



HERTS TENNIS



Review of the Year and Herts Plan

December 2021



2021: LTA UPDATE FOR COUNTY AND ORGANISATION AGMS



A REMARKABLE YEAR OF SUCCESS

- British player success at major events throughout the year – with the highlight being Emma Raducanu
- Supported by success through the ranks with Grand Slam debuts, first career titles & rankings progress
- Increased visibility of tennis presents a unique opportunity for the sport



US OPEN



WIMBLEDON



ROLAND GARROS



AUSTRALIAN OPEN



TOKYO 2020



INDIAN WELLS

TENNIS CAME HOME



PLAY YOUR WAY

LTA TENNIS
FOR BRITAIN



TENNIS PARTICIPATION

- 5 year targets (by 2023):
 - Adult annual play: 8.5% population
 - Adult monthly play: 2.9% population
 - Children's weekly play: 10% population
- Good progress last year: +8% growth in 1x year adult play
- Impact on all participation metrics since pandemic – but underlying trends remain positive
- Tennis compares well to other sports
- Children's participation looking encouraging following launch of LTA Youth
- Disproportionate impact of pandemic on particular groups

PLAY YOUR WAY



**NEW
audiences**

54%

v. 34% Jan

**YOUNGER
demographics**

26%

v. 14% Jan 2020

**GREATER
participation**

8%

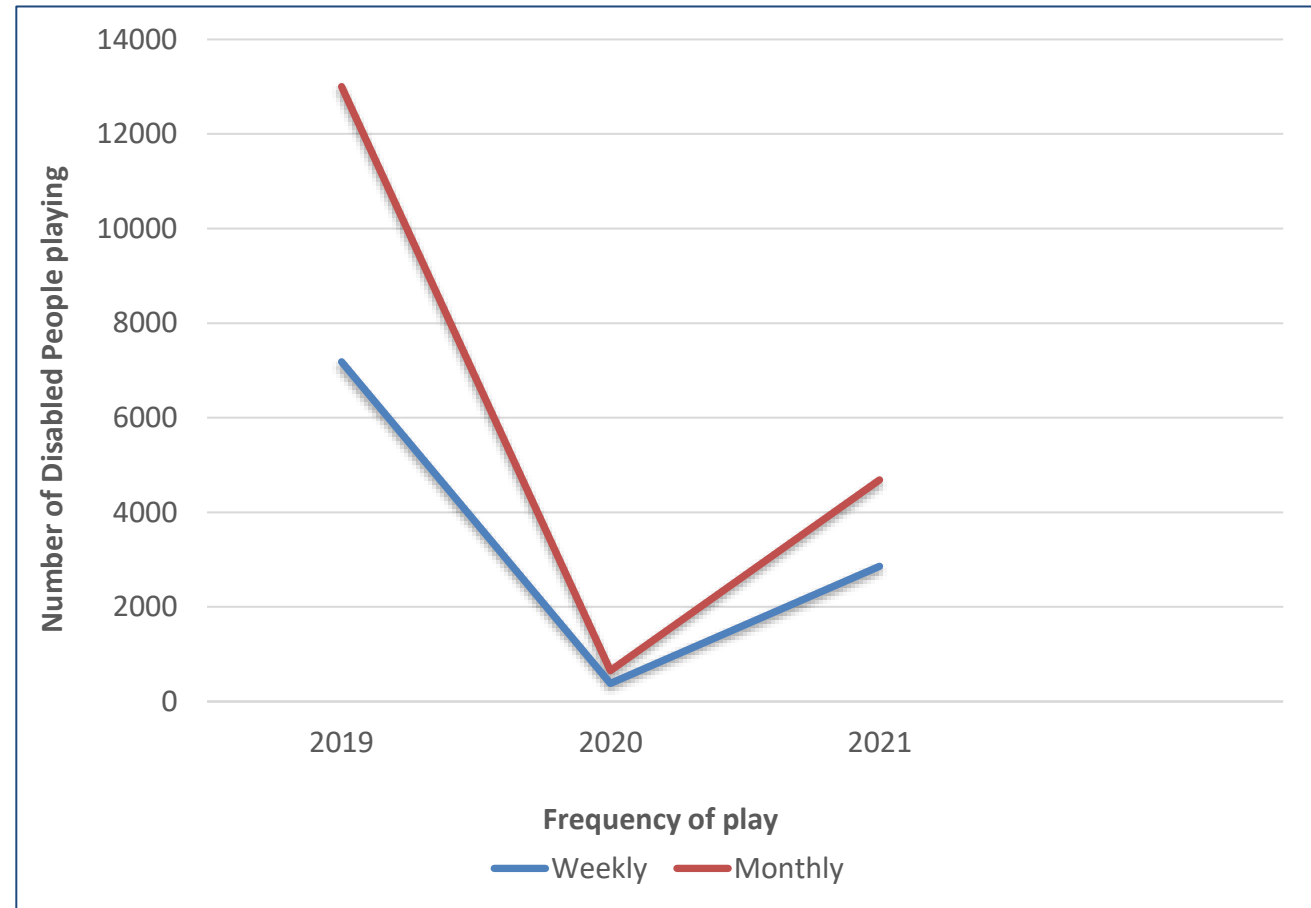
Increase in participation

DISABILITY TENNIS

- Record number of people playing pre-pandemic
- Majority of venues now back ready to deliver
- Participation levels not yet recovered
- Challenge to help drive this forward in 2022



DISABILITY TENNIS PARTICIATION

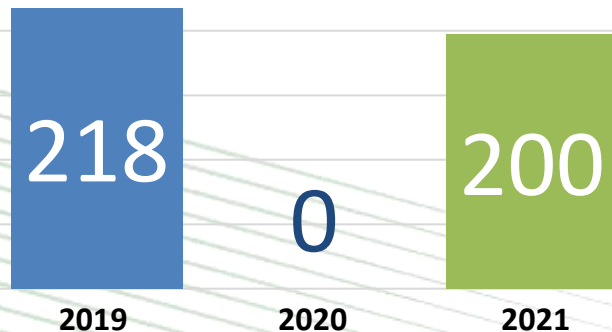


LOWER SOCIO-ECONOMIC GROUPS



- Community Tennis Development Programme
- Takes tennis to new people and new places
- A range of venues: Community Centres, Youth Clubs, Mosques, Gurdwaras, Mandirs, Church Halls, Housing Associations and others
- Ready to start growing programme again

SERVES VENUES DELIVERING TENNIS ACTIVITY





**LOOKING
AHEAD TO 2022**

Our Vision:

TENNIS OPENED UP

Our Mission:

**TO GROW TENNIS BY MAKING IT
RELEVANT, ACCESSIBLE,
WELCOMING AND ENJOYABLE**





**COLLABORATION
WITH COUNTIES**



PARKS STRATEGY



LTA YOUTH



**COMPETITION
CALENDAR**



**COACH
DEVELOPMENT**



**WORLD TENNIS
NUMBER**



**INCLUSION
STRATEGY**



SUSTAINABILITY



PADEL



GB TEAMS

22 Representative Teams

132 GB Senior Players

5 team & 20 Individual Medals
at last World Championships



SOCIAL MEDIA

3756 followers across all
Social Media Accounts

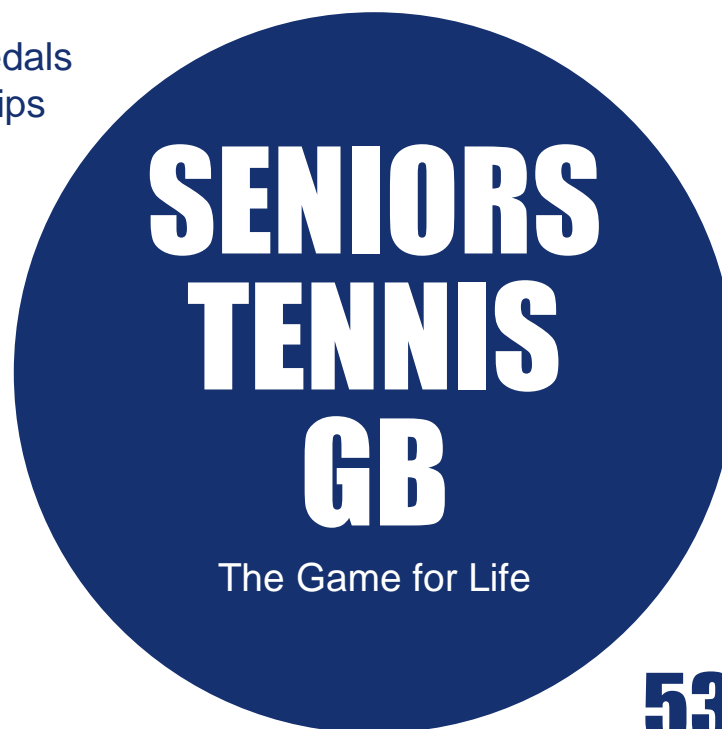
4055 Newsletter subscribers



PARTICIPATION GRANTS

369 Grants between 2015-
2021

Total of £88k distributed



PLAYERS

4944 Regular Competitive
Players



COMPETITION

- 23 International tournaments including Eastbourne & Wimbledon
- 79 Regional Events
- Seniors County Cup (492 Teams) & National club League (317 Teams)

53%

LTA ADVANTAGE MEMBERS

53% (340,000) of the LTA
Advantage Members are over
35 years of age



THANK YOU



TENNIS
FOR BRITAIN

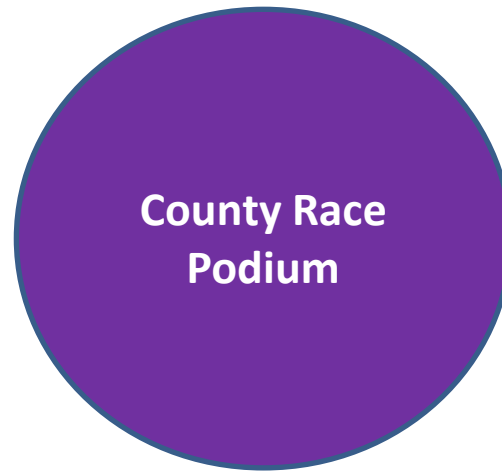


HERTS **TENNIS**



More people loving playing tennis every week

OUR FOCUS



THEMES IN ALL OUR WORK



Pathways



Teamwork



Opportunity

OUR ASSETS

- Herts population 1.18m
- Club members 28909 (Juniors 8772)
- Penetration 2.5% (.75%)
- Latent demand (adults) 85,000
- No. of leisure operators 4
- No. of accredited coaches 227
- No. of volunteers 657
- Primary schools 421
- Secondary schools 152
- Universities 1



OUR ASSETS

- Facilities
 - No. of clubs/places to play: 76
 - No. of courts: 402
 - No. of indoor courts: 60 (11 Temp)
- Annual hours of Competitive play (adults) 64708





County Race Podium

- Herts performance player and club network
 - 2 Pathway to Tarbes Centres
 - 4 HITS centres
 - 10 HITS potential
- Herts County training programme:
 - 230 - players
 - 21 - County Coaches (9 female)
 - 18 - County Cup events
- Herts county captain mentoring scheme
 - Inclusive pathway to enable coaches to join the captain team
- LTA National Age Group Championships '21 no of players:
 - 30 players
- Parents representative group, responsive and across all venues
- Personal and future professional development
 - Herts Inspires My Tennis Futures 20 – across two year groups
 - 4 venues on LTA 10u pathway with full national CPD support



Pathways

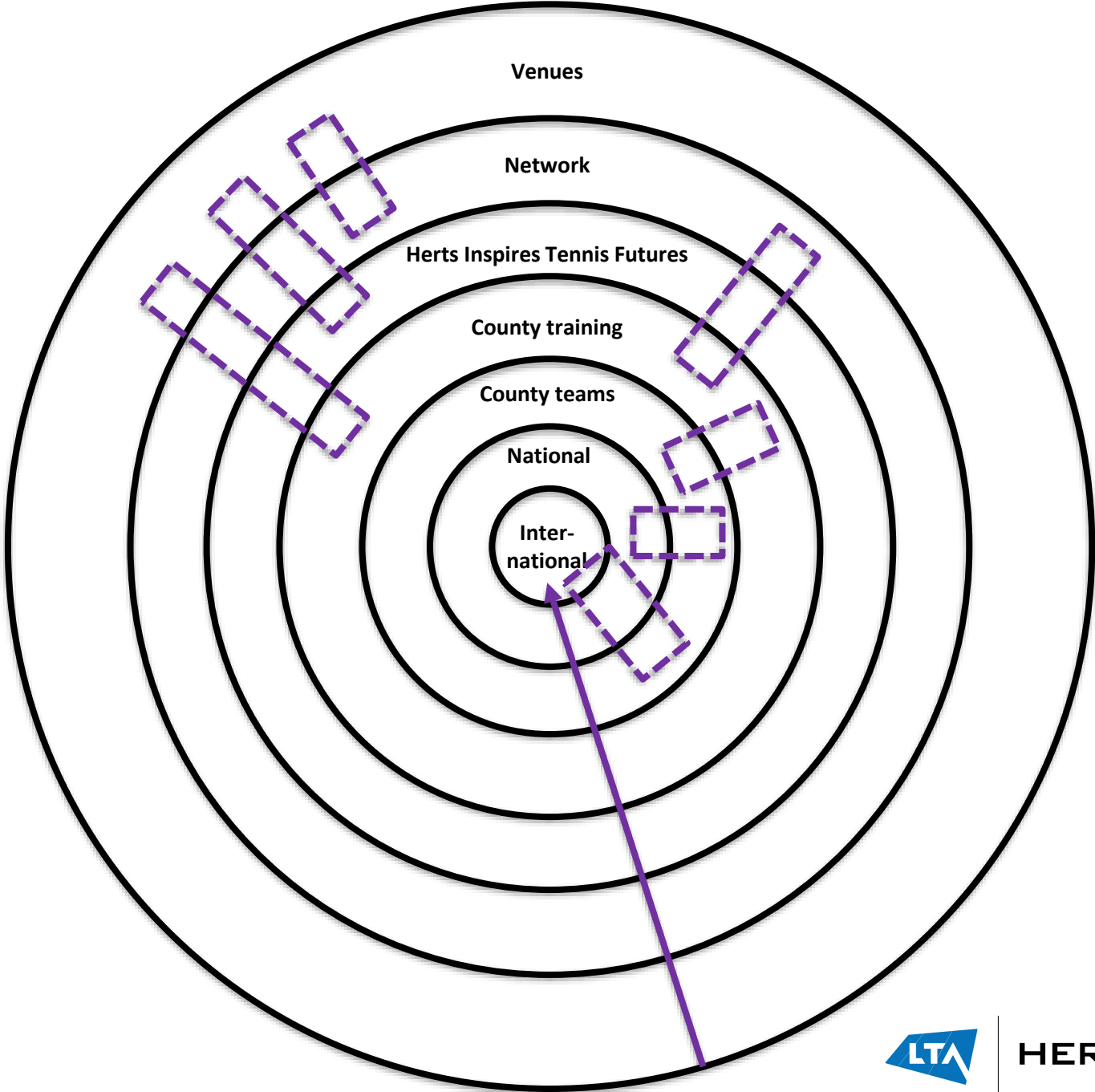
Teamwork

Opportunity



HERTS TENNIS

County Race Podium



- Pathways
- Teamwork
- Opportunity

HERTS TENNIS FOUNDATION

PURPOSE

Use the power of tennis to play a significant role in positively impacting on the physical and mental health of everyone in the county

MISSION

By 2025, to facilitate 120,000 hours with a bat in hand, hitting a ball by non club members in Herts

PRINCIPLES

We ignite and facilitate, the clubs deliver
Play to the strengths of our network
Continual Improvement



120,000 hours
of play by non
club members



Pathways

Teamwork

Opportunity

HTF - GROWING MENTAL AND PHYSICAL HEALTH WITH A BAT AND A BALL

EDUCATION

FOCUS

University
Colleges
Secondary
Primary
Private

PARTNER

Clubs
Coaches
Private providers
LTA
HSP

FUNDERS

Herts LTA
LTA

FACILITATORS

SGOs

NON CLUB MEMBERS WHO PLAY

FOCUS

80k non club members

PARTNER

Clubs
Coaches

FUNDERS

Herts LTA

FACILITATORS

INCLUSIVE

FOCUS

5 Impairments

PARTNER

Clubs
Coaches
Private providers
LTA
HSP

FUNDERS

Herts LTA
LTA
Rowlinson
HSP

FACILITATORS

HSP

NON CLUB MEMBERS WHO DO NOT PLAY CURRENTLY

FOCUS

1.1m People

PARTNER

ParkPlay
HSP
Foundations
Other sports
Pickleball
Padel
Beach tennis

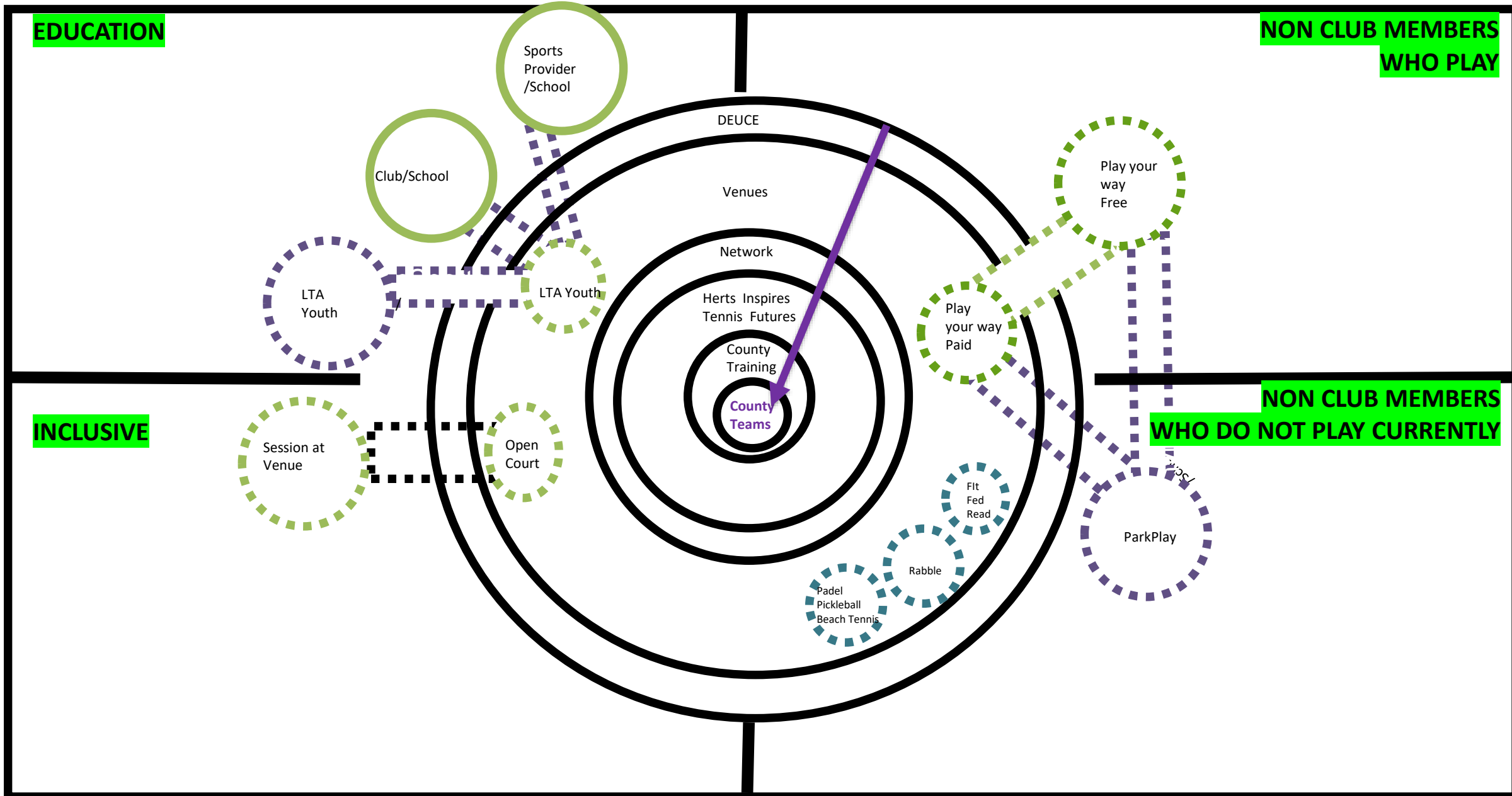
FUNDERS

HSP

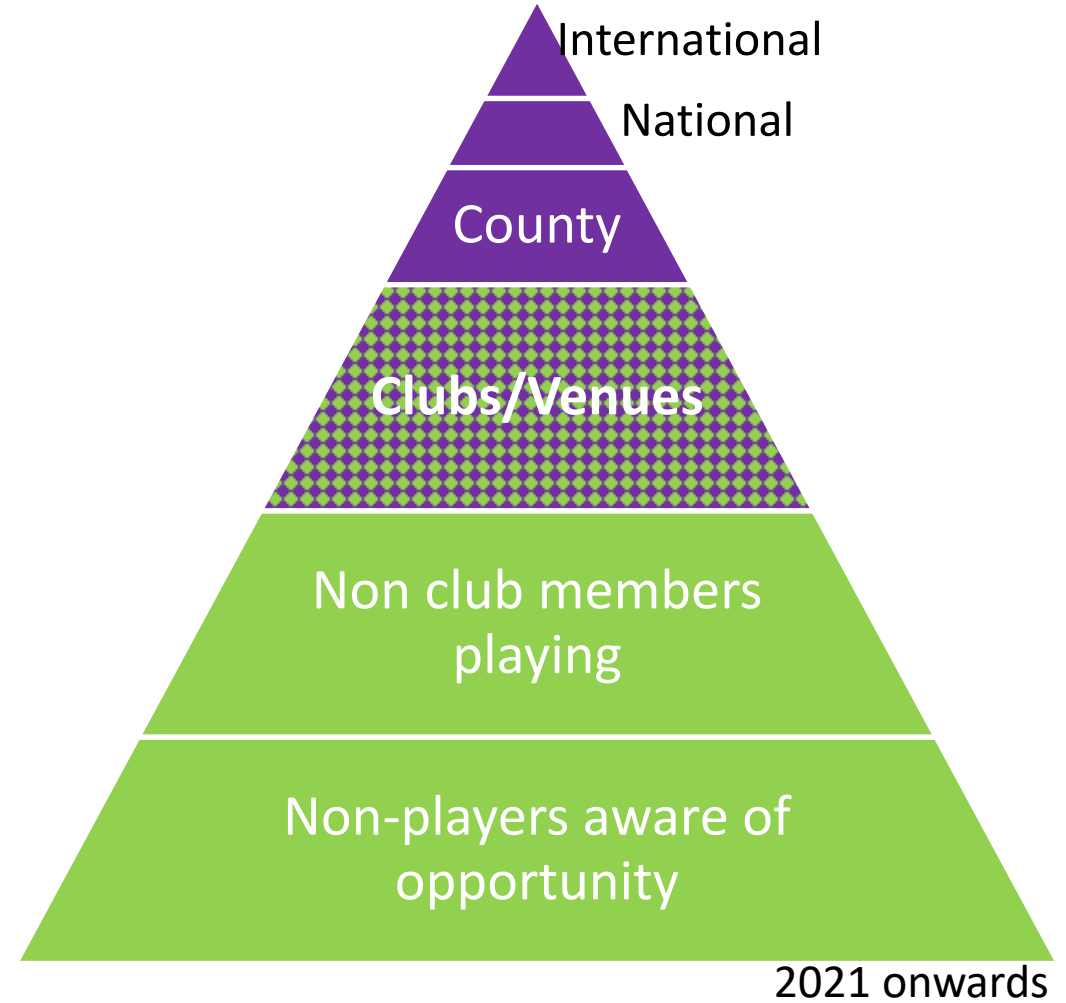
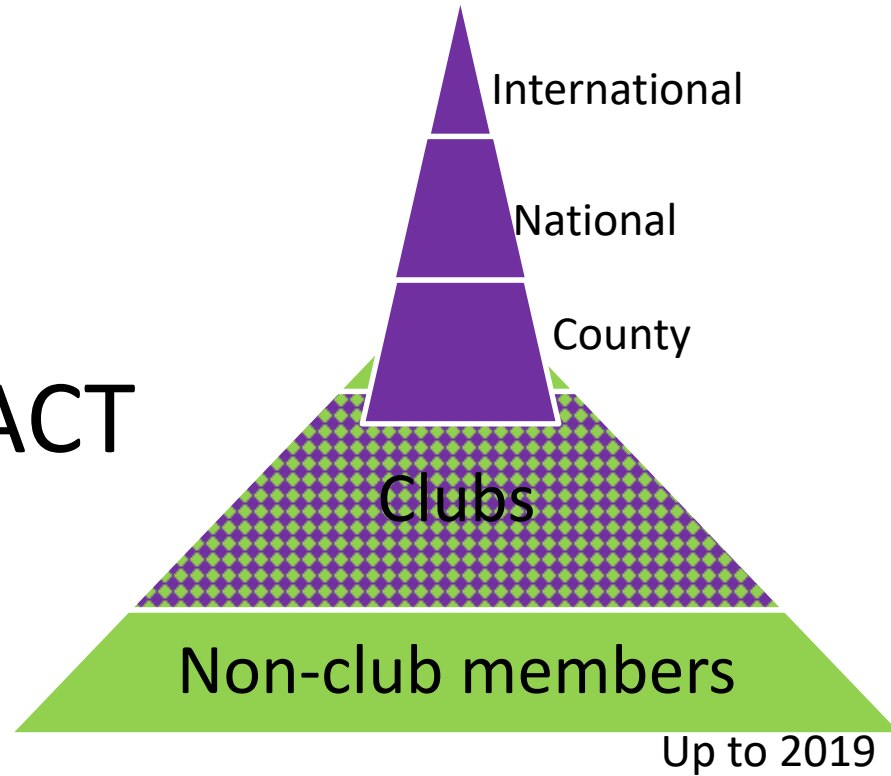
FACILITATORS

Apprentices

HERTS TENNIS - MORE PEOPLE LOVING PLAYING TENNIS EVERY WEEK



OUR IMPACT



More people loving playing tennis every week



HERTS *TENNIS*



Thank you HMC

ANNUAL FEES AND COMPETITION ENTRY FEES 2021-2022

LTA Venue Registration Packages and Prices 2021-2022

Package	Package 1		Package 2						Package 3		
Organisation type	Clubs	Padel	Parks/LAs	Parks/LAs	Community	Schools	Education	Education (community access)	Operators	Commercial	CITCs
Price point per court (apply a 50% discount for grass courts)	£120/court	£120/court	£60/court	FREE	FREE - no courts	FREE	FREE	FREE	£60/court	£100/court	£100/court

Herts Annual Fee remains at £26 per court

Herts Inter Club Competition Fees remain at £20 per team



HERTS TENNIS

ARRANGEMENTS FOR 2022

- Herts County Doubles League
- Harris Cup
- Herts Championships
- Venue Forum
- Coach Forum
- Annual Awards Ceremony
- Volunteer Engagement