

# LAWN TENNIS ASSOCIATION LIMITED

Company number 07459469  
(the “Company”)

Minutes of a meeting of the BOARD OF DIRECTORS of the Company (the “Board”) held on Wednesday 12 June 2024 at 9am by Teams videoconference call

**Present** Lord Davies of Abersoch, Bridie Amos, Rachel Baillache, Sara Bennison (items 1 to 4), Sanjay Bhandari, Roy Colabawalla, Richard Cutler, Anil Jhingan, Nigel Jordan, Scott Lloyd, Sandi Procter, Simon Steele and Sir David Tanner

**In attendance** Dean Cronk (item 2.1), Georgina Land-Wilkins (minutes), Caroline Lepetit (item 2.1), Chris Pollard (items 1 and 2.1), Ben Wiseman (items 1 and 2) and Pamela Woodman (Company Secretary)

## 1 Welcome and Declaration of Interests

*[Chris Pollard and Ben Wiseman joined the meeting]*

Lord Davies welcomed everyone to the meeting.

In accordance with section 177 of the Companies Act 2006, each director present confirmed that they had no direct or indirect interest in any of the business to be transacted at the meeting. Otherwise, the declarations of interest were as previously recorded, and directors were reminded to continue to declare any interest which may arise during the meeting at the appropriate time.

## 2 Key Business Areas

*[Caroline Lepetit and Dean Cronk joined the meeting]*

### 2.1 Tennisables Marketing Campaign & 2024 Content Plans

Caroline Lepetit presented to the Board on the “Tennisables” and “Tennis Tekkers”, which covered plans on how to engage new people in tennis wherever and however they want, with the focus on encouraging children aged 5-8.

Caroline Lepetit was asked various questions around measuring the success and reach of the campaign, tracking new participation resulting from the campaign and measuring the return on investment. She committed to provide a full summary of the results at the end of the campaign.

Dean Cronk explained the 2024 content plans, including plans relating to ‘Inside the NTC’ magazine show, Ryan Peniston’s ‘Road to Recovery’, celebrating the launch of the newly refurbished park courts, disability tennis and a sustainability fly on the wall docu-series at Queen’s amongst other projects. There was a discussion on how the content might be monetised to generate income from it.

The Board agreed that there were some great plans and noted that a challenge would be how the LTA's audiences would be made aware of where to find all of this content.

*[Chris Pollard, Caroline Lepetit, Ben Wiseman and Dean Cronk left the meeting]*

There being no further business, the meeting ended at 10.15am.

Signed.....

Date.....