

EDI CALENDAR: CELEBRATING SIGNIFICANT INCLUSIVE MOMENTS





INTRODUCTION

As part of our vision of 'Tennis Opened Up', our aim is to ensure that the communities that surround our County Association and Venue activities and part of the overall eco-system is representative of the population in Britain. It's imperative to recognise and celebrate the rich history of the different identities, cultures, and experiences that comprise our tennis communities.

At the core of our ambition to make tennis more relevant, accessible, welcoming, enjoyable and inspiring is the belief that every individual, regardless of background, deserves to feel seen, heard, and valued within the tennis community. By highlighting culturally significant moments and celebrations, we aim to create a sense of belonging that unites us in our shared love for the game.

This resource is designed to empower all stakeholders - players, coaches, volunteers, officials and administrators - with the tools to celebrate underrepresented communities that enrich our sport. While it highlights several significant moments to celebrate inclusion, this is not an exhaustive list, but rather a general guide to a few key opportunities you can acknowledge in your tennis setting. The most important aspect is connecting with your local community and collaborating to identify celebrations that will be meaningful and impactful for them.

Celebrating days of significance doesn't always need to involve a large event. Sometimes, a simple social media post or a mention in your newsletter can have a meaningful impact. Consider having a discussion with your board or committee about which days you'd like to recognise and reach out to your communities for input to make sure your celebrations feel genuine. Flexibility and simplicity are key - small gestures can go a long way in celebrating diversity and inclusion.

Through this iterative resource, we invite you to learn, understand, appreciate and celebrate your tennis communities. Whether it's celebrating International Women's Day, Black History Month, honouring LGBTQ+ communities during Pride Month, or recognising religious holidays. We hope that this resource gives you the confidence to truly celebrate and open up tennis in your community.

We will aim to update this resource as our work with underrepresented audiences grows.

INCLUSION



EVENT	WHAT'S IT ABOUT	TOP TIPS AND EXAMPLES
NATIONAL VOLUNTEERS WEEK First week of June	National Volunteers Week is to recognise and celebrate the contributions of volunteers across various sectors.	<ul style="list-style-type: none"> • Get members of your venue to call a volunteer to show their appreciation for contributing to the success of your venue. • Share volunteer stories on social media to inspire others. • Consider offering a volunteer appreciation day at your venue with free court access or a social gathering.
LONELINESS WEEK Second week of June	A week dedicated to raising awareness of loneliness and its effects on mental health.	<ul style="list-style-type: none"> • Host a social tennis event or reach out to a local care home aimed at bringing people together. • Partner with local organisations, such as Age UK, that address loneliness to create community outreach programmes. • Encourage members to invite someone new or someone who may be feeling isolated. • Offer a “buddy system” for new members or those attending events alone.
CARERS AWARENESS WEEK Second week of June	Carers Awareness Week aims to raise awareness of caring, highlight the challenges unpaid carers face, and recognise the contribution they make to families and communities throughout the UK.	<ul style="list-style-type: none"> • Celebrate carers in your local community by organising a special day dedicated to carers where they can enjoy free tennis sessions, coaching, or access to facilities with complimentary refreshments. • Create a space at the venue or online where carers can share their stories and experiences. This could include a display board with photos and messages or a video compilation of carers sharing what tennis means to them, outside their responsibilities.
SOCIAL MOBILITY DAY Second Thursday of June	Social Mobility Day is about actively raising awareness and understanding of social mobility in the UK, and encouraging action that brings about positive change for those with socio-economic challenges.	<ul style="list-style-type: none"> • Offer discounted or free tennis lessons to underserved communities possibly linked to initiatives such as HAF. • Highlight success stories of players from diverse socioeconomic backgrounds. • Partner with schools or community centres in areas of deprivation to promote tennis as an accessible sport. This could be via our LTA SERVES programme.
NATIONAL INCLUSION WEEK Last week of September	National Inclusion Week was first set up by Inclusive Employers in the last week of September to celebrate and promote inclusion in workplaces, communities, and sports.	<ul style="list-style-type: none"> • Host inclusive tennis events or workshops that encourage participation from all backgrounds. • Share stories of inclusion within your tennis community and join in with the conversation on social media. • Offer EDI training, such as the LTA EDI online course, for all roles to enhance their understanding of equity, diversity and inclusion.

DISABLED PEOPLE

EVENT	WHAT'S IT ABOUT	TOP TIPS AND EXAMPLES
INTERNATIONAL WHEELCHAIR DAY 1st March	International Wheelchair Day celebrates the positive impact a wheelchair has on those with physical impairments.	<ul style="list-style-type: none"> • Host a wheelchair open day • Get other non-disabled members to try out wheelchair tennis • Get your coaches to complete the LTA wheelchair tennis: building tools and confidence course. • Share videos of your wheelchair participants and shout about how inclusive and accessible your venue or organisation is.
WORLD DOWN'S SYNDROME DAY 21st March	World Down's Syndrome Day which lands on the 21st day of the 3rd month, was selected to signify the uniqueness of the triplication (trisomy) of the 21st chromosome which causes Down's Syndrome.	<ul style="list-style-type: none"> • Get involved with the 'odd socks' campaign. • Share your social posts with DSActive and the Down's Syndrome Association. • Team up with DSActive to educate your workforce and members of how to attract and retain people with Down's Syndrome.
WORLD AUTISM DAY 2nd April	World Autism Awareness Day is an internationally recognised day, encouraging people to take measures to raise awareness about people with Autism.	<ul style="list-style-type: none"> • Read the LTA Autism factsheet to gain a greater understanding on how to engage with autistic people. • Decorate the club with blue, the colour associated with World Autism Day and display informational posters or banners about autism awareness. • Host a dedicated tennis session designed for people with autism.
DEAF AWARENESS WEEK Second week of May	Deaf Awareness Week is a week focused on raising awareness of the experiences and challenges faced by deaf and hard of hearing people.	<ul style="list-style-type: none"> • Organise a deaf tennis event with sign language interpreters available. • Enable your workforce to learn deaf awareness and some basic sign language to support deaf and hard of hearing participants such as completing the LTA Introduction to Deaf tennis • Translate key messages into BSL with Signapse and use them on your website and social channels.
LEARNING DISABILITY AWARENESS WEEK Third week of June	Learning Disability Awareness Week is dedicated to raising awareness about learning disabilities and promoting inclusion.	<ul style="list-style-type: none"> • Talk about and celebrate the amazing things that people with a learning disability are doing in your community. • Spread awareness of Learning Disability Week on social media by downloading and sharing MENCAP's resources. • Educate staff and volunteers on how to effectively communicate and support people with a learning disability. Coaches can access our Introduction to Learning Disability course.
WORLD SIGHT DAY Second Thursday of October	World Sight Day takes aims to raise awareness about blind and partially sighted people.	<ul style="list-style-type: none"> • Host a tennis event with a focus on blind or visually impaired tennis. • Coaches can complete the Coaching Blind and Partially Sighted People. • Ensure your venue has clear, high-contrast and eye level signage for visually impaired visitors. • Offer opportunities for sighted people to try visually impaired tennis – using blind folds and sound balls.
INTERNATIONAL DAY OF DISABLED PERSONS 3rd December	International Day of Disabled Persons aims to promote the rights and well-being of disabled people in all spheres of society.	<ul style="list-style-type: none"> • Organise an inclusive tennis tournament that accommodates disabled players with different impairments. • Highlight accessible features at your venue and make any necessary improvements. Not all adjustments are a big cost, check out Sport England's guide. • Share success stories of disabled players and key roles within the tennis community to inspire others. • Collaborate with disability organisations to host awareness events at your venue.



LONG TERM HEALTH



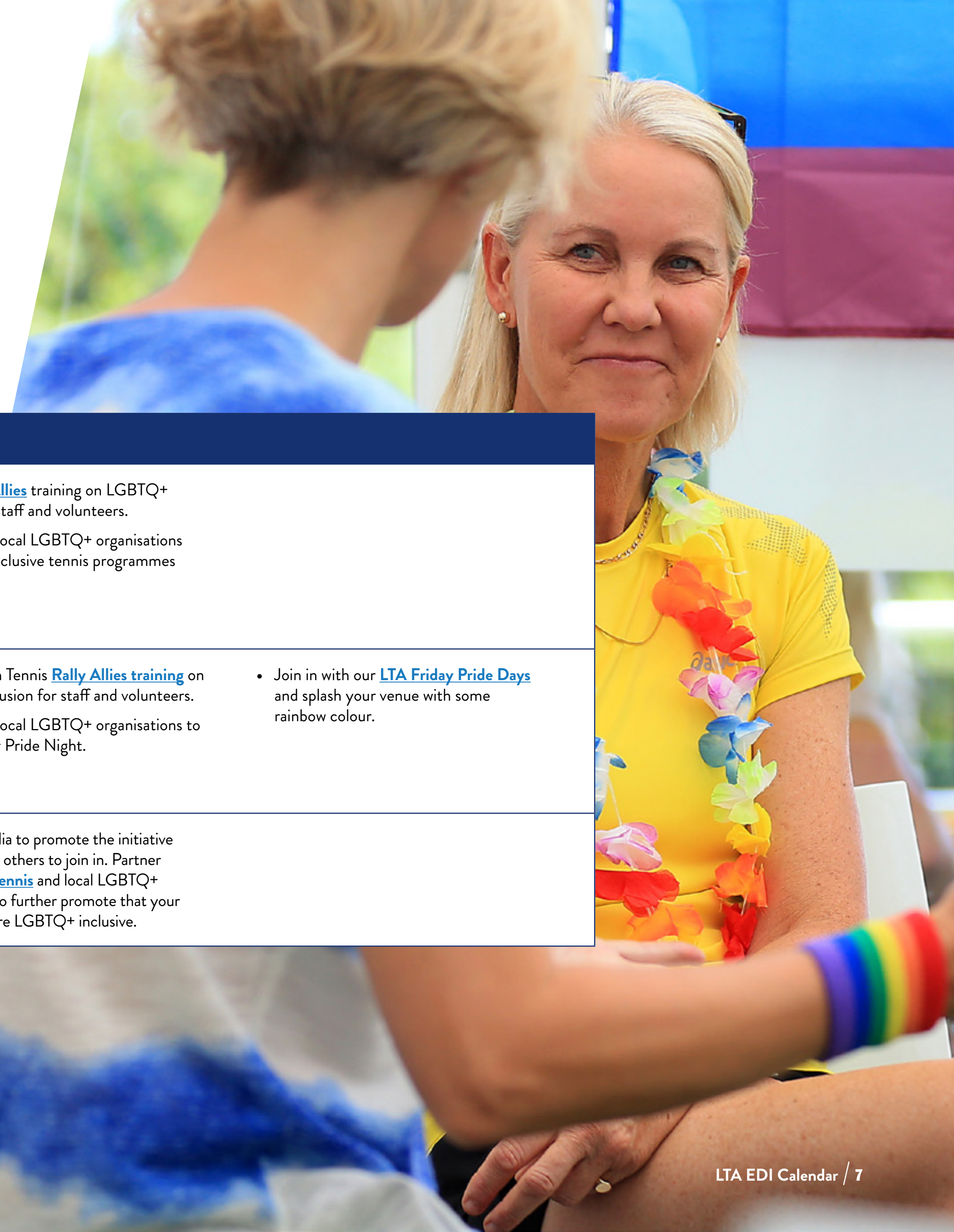
EVENT	WHAT'S IT ABOUT	TOP TIPS AND EXAMPLES
WORLD PARKINSON'S DAY 11th April	World Parkinson's Day aims to raise awareness about Parkinson's disease and support those affected by it.	<ul style="list-style-type: none"> Offer adaptive tennis sessions, such as Walking Tennis, specifically or inclusively for individuals with Parkinson's. Collaborate with local Parkinson's support groups to provide resources and information. Share stories of players with Parkinson's to raise awareness and show support.
MENTAL HEALTH AWARENESS WEEK Third week of May	Mental Health Awareness Week is dedicated to raising awareness of mental health issues and promoting mental well-being in the UK.	<ul style="list-style-type: none"> Organise a "Tennis for Mental Health" day with mindfulness sessions and stress-relief activities. Partner with mental health organisations, such as Sport in MIND, to provide resources and support. Similar to our own LTA Mental Health Factsheet. Encourage open conversations about mental health within your tennis community. Offer mental health first aid training for staff and volunteers.
WORLD ALZHEIMER'S DAY 21st September	World Alzheimer's Day aims to raise awareness about Alzheimer's disease and support those affected by it.	<ul style="list-style-type: none"> Host a tennis event with activities designed for individuals with Alzheimer's or their caregivers. Provide educational resources about Alzheimer's disease. Partner with Alzheimer's and dementia friendly organisations to raise funds or offer support services. Consider offering a quiet, safe space at your venue for those with Alzheimer's and their families.
WORLD DIABETES DAY 14th November	World Diabetes Day draws attention to issues of paramount importance to the diabetes world and keeps diabetes firmly in the public and political spotlight.	<ul style="list-style-type: none"> If you have people at your venue who are diabetic, engage with them to create secure and sanitary spaces for them to manage their injections at your venue. Keep fast-acting glucose readily available in medical bags and changing rooms to support and include them. Partner with diabetes organisations, such as Diabetes UK or JDRE, to provide resources and support to your venue or organisation. Similar to our own LTA Diabetes Support Factsheet. Show how tennis can benefit people living with diabetes and collaborate with local organisations to promote these benefits.

SEX AND GENDER IDENTITY

EVENT	WHAT'S IT ABOUT	TOP TIPS AND EXAMPLES
INTERNATIONAL WOMEN'S DAY 8th March	International Women's Day is to celebrate the social, economic, cultural, and political achievements of women, while also advocating for gender equality.	<ul style="list-style-type: none"> • Host a women's tennis tournament or event to celebrate female players and key roles at your venue. • Celebrate female role models, whether staff, volunteers or parents, at the venue through social media or newsletters. • Become a 'period positive' venue. More info here Fab Little Bag. • Partner with local women and girls organisations, such as girl guides or the WI, to support their initiatives and promote gender equality in sports.
INTERNATIONAL TRANS DAY OF VISIBILITY 31st March	International Trans Day of Visibility is to celebrate transgender people and raise awareness of the discrimination they face.	<ul style="list-style-type: none"> • Ensure your tennis venue is a safe and welcoming space for transgender people by promoting inclusive policies. • Share stories of trans players in tennis to raise awareness and inspire others. • Offer training to staff and volunteers on transgender inclusion and respect.
NON-BINARY AWARENESS DAY 14th June	Non-Binary Awareness Day raises awareness about non-binary identities and the challenges faced by non-binary people. The day is halfway between International Women's Day and International Men's Day.	<ul style="list-style-type: none"> • Promote non-binary inclusion by using gender-neutral language and creating an inclusive environment. • Share stories of non-binary tennis players to increase visibility and understanding. • Ensure your venue has gender-neutral facilities and policies that support non-binary individuals.
WORLD MENOPAUSE DAY 18th October	World Menopause Day is to raise awareness of the impact of menopause on women's health and well-being.	<ul style="list-style-type: none"> • Host a wellness tennis event focused on physical activity and mental well-being for women experiencing menopause. • Provide educational resources about menopause and its impact on health. • Encourage open discussions within your tennis community to reduce stigma and offer support. • Consider offering flexible scheduling for those affected by menopausal symptoms. Why not even create a menopause policy and promote across your venue.
MOVEMBER Month of November	Movember is a month-long event to raise awareness of men's health issues, including prostate cancer, testicular cancer, and mental health.	<ul style="list-style-type: none"> • Organise a charity tennis tournament to raise funds for men's health causes. • Encourage male players to participate in Movember by growing a moustache or setting up fundraising teams. • Share Movember educational resources about men's health on social media. • Consider partnering with men's health organisations to offer screenings or information sessions at your venue.



SEXUAL ORIENTATION



EVENT	WHAT'S IT ABOUT	TOP TIPS AND EXAMPLES	
LGBTQ+ HISTORY MONTH Month of February	LGBTQ+ History Month is to celebrate and educate about the history and achievements of the LGBTQ+ community.	<ul style="list-style-type: none"> Highlight the contributions of LGBTQ+ individuals in tennis through social media and events, and tag Pride in Tennis. Host a Pride themed tennis event that celebrates diversity and inclusion and is a safe and welcoming space for LGBTQ+ players and allies. 	<ul style="list-style-type: none"> Offer Rally Allies training on LGBTQ+ inclusion for staff and volunteers. Partner with local LGBTQ+ organisations to promote inclusive tennis programmes and events.
PRIDE MONTH Month of June	Pride Month celebrates the LGBTQ+ community, their rights, and their contributions to society.	<ul style="list-style-type: none"> Highlight the contributions of LGBTQ+ individuals in tennis through social media and events, and tag Pride in Tennis. Host a Pride Night and obtain resources and support from Pride in Tennis and your local County Association. 	<ul style="list-style-type: none"> Offer Pride in Tennis Rally Allies training on LGBTQ+ inclusion for staff and volunteers. Partner with local LGBTQ+ organisations to promote your Pride Night. Join in with our LTA Friday Pride Days and splash your venue with some rainbow colour.
RAINBOW LACES End of November into early December	Rainbow Laces was originally created to support LGBTQ+ inclusion in football but has since grown to be inclusive of all sport. It is an initiative to support LGBTQ+ inclusion in sports by wearing rainbow-colored laces.	<ul style="list-style-type: none"> Purchase and distribute Rainbow Laces to players and staff to wear during tennis events. Host a Rainbow Laces match or tournament to raise awareness and support LGBTQ+ inclusion. 	<ul style="list-style-type: none"> Use social media to promote the initiative and encourage others to join in. Partner with Pride in Tennis and local LGBTQ+ organisations to further promote that your programmes are LGBTQ+ inclusive.

RACE AND ETHNICITY



EVENT	WHAT'S IT ABOUT	TOP TIPS AND EXAMPLES
LUNA NEW YEAR January or February	Luna New Year is a traditional festival celebrated by East and South East Asian cultures, marking the beginning of the new year in the lunar calendar.	<ul style="list-style-type: none"> Decorate your venue with Lunar New Year themes (red) and host a tennis event to celebrate. Offer special promotions or events that coincide with Lunar New Year celebrations. Partner with local communities to incorporate cultural elements into your events such as selling East Asian food. Share information about the significance of Lunar New Year and its traditions with your tennis community. This may be more relevant if you have a large East and South Asian Community in your local area.
SOUTH ASIAN HERITAGE MONTH Mid July to Mid August	South Asian Heritage Month celebrates the history, culture, and contributions of South Asian communities.	<ul style="list-style-type: none"> Host a tennis event that celebrates South Asian culture. You could consider incorporating traditional music or food. Partner with South Asian community organisations to promote tennis or co-host an event within these communities. This could be family-friendly events or offering female only sessions in a closed and safe space. Highlight the achievements of South Asian tennis players or key roles at your venue or organisation – on social media or via newsletters. Include member testimonials and stories. Support aspiring South Asian coaches with accessing support via the LTA's inclusion grants.
EAST AND SOUTH EAST ASIAN HERITAGE MONTH Month of September	East and Southeast Asian Heritage Month is to celebrate the history, culture, and contributions of East and Southeast Asian communities.	<ul style="list-style-type: none"> Organise a tennis event that incorporates East and Southeast Asian cultural elements – this could be with food or panel discussions. Highlight the contributions of East and Southeast Asian tennis players at your venue via social media or newsletters. Partner with community organisations to promote inclusive programmes at your venue. Support aspiring East and Southeast Asian coaches with accessing support via the LTA's inclusion grants.
BLACK HISTORY MONTH Month of October	Black History Month – which is celebrated in different months (October for UK) across the globe – aims to honour the history, culture, and contributions of black communities.	<ul style="list-style-type: none"> Celebrate Black History Month by highlighting the achievements of black tennis players and key roles at your tennis venue. Partner with black community organisations on the importance of black inclusion in tennis. Invite guest speakers from Tennis Black List or Black Tennis Mentors UK. Share stories and achievements of black tennis players on the club's social media and newsletters. Support aspiring black coaches with accessing support via the LTA's inclusion grants.

FAITH AND RELIGION

EVENT	WHAT'S IT ABOUT	TOP TIPS AND EXAMPLES
RAMADAN (ISLAM) Is the ninth month of the Islamic calendar, which can last from twenty-nine to thirty days, from one sighting of the crescent moon to the next.	Ramadan is the holy month of fasting, reflection, and prayer observed by Muslims. The date of Ramadan changes every year as Muslims follow the lunar calendar that is based on the moon's phases.	<ul style="list-style-type: none"> • Be mindful of fasting players by scheduling events at times that accommodate them, such as in the evening after Iftar (the meal to break the fast). • Offer spaces for prayer and reflection. Consider hosting a post-Iftar tennis event and incorporating food to break fast. • Educate your community about Ramadan to create better understanding and respect. • Ensure that hydration stations are accessible after sunset.
EID-AL-FITR (ISLAM) It is decided by the cycle of the Moon.	A festival that marks the end of Ramadan, celebrating the breaking of the fast.	<ul style="list-style-type: none"> • Host a tennis event to celebrate Eid al-Fitr, incorporating festive elements like decorations, food and refreshments. • Offer discounts or free sessions to new Muslim players as a gesture of celebration. • Share educational information about Eid al-Fitr with your tennis community to promote understanding and inclusivity. • Ensure your events are scheduled outside of prayer times.
VAISAKHI (SIKHISM) 3rd April and sometimes 14th April.	Vaisakhi is a major Sikh festival celebrating the formation of the Khalsa and the Sikh New Year.	<ul style="list-style-type: none"> • Celebrate Vaisakhi by hosting a tennis event that incorporates Sikh cultural elements, such as traditional music or food. • Partner with local Sikh community organisations to promote tennis within the community. • Educate your staff and volunteers about the significance of Vaisakhi to create a welcoming environment for Sikh players.
YOM KIPPUR (JUDAISM) Late September or early October.	Yom Kippur is the holiest day of the year in Judaism, focused on atonement and repentance.	<ul style="list-style-type: none"> • Be mindful of Yom Kippur by avoiding scheduling major events on this day. • Provide quiet spaces for reflection or prayer if your venue is open. • Educate your community about the significance of Yom Kippur and offer support or adjustments to Jewish players who may be observing the holiday.
DIWALI (HINDU) Between October and November, but the exact date varies each year as the Hindu calendar is based on the Moon.	Diwali is the Hindu festival of lights, celebrating the victory of light over darkness and good over evil.	<ul style="list-style-type: none"> • Host a Diwali-themed tennis event, incorporating festive decorations and traditional sweets. • Offer special promotions or events that coincide with Diwali celebrations. • Partner with local Hindu organisations to promote inclusivity and cultural exchange. • Educate your tennis community about the significance of Diwali and its traditions.
HANUKKAH (JUDAISM) November or December.	Hanukkah is the Jewish festival of lights, celebrating the rededication of the Second Temple in Jerusalem.	<ul style="list-style-type: none"> • Host a Hanukkah-themed tennis event with activities for Jewish families and children. • Offer special promotions or events during the eight days of Hanukkah. • Decorate your venue with Hanukkah symbols like the menorah. Educate your community about the significance of Hanukkah and its traditions to embed diversity and inclusion.



