

**Meeting:** Culture, Tourism and Sport Board

**Date:** 7 December 2022

## Lawn Tennis Association update

### Purpose of report

For information

### Summary

Tom Gibbins, Head of Education and Community Tennis at the Lawn Tennis Association (LTA) has been invited to speak to the Board about the LTA's Breaking Down Barriers plan for underserved, lower socioeconomic groups and their plans to address some of the stubborn inequalities that exist within tennis. This paper summarises the key points from the plan.

### Recommendation/s

Board members to note the report.

### Contact details

Contact officer: Samantha Ramanah

Position: Adviser – Sport, leisure, physical activity, parks and green spaces

Phone no: 07887 503 136

Email: [Samantha.Ramanah@local.gov.uk](mailto:Samantha.Ramanah@local.gov.uk)

## Lawn Tennis Association - update

### Background

1. Established in 1888 the Lawn Tennis Association (LTA) is the governing body for tennis in Britain. It provides the necessary governance, events and competitive structure for the game and develops tennis in Britain, from grassroots participation through to the professional game. The LTA's mission is to grow tennis by making it relevant, accessible, welcoming and enjoyable to everyone.
2. Tom Gibbins, Head of Education and Community Tennis at the LTA has been invited to the Board to talk about the [Breaking Down Barriers plan](#) (Annex B) for underserved, lower socioeconomic groups.. There will be an opportunity for discussion and to ask questions at the end of the presentation.
3. [Breaking Down Barriers - for Underserved Lower Socio-Economic Groups](#), the forms an extension of the LTA's [Tennis Opened Up Vision](#). This is the second plan the LTA has announced following the release of the [She Rallies Women in Tennis ambition](#) in June, with both plans bringing together its work to tackle inequality and under-representation for these demographics as the LTA committed to in its Inclusion Strategy.
4. The LTA will continue to look at other under-represented communities as part of its overall ambition to ensure tennis reflects the diversity of the communities around us. At the heart of the plan are a series of key objectives the LTA has committed to. These include:
  - 4.1. Significantly scale LTA SERVES into more faith, youth and community centres, with a focus on IMDs 1-4, to increase the number of non-traditional venues and ultimately, the children and young people playing.
  - 4.2. Flex, collaborate and align with projects and programmes (such as the Holiday Activities & Food (HAF) programme), to provide support to more communities through tennis and extend our reach, with a focus on IMDs 1-4.
  - 4.3. Create ambitious, sustainable and mainstream opportunities for more children and young people to enjoy and progress in tennis longer term. For example, by helping them continue to play at local venues, facilitating visits to LTA major events and identify talented youngsters and support them to access the performance player pathway.
  - 4.4. Deliver targeted interventions to introduce more children and young people to tennis in schools, within IMDs 1-4. For example, by over indexing the number of teachers training and delivering LTA Youth in these areas, and by working with partners such as Greenhouse Sports and The Prince's Trust.
  - 4.5. Scale the number of adult community leaders from IMDs 1-4, trained & deployed as Tennis Activators to deliver the LTA SERVES programme and opportunities in their community more broadly.

5. These are supported by 15 actions that the LTA will take across a range of areas to support more people from communities across the country, but particularly within IMDs 1-4, to get involved in tennis.

#### **Implications for Wales**

6. The LTA is working in deprived areas in Wales and with Welsh local authorities to deliver their objectives.

#### **Implications for equality, diversity, and inclusion**

7. The LTA's work aligns with the Board's priorities for EDI and offers insight and learning which will be relevant to the Board's own work to promote more inclusive and accessible opportunities for physical activity.

#### **Financial Implications**

8. There are no financial implications.

#### **Next steps**

9. LGA officers to implement actions as directed by the Board.

**Meeting:** Culture, Tourism and Sport Board

**Date:** 7 December 2022

**ANNEX B**

**See document titled annex B in folder to add here**