

Surrey Tennis Strategic Plan Overview 2021 – 2023

Surrey Tennis Mission: To make tennis more relevant, accessible, welcoming and enjoyable

Overall Approach: To maintain current activities while seeking to identify potential growth areas for expansion of the game and increasing sustainable participation, particularly with: young people under the age of 35, women, people with disabilities.

Visibility	Innovation	Investment	Accessibility	Engagement	Performance	Leadership/Governance
To strengthen and improve our communication with our members, coaches and other stakeholders.	Develop strong offering of CPD and qualification courses for Surrey coaches, in partnership with the LTAs County Coach Education Provider.	To have a sustainable funding model that generates sufficient income to reinforce the vision and objectives of Surrey Tennis.	Continue promoting the growth of disability participation, school competitions and community sites.	To strengthen links and engagement with venues, coaches, volunteers and officials.	To support all areas of tennis performance in the County, mainly through County teams, training, and support for competitions at all age groups and all levels.	Set the highest standards of governance, safeguarding, financial sustainability and diversity & inclusion.
Continue the shift towards digital channels to provide clear information, easy access, and be relevant. Become more data-driven.	To ensure our County competitions are in a format that meets the needs of the player base.	Identify how best to allocate available funds to advance and promote the game in the County.	Upgrade our website functionality to improve access and information for the Surrey Tennis community.	Explore ways to ensure all registered venues are properly engaged with the County.	Getting more County players into regional and national training groups.	Ensure County policies are up to date and easily accessible on the website.
Highlight the achievements of venues, coaches and players. Remain consistently supportive and promotional of all stakeholders.	Increase knowledge and awareness of Padel Tennis and support venues with relevant information.	Be aware of market changes affecting our sponsors. Grow the breadth of sponsors and making them aware of how we can re-enforce their own brand image.	Work alongside the LTA to support Surrey venues in delivering disability tennis.	Promote the benefits of Surrey Tennis activity to Friends of Surrey Tennis/Patrons to increase their engagement in what we do.	To promote performance coaches and support to continually raise the already high standards of our County Training and County Cup coaches.	Review the governance framework of the County every five years in collaboration with the LTA.
Promote the Surrey Tennis brand in the post-pandemic era. To encourage it as a unifying organisation amongst Surrey venues.	Promote LTA innovation and helping venues respond – World Tennis Number, IT & digital changes, Wimbledon ticket reforms.	As resources permit, help clubs through grants, aid tennis-related charities.	Provide the opportunity for junior players to be part of the Surrey Tennis family through ‘Welcome to Surrey Tennis’ events.	Support venues, coaches and players, making them feel valued and recognising their contributions e.g. Awards.	Aim for Surrey being the number 1 County in the LTA County Cup Race.	Explore whether “incorporation” would be the best legal set-up for the County.