

TENNIS OPENED UP ACROSS WALES

2024 – 2026



TENNIS WALES TENNIS CYMRU



THIS IS AN INTERACTIVE PDF

Please use the < and > buttons where applicable to navigate through the document. If you get lost during your time exploring the document then simply click the contents button in the top right of all pages.

PAGE 4	–	ABOUT US
PAGE 5	–	THE TEAM
PAGE 6	–	CURRENT ISSUES
PAGE 8	–	ADULT PARTICIPATION

PAGE 10	–	JUNIOR PARTICIPATION
PAGE 12	–	OUR VALUES
PAGE 14	–	PROGRESS
PAGE 16	–	STRATEGIC PLAN 2024-2026

PAGE 18	–	AMBITIONS FOR THE FUTURE
PAGE 20	–	STRATEGIES & TACTICS
PAGE 22	–	THANK YOU
PAGE 23	–	CONTACT US

ABOUT US

TENNIS WALES IS THE GOVERNING BODY FOR TENNIS AND PADEL IN WALES, UNITING OUR NETWORK OF VENUES ACROSS NORTH WALES AND SOUTH WALES INTO A SINGLE MEMBER ORGANISATION.

We collaborate closely with our funding partners, the Lawn Tennis Association (LTA) and Sport Wales, to establish and implement our vision for the sport in Wales.

As the governing body, we engage with a diverse range of partners, including registered tennis and padel facilities, local authorities, schools, colleges, universities, and both public and private operators. Our extensive network is supported by a dedicated community of coaches, officials, volunteers, parents, and players throughout Wales.

OUR RELATIONSHIP WITH SPORT WALES & WELSH GOVERNMENT

The devolved Welsh Government invests into Sport Wales to deliver their vision for sport. As the NGB for tennis and padel in Wales, Sport Wales invest into our strategy to deliver Welsh outcomes in our vision for tennis opened up.

OUR RELATIONSHIP WITH THE LTA

The LTA is the National Governing Body for British Tennis. The member organisation works in partnership with member organisations across England, Scotland and in Wales. Our partnership sees LTA investment into our strategy to deliver shared aims, and we've aligned our vision for tennis opened up, right across Great Britain into Wales.



SIMON

CEO

We have significantly increased tennis participation across Wales, with over 172,000 adults and 163,000 children playing annually. With increased investment from our partner organisations and the collaborative efforts of our exceptional network of venues, partners, and people in the sport, we have collectively grown both tennis and padel.

[READ MORE >>](#)



AMANDA

TENNIS WALES PRESIDENT

Tennis has a unique opportunity to transform Welsh communities here in Wales, and I've seen firsthand how Welsh people have benefited from our work so far. From the development of public park tennis courts and our work to invest into teachers, coaches and young people in school, through to the introduction of padel tennis, it's encouraging to see such a healthy and vibrant landscape.

[READ MORE >>](#)



SARAH

INDEPENDENT CHAIR

With our vision of tennis opened up, and a mission to transform Welsh communities through tennis, our role here at Tennis Wales is to lead the game with excellence. In recent years we've modernised our governance, increased revenue into the sport, and grown our network of venues, coaches, volunteers and partners across the country.

[READ MORE >>](#)



OUR WORK SO FAR

FOLLOWING A COMPREHENSIVE CONSULTATION ACROSS WALES IN 2019, WE LAUNCHED OUR VISION FOR TENNIS OPENED UP, IMPLEMENTING OUR 2020-2024 STRATEGY TO TACKLE THE MOST PRESSING ISSUES FACING TENNIS IN WALES:



Declining participation rates over the past decade.

The perception that tennis was exclusive, difficult, and expensive to play.

The absence of a performance pathway for Wales's top players to develop their potential.

Limited accessibility to tennis courts, making them hard to find and use.



SINCE 2020, WE'VE BEEN WORKING TO DELIVER OUR VISION FOR TENNIS OPENED UP, RIGHT ACROSS WALES. WE'VE INVESTED INTO THE GAME TO TACKLE THE CHALLENGES FACING OUR SPORT AND HAVE MADE GREAT PROGRESS.



Adult participation has increased, with 170,000 adults now playing tennis once a year in Wales, with increases in male and female participation, up from 128,000.



Children's participation has risen, with 27,000 playing each week, up from 17,000.



Created more opportunities and increased our investment for Welsh players on our performance pathway, supporting young players to reach their potential.

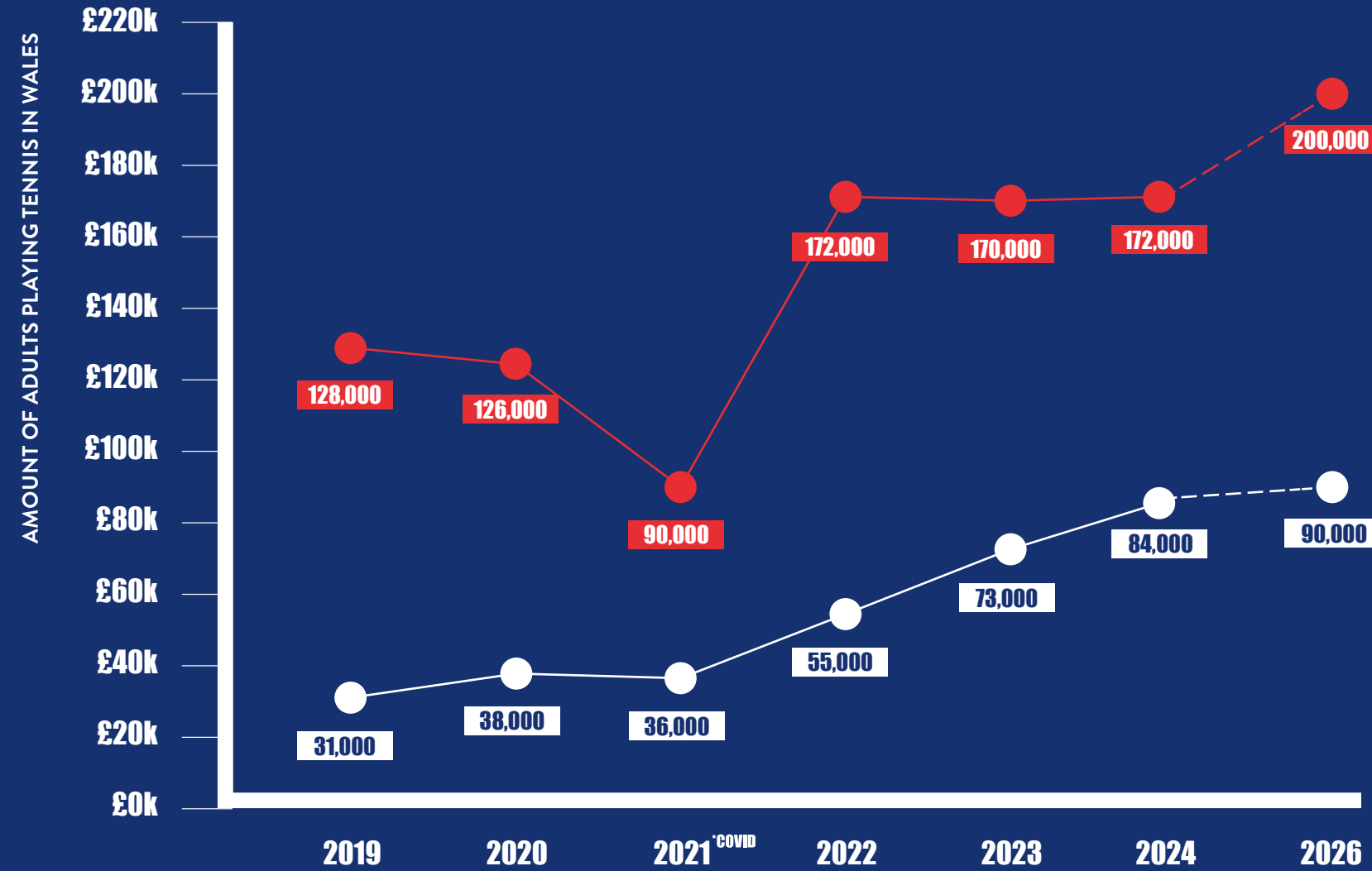


Modernising Welsh tennis & padel facilities, ensuring we have modern and fit for purpose facilities across Wales that can be booked online and enjoyed throughout the year.



ADULT PARTICIPATION

WE'VE SEEN A SIGNIFICANT INCREASE IN ADULTS PLAYING TENNIS IN WALES. THE NUMBER OF ADULTS HAS INCREASED FROM 128,000 (DEC 19) TO 172,000 (JUN 24) AND FROM 31,000 ADULTS PLAYING MONTHLY (DEC 19) TO 84,000 (JUN 24)



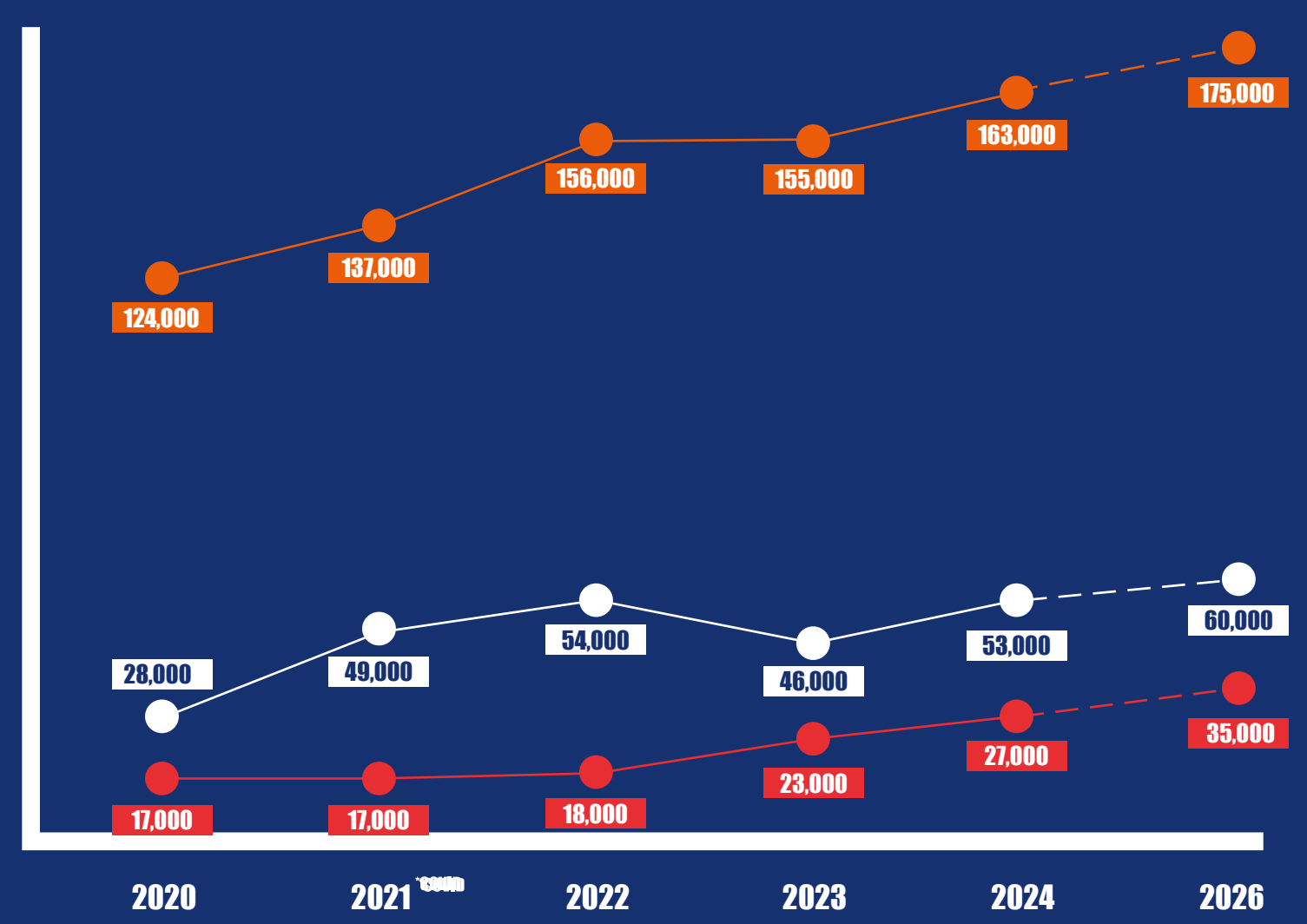
JUNIOR PARTICIPATION



WE'VE FOCUSED ON PROVIDING MORE CHILDREN WITH A GREAT FIRST EXPERIENCE OF TENNIS, AND AS A RESULT THE NUMBER OF CHILDREN PLAYING HAS INCREASED FROM 17,000 A WEEK (DEC 19) TO 27,000 (JUN 24), WITH FURTHER INCREASES IN CHILDREN PLAYING ANNUALLY AND MONTHLY

AMOUNT OF CHILDREN PLAYING TENNIS IN WALES

- Juniors playing annually
- Juniors playing monthly
- Juniors playing weekly



EQUALITY, DIVERSITY & INCLUSION

AS TENNIS OPENED UP, WE CREATED OUR EQUALITY, DIVERSITY, AND INCLUSION (EDI) PLAN TO ENSURE THAT WE WELCOME PLAYERS OF ALL AGES AND ABILITIES FROM ALL OVER WALES AND THAT OUR SPORT REFLECTS THE DIVERSITY OF OUR COMMUNITIES. OUR EDI PLAN HAS ALREADY ACHIEVED SIGNIFICANT SUCCESS:



Expanding our LTA Open Court disability programme in Wales, welcoming hundreds of players into wheelchair tennis, deaf tennis, walking tennis, and visually impaired tennis activities.



Launching the LTA SERVES programme across Wales, with 90 programmes in communities taking place in religious buildings, community halls, prisons, youth groups, and other places where tennis was previously unavailable.



Securing Welsh Government investment for a tennis programme aimed at tackling racism in sport.



Creating our Tie-Break Community Fund, supporting new initiatives for women and girls, LGBTQ+ groups, and Welsh-speaking schemes across Wales.



WELSH PERFORMANCE PATHWAY >>

WE LAUNCHED OUR COUNTY AND NATIONAL PERFORMANCE PROGRAMMES, SUPPORTING OVER 220 PLAYERS ACROSS NORTH & SOUTH WALES, AS WELL AS PROVIDING ENHANCED SUPPORT FOR OUR TOP WELSH JUNIORS TO REACH THEIR FULL POTENTIAL.

WELSH COACH DEVELOPMENT CENTRE >>

PADEL IN WALES >>

GOVERNANCE & LEADERSHIP >>



Our National Performance Programme builds on this foundation, offering national training camps, player grant funding, national and international tournament trips, and access to kit and clothing for Wales' top players.

Since 2020, we have expanded competitive opportunities in Wales, now hosting Tennis Europe, International Tennis Federation, and domestic LTA events, attracting some of the top players to compete in Wales.

PROGRESS

IN COLLABORATION WITH THE LTA AND SPORT WALES, WE ESTABLISHED OUR NATIONAL FACILITY PLAN FOR WALES, ATTRACTING INVESTMENTS TO MODERNISE, UPGRADE, AND MAXIMISE FACILITIES ACROSS THE COUNTRY.

Our facility investment schemes have resulted in millions of pounds being invested in various projects, including:

OVER £3.4 MILLION FOR PUBLIC PARK TENNIS COURT RENOVATIONS.

NEW & REFURBISHED INDOOR COURT PROJECTS ACROSS NORTH AND SOUTH WALES.

MULTIPLE ENVIRONMENTAL IMPROVEMENTS

AT OUR CLUBS, INCLUDING CLUBHOUSE UPGRADES, LED LIGHTING INSTALLATIONS AND SURFACE UPGRADES TO RETAIN PLAYERS YEAR ROUND.

THE CONSTRUCTION OF PADEL COURTS

ACROSS WALES TO DEVELOP A NEW NETWORK OF PLACES TO PLAY.



● ENVIRONMENTAL

Supporting venues to consider their environmental impact, with LED lighting solutions, heating systems and clubhouse efficiencies

● COURT COLLABORATION

Partnering with Wales Netball, Basketball Wales and Sport Wales to invest into multi-sport public facilities for young people to enjoy in their local area

● CLUBS

Working with committees to ensure their club is financially sustainable, with a range of high quality on and off court facilities for members and players to enjoy year round

● PADEL

Working with investors, partners and venues to develop a landscape of accessible padel courts

● COVERED COURTS

Working with venues to install low cost covered courts to offer indoor tennis to more people

● PARKS

Investing to refurbish public park tennis courts with local authorities across the contry

STRATEGIC PLAN 2024 - 2026

OUR STRATEGY FOR 2024 – 2026 WILL BUILD ON OUR WORK SINCE 2020, OPENING TENNIS UP FURTHER AND TRANSFORMING WELSH COMMUNITIES.

Tennis brings together communities, families, and the country as a whole. It can be at the heart of our community and a source of social enjoyment. It's rewarding,

has physical and mental health benefits for those who play it, and is a wonderful spectacle for those who watch it. Our strategy for 2024 to 2026 will build on the work of the last 4 years: to take tennis forward into a new age, and ensure it is embraced by many more people. We are working to change perceptions of tennis, break down barriers, and help more people to enjoy tennis in a way that's right for them.

VISION

TENNIS OPENED
UP ACROSS WALES



We've made great progress and know there's more to do as we continue with our vision for the game in Wales.

MISSION

TRANSFORM WELSH
COMMUNITIES THROUGH TENNIS



By making the game welcoming, enjoyable and inspiring to people, we believe we can transform Welsh communities through the lifelong benefits of tennis.



AMBITIONS FOR THE FUTURE



WE'RE BOLD AND FOCUSSED WITH OUR 5 AMBITIONS FOR WELSH TENNIS

TENNIS WALES BOARD

1

PUT TENNIS AT THE HEART OF WELSH COMMUNITIES

2

GROW AND DIVERSIFY OUR AUDIENCE OF FANS AND PLAYERS

3

ATTRACT AND RETAIN THE TENNIS WORKFORCE FOR THE NEXT GENERATION

4

DEVELOP PATHWAYS FOR WELSH PLAYERS

5

SECURE A SUSTAINABLE FUTURE FOR WELSH TENNIS



STRATEGIES & TACTICS

INVEST IN THE VISIBILITY OF TENNIS AND ITS INFRASTRUCTURE TO PUT TENNIS AT THE HEART OF COMMUNITIES.

Deliver a National Facilities Plan focused on sustainable clubs, public parks, covered courts, padel & educational sites

Invest into strategic places to play to assist the growth & development of tennis

Deliver resilient digital services, transformational digital products, and roll out LTA Play Tennis across Wales

Increase the visibility of tennis through content creation, brand campaigns, marketing and commercial partnerships

INVEST

ATTRACT FANS AND PLAYERS ACROSS ALL FORMATS, PROGRAMMES AND IN COMPETITION.

Embed and grow LTA Youth across all venues and in the hearts & minds of children, parents, and the tennis workforce

Promote the LTA Advantage scheme in Wales & partner the LTA to increase digital engagement, participation and commercial revenue

Implement & support parks tennis operating models, including growth of Free Parks Tennis and Local Tennis Leagues

Review our Inclusion Plan to grow and diversify the people playing to represent Welsh communities

Drive expansion and promotion of padel through delivery of our padel development plan

Review and develop the tennis and padel competition offer to improve accessibility and grow the number of competing players, with a focus on local, county and national Welsh competitions

GROW

ENGAGE AND MOTIVATE THE TENNIS WORKFORCE TO ATTRACT AND RETAIN THEM IN TENNIS.

Establish a people plan to grow and diversify the people working & volunteering in tennis

Engage, develop and recognise the tennis community

Enhance our support and engagement with local authorities, Regional Sport Partnerships and our North and South Wales County Association's

Create new partnerships with third sector and community focused organisations

ENGAGE

DEVELOP OUR PATHWAYS TO PRODUCE INTERNATIONALLY RELEVANT WELSH PLAYERS.

Support and grow the LTA Player pathway in Wales

Work with key venues and coaches to enable more and higher quality training & competitive environments to exist in Wales for Welsh players

Provide Tennis Wales delivered national performance support that adds value to players, coaches and parents' development

PERFORM

DEVELOP NEW OPPORTUNITIES TO GROW THE APPEAL & IMPROVE THE FINANCIAL HEALTH OF TENNIS FOR THE LONG TERM

Engage with and promote different formats of the game and ways to play tennis to develop a culture of inclusion

Maximise our commercial partnerships and revenue growth opportunities available in the sport, identifying and attracting new investment

Celebrate Welsh culture and pro actively promote the Welsh language across the tennis community

DIVERSIFY

LEAD WELSH TENNIS TO THE HIGHEST STANDARDS TO ENSURE IT IS SAFE, INCLUSIVE AND SUSTAINABLE

Maintain and develop the highest safeguarding, equality, anti-doping and integrity standards

Ensure best practice governance standards across the sport to achieve a culture of everyday inclusion

Develop a sustainability plan for Welsh tennis & drive positive action across the tennis community

Maximise our reputation in Wales and contribution to Welsh political and sporting policy

LEAD

CONTACT US

tenniswales@tenniswales.org.uk

www.lta.org.uk/about-us/in-your-area/tennis-wales

[@](#) [f](#) [in](#) [X](#)



FROM EVERYONE AT TENNIS WALES

DIOLCH



ABOUT US

TENNIS WALES IS THE GOVERNING BODY FOR TENNIS AND PADEL IN WALES, UNITING OUR NETWORK OF VENUES ACROSS NORTH WALES AND SOUTH WALES INTO A SINGLE MEMBER ORGANISATION.

We collaborate closely with our funding partners, the Lawn Tennis Association (LTA) and Sport Wales, to establish and implement our vision for the sport in Wales.

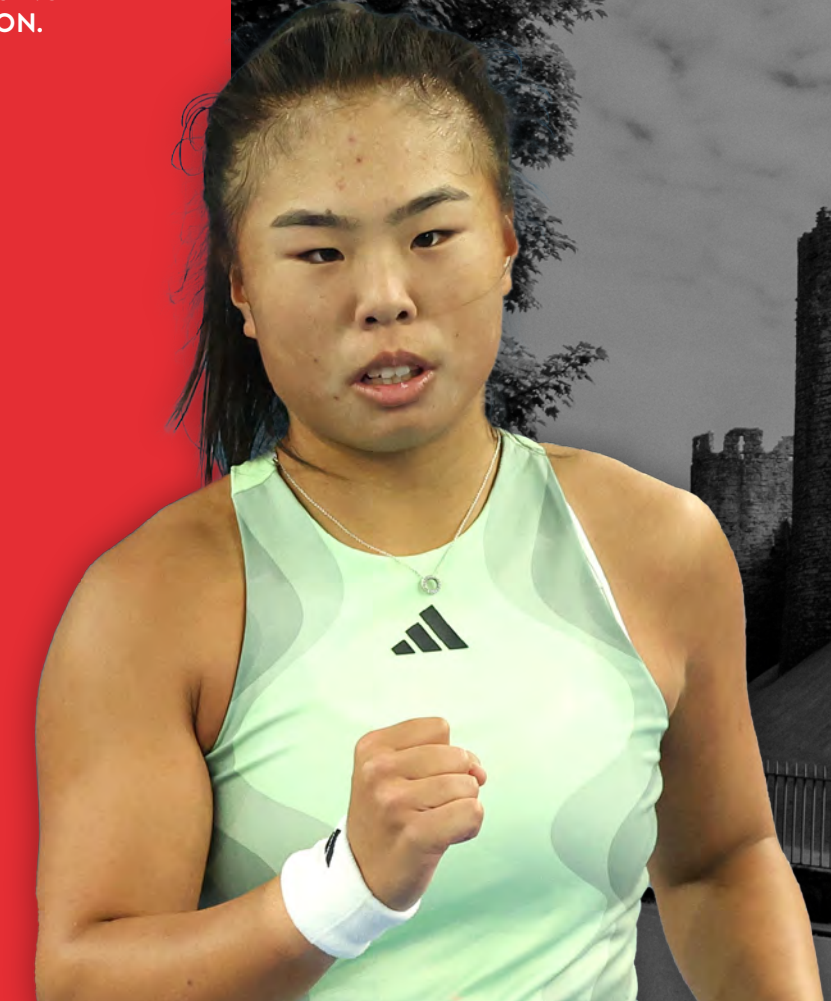
As the governing body, we engage with a diverse range of partners, including registered tennis and padel facilities, local authorities, schools, colleges, universities, and both public and private operators. Our extensive network is supported by a dedicated community of coaches, officials, volunteers, parents, and players throughout Wales.

OUR RELATIONSHIP WITH SPORT WALES & WELSH GOVERNMENT

The devolved Welsh Government invests into Sport Wales to deliver their vision for sport. As the NGB for tennis and padel in Wales, Sport Wales invest into our strategy to deliver Welsh outcomes in our vision for tennis opened up.

OUR RELATIONSHIP WITH THE LTA

The LTA is the National Governing Body for British Tennis. The member organisation works in partnership with member organisations across England, Scotland and in Wales. Our partnership sees LTA investment into our strategy to deliver shared aims, and we've aligned our vision for tennis opened up, right across Great Britain into Wales.



SIMON

CEO

We have significantly increased tennis participation across Wales, with over 172,000 adults and 163,000 children playing annually. With increased investment from our partner organisations and the collaborative efforts of our exceptional network of venues, partners, and people in the sport, we have collectively grown both tennis and padel.

READ MORE >>

We have significantly increased tennis participation across Wales, with over 172,000 adults and 163,000 children playing annually. With increased investment from our partner organisations and the collaborative efforts of our exceptional network of venues, partners, and people in the sport, we have collectively grown both tennis and padel. I am extremely proud of our achievements in developing Welsh tennis and padel facilities, launching the dedicated Welsh Coach Development Centre, and enhancing the support available for Welsh

I've seen firsthand how Welsh people have benefited from our work so far. From the development of public park tennis courts and our work to invest into teachers, coaches and young people in school, through to the introduction of padel tennis, it's encouraging to see such a healthy and vibrant landscape.

READ MORE >>

players through our County and National Performance pathway.

Looking ahead to 2024-2026, we are expanding our vision of tennis opened up, with a mission to transform Welsh communities through tennis.

We are all excited to continue our work right across Wales and truly open tennis up well into the future.

through tennis, our role here at Tennis Wales is to lead the game with excellence. In recent years we've modernised our governance, increased revenue into the sport, and grown our network of venues, coaches, volunteers and partners across the country.

READ MORE >>

ABOUT US

TENNIS WALES IS THE GOVERNING BODY FOR TENNIS AND PADEL IN WALES, UNITING OUR NETWORK OF VENUES ACROSS NORTH WALES AND SOUTH WALES INTO A SINGLE MEMBER ORGANISATION.

We collaborate closely with our funding partners, the Lawn Tennis Association (LTA) and Sport Wales, to establish and implement our vision for the sport in Wales.

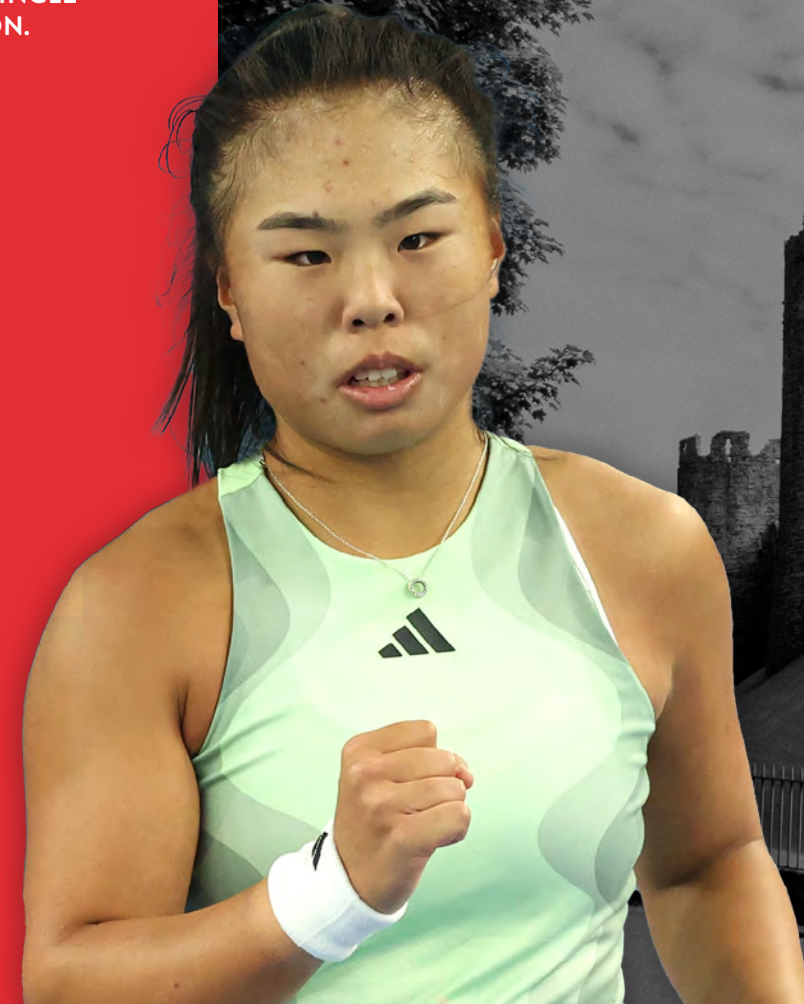
As the governing body, we engage with a diverse range of partners, including registered tennis and padel facilities, local authorities, schools, colleges, universities, and both public and private operators. Our extensive network is supported by a dedicated community of coaches, officials, volunteers, parents, and players throughout Wales.

OUR RELATIONSHIP WITH SPORT WALES & WELSH GOVERNMENT

The devolved Welsh Government invests into Sport Wales to deliver their vision for sport. As the NGB for tennis and padel in Wales, Sport Wales invest into our strategy to deliver Welsh outcomes in our vision for tennis opened up.

OUR RELATIONSHIP WITH THE LTA

The LTA is the National Governing Body for British Tennis. The member organisation works in partnership with member organisations across England, Scotland and in Wales. Our partnership sees LTA investment into our strategy to deliver shared aims, and we've aligned our vision for tennis opened up, right across Great Britain into Wales.



CEO

We have participated in over 100 projects, involving over 100,000 adults and 163,000 children playing tennis annually. With increased investment from our partner organisations and the collaborative efforts of our exceptional network of venues, partners, and people in the sport, we have collectively grown both tennis and padel.

[READ MORE >>](#)



AMANDA

Tennis has a unique opportunity to transform Welsh communities here in Wales, and I've seen firsthand how Welsh people have benefited from our work so far. From the development of public park tennis courts and our work to invest into teachers, coaches and young people in school, through to the introduction of padel tennis, it's encouraging to see such a healthy and vibrant landscape. It's vital as we look ahead, that people living and working here in Wales continue to benefit from our sport. With over 1,100 courts in all 22 Welsh local authorities, we have a superb game that I know is enjoyed by people of all ages

I've seen firsthand how Welsh people have benefited from our work so far. From the development of public park tennis courts and our work to invest into teachers, coaches and young people in school, through to the introduction of padel tennis, it's encouraging to see such a healthy and vibrant landscape.

[READ MORE >>](#)

and all abilities.

So much of our work relies on brilliant volunteers, coaches, officials, parents and players, and through our partnership working with the Welsh Government, Sport Wales and the LTA, I'm looking forward to seeing the sport continue to grow, and for our work at Tennis Wales to reflect the wonderful Welsh landscape, culture and history that's so important to all of us. Our sport has superb physical and mental health benefits, and I hope more people enjoy picking up a racket here in Wales.

through tennis, our role here at Tennis Wales is to lead the game with excellence. In recent years we've modernised our governance, increased revenue into the sport, and grown our network of venues, coaches, volunteers and partners across the country.

[READ MORE >>](#)

ABOUT US

TENNIS WALES IS THE GOVERNING BODY FOR TENNIS AND PADEL IN WALES, UNITING OUR NETWORK OF VENUES ACROSS NORTH WALES AND SOUTH WALES INTO A SINGLE MEMBER ORGANISATION.

We collaborate closely with our funding partners, the Lawn Tennis Association (LTA) and Sport Wales, to establish and implement our vision for the sport in Wales.

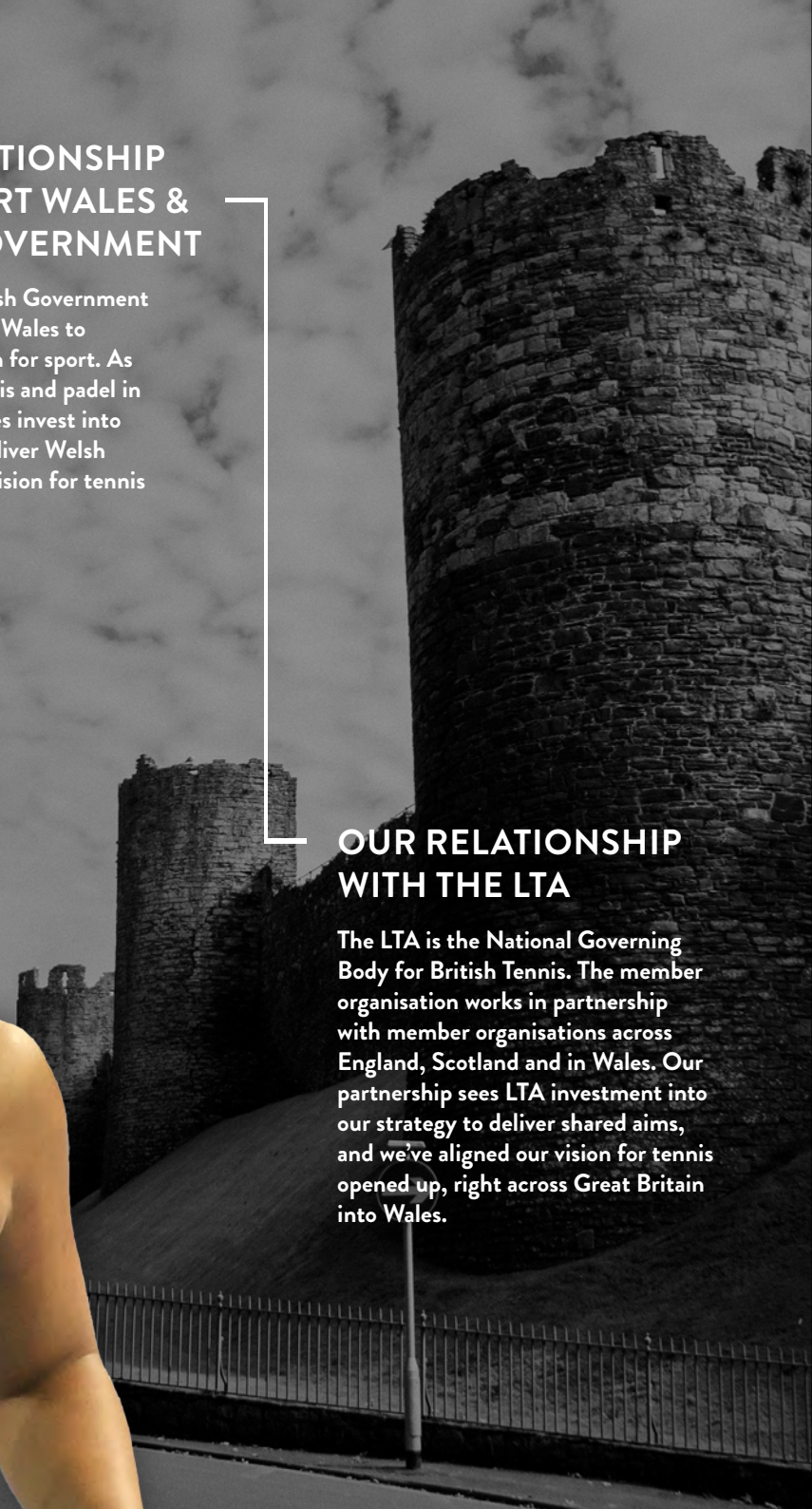
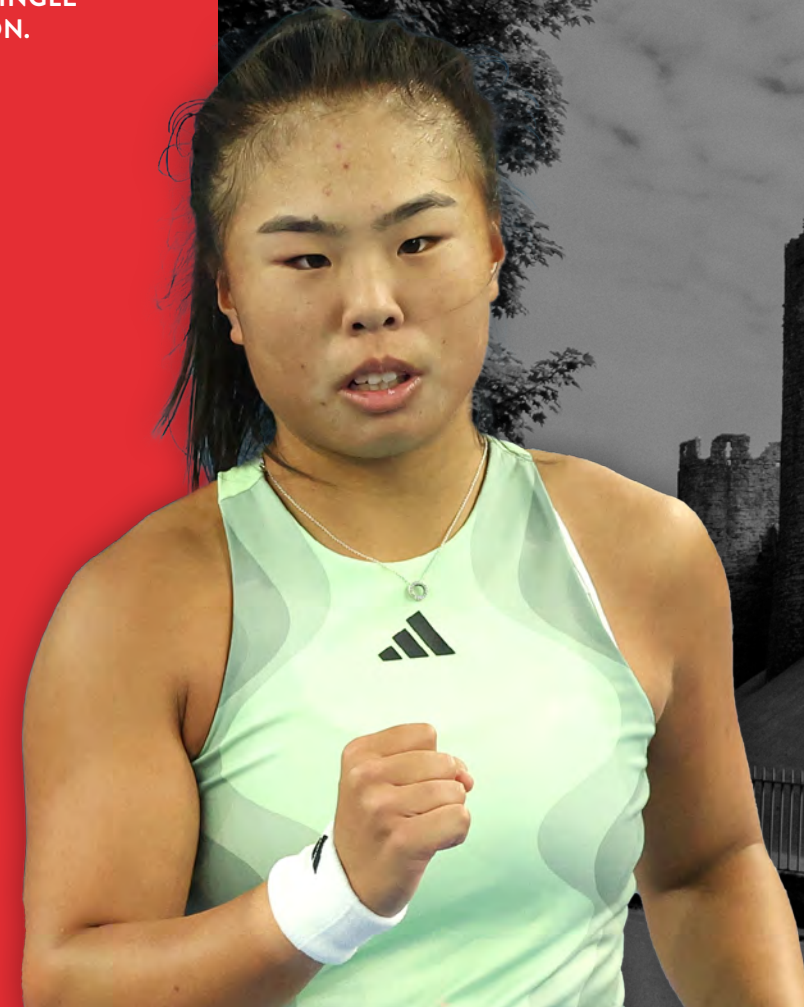
As the governing body, we engage with a diverse range of partners, including registered tennis and padel facilities, local authorities, schools, colleges, universities, and both public and private operators. Our extensive network is supported by a dedicated community of coaches, officials, volunteers, parents, and players throughout Wales.

OUR RELATIONSHIP WITH SPORT WALES & WELSH GOVERNMENT

The devolved Welsh Government invests into Sport Wales to deliver their vision for sport. As the NGB for tennis and padel in Wales, Sport Wales invest into our strategy to deliver Welsh outcomes in our vision for tennis opened up.

OUR RELATIONSHIP WITH THE LTA

The LTA is the National Governing Body for British Tennis. The member organisation works in partnership with member organisations across England, Scotland and in Wales. Our partnership sees LTA investment into our strategy to deliver shared aims, and we've aligned our vision for tennis opened up, right across Great Britain into Wales.



SARAH

CEO

We have participated in... adults and 163,000 children playing annually. With increased investment from our partner organisations and the collaborative efforts of our exceptional network of venues, partners, and people in the sport, we have collectively grown both tennis and padel.

READ MORE >>

I've seen firsthand how Welsh people have benefited from our work so far. From the development of public park tennis courts and our work to invest into teachers, coaches and young people in school, through to the introduction of padel tennis, it's encouraging to see such a healthy and vibrant landscape.

READ MORE >>

With our vision of tennis opened up, and a mission to transform Welsh communities through tennis, our role here at Tennis Wales is to lead the game with excellence. In recent years we've modernised our governance, increased revenue into the sport, and grown our network of venues, coaches, volunteers and partners across the country.

As we extend our strategy from 2024 to 2026, we're building on the success and learnings of the past, but mindful of the future. Innovation and technology in sport

through tennis, our role here at Tennis Wales is to lead the game with excellence. In recent years we've modernised our governance, increased revenue into the sport, and grown our network of venues, coaches, volunteers and partners across the country.

READ MORE >>

is ever changing and is something we should embrace. The importance of environmental sustainability is paramount in our mind as we modernise our facilities and take long term decisions that benefit the game, and respect the beautiful Welsh landscapes we reside. We recognise the need to continue to increase and diversify our revenue, and invest this revenue into the game where it's needed. Right across Wales we're committed to deliver our vision and mission, and develop a sport that truly reflects the people living and working here in Wales at all levels.

EQUALITY, DIVERSITY & INCLUSION

AS TENNIS OPENED UP, WE CREATED OUR EQUALITY, DIVERSITY, AND INCLUSION (EDI) PLAN TO ENSURE THAT WE WELCOME PLAYERS OF ALL AGES AND ABILITIES FROM ALL OVER WALES AND THAT OUR SPORT REFLECTS THE DIVERSITY OF OUR COMMUNITIES. OUR EDI PLAN HAS ALREADY ACHIEVED SIGNIFICANT SUCCESS:



Expanding our LTA Open Court disability programme in Wales, welcoming hundreds of players into wheelchair tennis, deaf tennis, walking tennis, and visually impaired tennis activities.



Launching the LTA SERVES programme across Wales, with 90 programmes in communities taking place in religious buildings, community halls, prisons, youth groups, and other places where tennis was previously unavailable.



Securing Welsh Government investment for a tennis programme aimed at tackling racism in sport.



Creating our Tie-Break Community Fund, supporting new initiatives for women and girls, LGBTQ+ groups, and Welsh-speaking schemes across Wales.



WELSH
PERFORMANCE
PATHWAY >>

WELSH COACH
DEVELOPMENT
CENTRE >>

PADEL
IN WALES >>

GOVERNANCE
& LEADERSHIP >>

CONTENTS >>



We launched our Welsh Coach Development Centre (CDC) to provide qualifications, training, and support to our network of coaches, officials, and volunteers. This initiative equips them with the skills needed to make tennis more accessible. Delivered by a superb team of Welsh tutors and mentors, our CDC is training the next generation of tennis and padel professionals and equipping our current coaches and volunteers with the latest Continuing Professional Development (CPD).

EQUALITY, DIVERSITY & INCLUSION

AS TENNIS OPENED UP, WE CREATED OUR EQUALITY, DIVERSITY, AND INCLUSION (EDI) PLAN TO ENSURE THAT WE WELCOME PLAYERS OF ALL AGES AND ABILITIES FROM ALL OVER WALES AND THAT OUR SPORT REFLECTS THE DIVERSITY OF OUR COMMUNITIES. OUR EDI PLAN HAS ALREADY ACHIEVED SIGNIFICANT SUCCESS:



Expanding our LTA Open Court disability programme in Wales, welcoming hundreds of players into wheelchair tennis, deaf tennis, walking tennis, and visually impaired tennis activities.



Launching the LTA SERVES programme across Wales, with 90 programmes in communities taking place in religious buildings, community halls, prisons, youth groups, and other places where tennis was previously unavailable.



Securing Welsh Government investment for a tennis programme aimed at tackling racism in sport.



Creating our Tie-Break Community Fund, supporting new initiatives for women and girls, LGBTQ+ groups, and Welsh-speaking schemes across Wales.



WELSH
PERFORMANCE
PATHWAY >>

WELSH COACH
DEVELOPMENT
CENTRE >>

PADEL
IN WALES >>

GOVERNANCE
& LEADERSHIP >>

CONTENTS >>

TENNIS WALES
WAS FORMALLY
RECOGNISED BY
SPORT WALES AS
THE GOVERNING
BODY FOR
PADEL IN WALES.

This exciting, fast-paced, and easy-to-play format of the game is becoming increasingly popular and accessible across Wales. We are actively implementing our padel development plan, which focuses on creating places to play, fostering a dedicated workforce and volunteer base, and establishing clear pathways for player development.



EQUALITY, DIVERSITY & INCLUSION

AS TENNIS OPENED UP, WE CREATED OUR EQUALITY, DIVERSITY, AND INCLUSION (EDI) PLAN TO ENSURE THAT WE WELCOME PLAYERS OF ALL AGES AND ABILITIES FROM ALL OVER WALES AND THAT OUR SPORT REFLECTS THE DIVERSITY OF OUR COMMUNITIES. OUR EDI PLAN HAS ALREADY ACHIEVED SIGNIFICANT SUCCESS:



Expanding our LTA Open Court disability programme in Wales, welcoming hundreds of players into wheelchair tennis, deaf tennis, walking tennis, and visually impaired tennis activities.



Launching the LTA SERVES programme across Wales, with 90 programmes in communities taking place in religious buildings, community halls, prisons, youth groups, and other places where tennis was previously unavailable.



Securing Welsh Government investment for a tennis programme aimed at tackling racism in sport.



Creating our Tie-Break Community Fund, supporting new initiatives for women and girls, LGBTQ+ groups, and Welsh-speaking schemes across Wales.



WELSH PERFORMANCE PATHWAY >>

WELSH COACH DEVELOPMENT CENTRE >>

PADEL IN WALES >>

GOVERNANCE & LEADERSHIP >>



We have modernised our governance, safeguarding, and leadership of the sport in Wales, ensuring we are a highly efficient and effective governing body for the future. Achieving Level 3 accreditation with the NSPCC, we have enhanced our safeguarding standards. Additionally, we have increased revenue for the game and diversified our player base to better reflect the communities living and working in Wales.

PROGRESS

IN COLLABORATION WITH THE LTA AND SPORT WALES, WE ESTABLISHED OUR NATIONAL FACILITY PLAN FOR WALES, ATTRACTING INVESTMENTS TO MODERNISE, UPGRADE, AND MAXIMISE FACILITIES ACROSS THE COUNTRY.

Our facility investment schemes have resulted in millions of pounds being invested in various projects, including:

OVER £3.4 MILLION FOR PUBLIC PARK TENNIS COURT RENOVATIONS.

NEW & REFURBISHED INDOOR COURT PROJECTS ACROSS NORTH AND SOUTH WALES.

MULTIPLE ENVIRONMENTAL IMPROVEMENTS

AT OUR CLUBS, INCLUDING CLUBHOUSE UPGRADES, LED LIGHTING INSTALLATIONS AND SURFACE UPGRADES TO RETAIN PLAYERS YEAR ROUND.

THE CONSTRUCTION OF PADEL COURTS

ACROSS WALES TO DEVELOP A NEW NETWORK OF PLACES TO PLAY.



● ENVIRONMENTAL

Supporting venues to consider their environmental impact, with LED lighting solutions, heating systems and clubhouse efficiencies

● COURT COLLABORATION

Partnering with Wales Netball, Basketball Wales and Sport Wales to invest into multi-sport public facilities for young people to enjoy in their local area

● CLUBS

Working with committees to ensure their club is financially sustainable, with a range of high quality on and off court facilities for members and players to enjoy year round

● PADEL

Working with investors, partners and venues to develop a landscape of accessible padel courts

● COVERED COURTS

Working with venues to install low cost covered courts to offer indoor tennis to more people

● PARKS

Investing to refurbish public park tennis courts with local authorities across the country

STRATEGIC PLAN 2024 - 2026

OUR STRATEGY FOR 2024 – 2026 WILL BUILD ON OUR WORK SINCE 2020, OPENING TENNIS UP FURTHER AND TRANSFORMING WELSH COMMUNITIES.

Tennis brings together communities, families, and the country as a whole. It can be at the heart of our community and a source of social enjoyment. It's rewarding,

has physical and mental health benefits for those who play it, and is a wonderful spectacle for those who watch it. Our strategy for 2024 to 2026 will build on the work of the last 4 years: to take tennis forward into a new age, and ensure it is embraced by many more people. We are working to change perceptions of tennis, break down barriers, and help more people to enjoy tennis in a way that's right for them.

VISION

TENNIS OPENED
UP ACROSS WALES



We've made great progress and know there's more to do as we continue with our vision for the game in Wales.

MISSION

TRANSFORM WELSH
COMMUNITIES THROUGH TENNIS



By making the game welcoming, enjoyable and inspiring to people, we believe we can transform Welsh communities through the lifelong benefits of tennis.



AMBITIONS FOR THE FUTURE



WE'RE BOLD AND FOCUSSED WITH OUR 5 AMBITIONS FOR WELSH TENNIS

TENNIS WALES BOARD

1

PUT TENNIS AT THE HEART OF WELSH COMMUNITIES

2

GROW AND DIVERSIFY OUR AUDIENCE OF FANS AND PLAYERS

3

ATTRACT AND RETAIN THE TENNIS WORKFORCE FOR THE NEXT GENERATION

4

DEVELOP PATHWAYS FOR WELSH PLAYERS

5

SECURE A SUSTAINABLE FUTURE FOR WELSH TENNIS



STRATEGIES & TACTICS

INVEST IN THE VISIBILITY OF TENNIS AND ITS INFRASTRUCTURE TO PUT TENNIS AT THE HEART OF COMMUNITIES.

Deliver a National Facilities Plan focused on sustainable clubs, public parks, covered courts, padel & educational sites

Invest into strategic places to play to assist the growth & development of tennis

Deliver resilient digital services, transformational digital products, and roll out LTA Play Tennis across Wales

Increase the visibility of tennis through content creation, brand campaigns, marketing and commercial partnerships

INVEST

ATTRACT FANS AND PLAYERS ACROSS ALL FORMATS, PROGRAMMES AND IN COMPETITION.

Embed and grow LTA Youth across all venues and in the hearts & minds of children, parents, and the tennis workforce

Promote the LTA Advantage scheme in Wales & partner the LTA to increase digital engagement, participation and commercial revenue

Implement & support parks tennis operating models, including growth of Free Parks Tennis and Local Tennis Leagues

Review our Inclusion Plan to grow and diversify the people playing to represent Welsh communities

Drive expansion and promotion of padel through delivery of our padel development plan

Review and develop the tennis and padel competition offer to improve accessibility and grow the number of competing players, with a focus on local, county and national Welsh competitions

GROW

ENGAGE AND MOTIVATE THE TENNIS WORKFORCE TO ATTRACT AND RETAIN THEM IN TENNIS.

Establish a people plan to grow and diversify the people working & volunteering in tennis

Engage, develop and recognise the tennis community

Enhance our support and engagement with local authorities, Regional Sport Partnerships and our North and South Wales County Association's

Create new partnerships with third sector and community focused organisations

ENGAGE

DEVELOP OUR PATHWAYS TO PRODUCE INTERNATIONALLY RELEVANT WELSH PLAYERS.

Support and grow the LTA Player pathway in Wales

Work with key venues and coaches to enable more and higher quality training & competitive environments to exist in Wales for Welsh players

Provide Tennis Wales delivered national performance support that adds value to players, coaches and parents' development

PERFORM

DEVELOP NEW OPPORTUNITIES TO GROW THE APPEAL & IMPROVE THE FINANCIAL HEALTH OF TENNIS FOR THE LONG TERM

Engage with and promote different formats of the game and ways to play tennis to develop a culture of inclusion

Maximise our commercial partnerships and revenue growth opportunities available in the sport, identifying and attracting new investment

Celebrate Welsh culture and pro actively promote the Welsh language across the tennis community

DIVERSIFY

LEAD WELSH TENNIS TO THE HIGHEST STANDARDS TO ENSURE IT IS SAFE, INCLUSIVE AND SUSTAINABLE

Maintain and develop the highest safeguarding, equality, anti-doping and integrity standards

Ensure best practice governance standards across the sport to achieve a culture of everyday inclusion

Develop a sustainability plan for Welsh tennis & drive positive action across the tennis community

Maximise our reputation in Wales and contribution to Welsh political and sporting policy

LEAD



FROM EVERYONE AT TENNIS WALES

DIOLCH

CONTACT US

tenniswales@tenniswales.org.uk

www.lta.org.uk/about-us/in-your-area/tennis-wales

