by £6,777.

As in previous years, Tennis Scotland provided grants to the Scottish Lawn Tennis Foundation (SLTF) for development purposes. The development grants provided for 2013/14 were £254,632 compared to £280,326 in 2012/13. The reduction is explained by the fact that an amount of £36,700 was paid to the Tennis Scotland Counties to support Inter County competition directly from Tennis Scotland rather than paid through the Scottish Lawn Tennis Foundation (SLTF) as in the previous year.

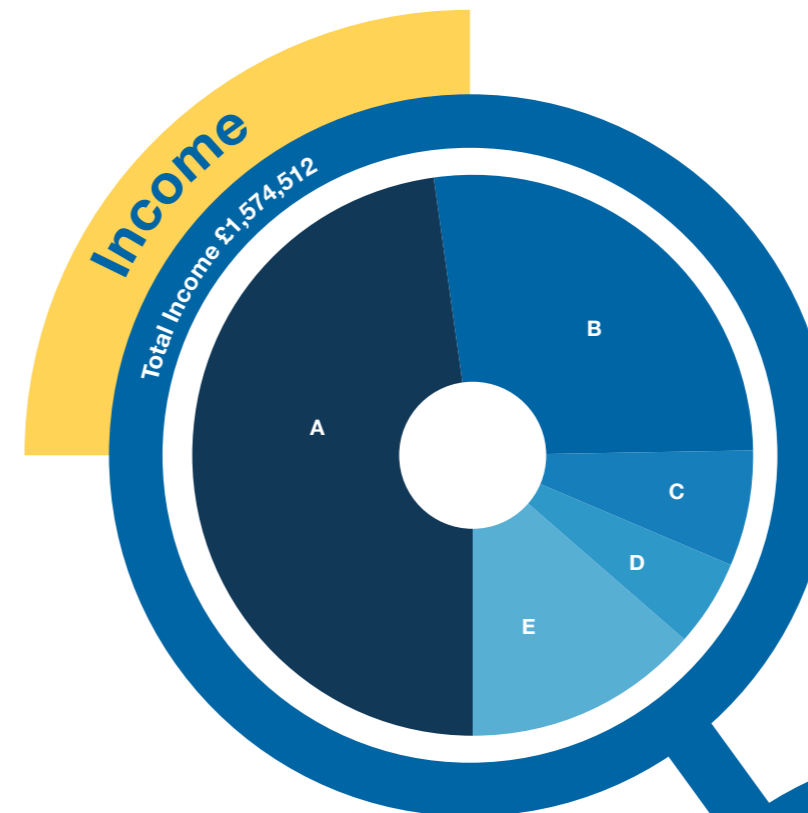
The Balance Sheet shows Tennis Scotland's assets and liabilities (what the company owns and what the company is due) and shows a strong position with £549,760 of Reserves and cash and bank balances of £853,508. The Reserves of £549,760 at 30th September 2014 are viewed as an adequate amount to provide the company of this size with financial stability, and the means to manage any unforeseen circumstances going forward. Current liabilities include an amount of £224,000 in respect of deferred income which represents **sportscotland's** funding received in the 2013/14 Financial Year, but relating to the first six months of the new Financial Year 2014/15. The corollary of this is the increase in the cash and bank balances of £853,508 compared to £571,283 at 30th September 2013.

Abbreviated accounts for Tennis Scotland are published with this report. Copies of the full Tennis Scotland accounts are available on request.

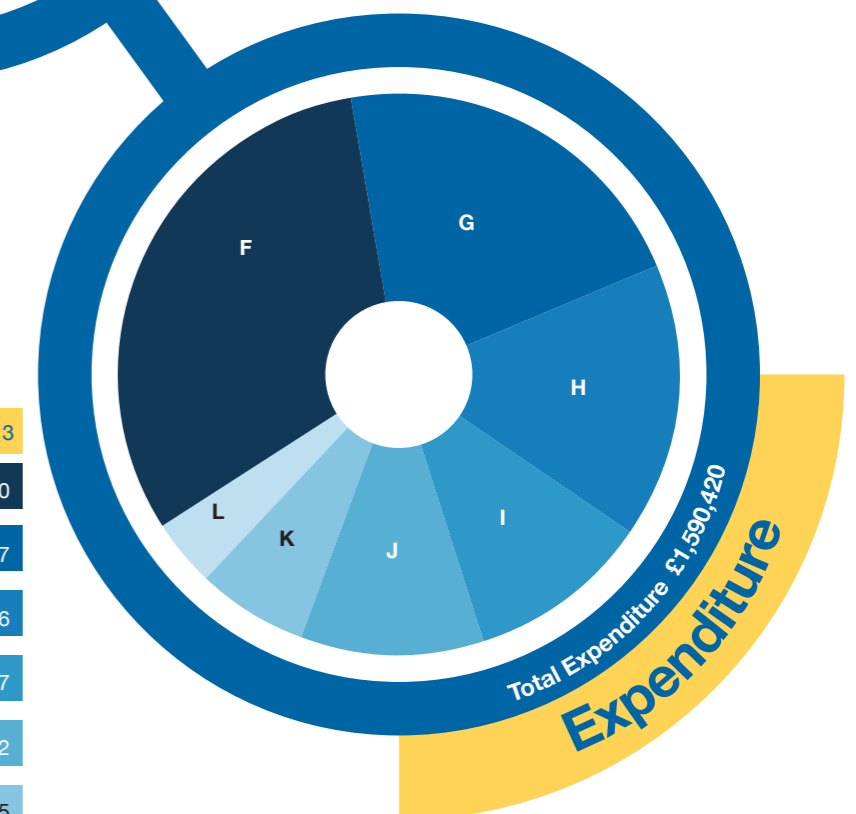
Finance Analysis

for the year ended 30th September 2014

Income	2014	2013
A LTA/Tennis Foundation	£755,070	£820,946
B sportscotland	£425,515	£362,100
C Commercial	£102,500	£132,500
D Membership Fees	£81,305	£79,399
E Other	£210,122	£170,442
Total Income	£1,574,512	£1,565,387



Expenditure	2014	2013
F Staffing	£501,855	£493,920
G Performance Programme	£338,456	£303,557
H Development Grants	£254,632	£280,326
I Tournament Costs	£164,220	£215,547
J Administration & Marketing	£170,230	£175,662
K Coach Education	£101,567	£97,275
L Other	£59,460	£20,000
Total Expenditure	£1,590,420	£1,586,287



Profit and Loss Account

for the year ended 30th September 2014

Balance Sheet

as at 30th September 2014

	2014 £	2013 £
TURNOVER	1,574,512	1,565,387
Competition costs	(164,221)	(215,542)
Tennis costs	(975,644)	(913,413)
Administrative and marketing expenses	(450,555)	(457,332)
OPERATING (LOSS)	(15,908)	(20,900)
Profit on sale of investments	22,525	-
PROFIT/(LOSS) ON ORDINARY ACTIVITIES BEFORE INTEREST	6,617	(20,900)
Investment income	-	953
Other interest receivable and similar income	3,201	4,890
PROFIT/(LOSS) ON ORDINARY ACTIVITIES BEFORE TAXATION	9,818	(15,057)
Tax on profit on ordinary activities	-	-
PROFIT/(LOSS) FOR THE YEAR	9,818	(15,057)

	2014 £	2013 £
FIXED ASSETS		
Tangible assets	31,227	39,344
Investments	-	17,861
	<u>31,227</u>	<u>57,205</u>
CURRENT ASSETS		
Stocks	2,649	3,633
Debtors	22,015	184,423
Cash at bank and in hand	853,508	571,283
	<u>878,172</u>	<u>759,339</u>
CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR	(359,639)	(276,602)
NET CURRENT ASSETS	518,533	482,737
TOTAL ASSETS LESS CURRENT LIABILITIES	549,760	539,942
CAPITAL AND RESERVES		
Profit and loss account	549,760	539,942
SHAREHOLDERS' FUNDS	549,760	539,942

Approved by the Board for issue on 17th November 2014.



D W Marshall (Chief Executive)
DIRECTOR



G Baker (Chair of the Board)
DIRECTOR

Awards and National Competitions

2014 Tennis Scotland Awards

International Player of the Year: **Gordon Reid** ¹
 Senior Player of the Year: **Alan MacDonald**
 Junior Player of the Year: **Isabelle Wallace** ²
 Team of the Year: **West of Scotland 14U Boys County Cup Team** ⁷
 Tournament of the Year: **Giffnock Open**
 Coach of the Year: **Mike Aitken** ⁴
 Volunteer of the Year: **Lynn Slater** ³

Place to Play of the Year: **Clarkston Tennis Club**
 Community Tennis Award:
Cardross Tennis Club & Alan MacBeath ⁸
 Disability Award: **Lesley Whitehead** ⁶
 Special Award: **Ian Woodcraft** ⁹
 Dr R L Allan Memorial Trophy: **Ali Collins**
 Wilkinson Sword Trophy: **Aidan McHugh**

National Competitions

Tea Cup, 18U Inter-County Championships

1st: North
 2nd: West
 3rd: East
 4th: South

Aegon GB Pro-Series Glasgow

Men's singles: **Laurynas Grigelis**
 Women's singles: **Tara Moore**

Scottish Indoor Open Championships

Men's Singles: **Alan MacDonald**
 Women's Singles: **Louie McLelland**
 Men's Doubles: **Robert Dalgetty & Alan MacDonalds**
 Women's Doubles: **Mhairi Beattie & Sarah McFadyen**

Inter-District Championships, Kilgraston School

11/13U: West
 15/17U: West

Aegon GB Pro-Series Edinburgh

(The Scottish Open Championships)
 Men's singles: **Marcus Willis**
 Men's doubles: **Marcus Willis & Jonny O'Mara**

4 Nations Seniors' Championships

1st: England
 2nd: Scotland
 3rd: Wales
 3rd: Ireland

Scottish Schools Championships

Boys: **Merchiston Castle School**
 Girls: **George Heriot's School**

Scottish Cup

Men: **David Lloyd Club Aberdeen**
 Women: **Newlands LTC**

Nike Scottish Junior Open Championships (Scottish winners)

14U Girls Singles: **Alexandra Hunter**
 14U Boys Doubles: **Cameron Bowie & Jacob Fearnley**
 14U Girls Doubles: **Alexandra Hunter & Anna Loughlan**
 16U Girls Singles: **Louie McLelland**
 16U Girls Doubles: **Camille Verden-Anderson & Georgie Walker**
 18U Boys Singles: **Vincent Gillespie**
 18U Girls Singles: **Louie McLelland**

Nike Junior International Edinburgh

14U Boys Singles: **Brandon Murphy**
 14U Boys Doubles: **Julian Lewis & Brandon Murphy**
 14U Girls Singles: **Anna Loughlan**
 14U Girls Doubles: **Sasha Hill & Hannah McColgan**
 18U Boys Singles: **Duarte Vale**
 18U Boys Doubles: **Dan Added & Duarte Vale**
 18U Girls Singles: **Jessica Crivelletto**
 18U Girls Doubles: **Ali Collins & Alexandra Hunter**

Home Nations Championships

1st: Ireland
 2nd: **Scotland** ⁵
 3rd: Wales

Aegon Team Tennis (Open) Scotland

Men: **University of St Andrews**
 Women: **Blackhall**

Tennis Scotland Leaderboard ¹⁰

Men: **Alan MacDonald**
 Women: **Lisa Munro**



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