



SURREY TENNIS STRATEGY 2018 – 2020

Objects and mission statement

Our **objects** are enshrined in Rule 2:

“To advance and promote the game....in the county” (and adjoining London boroughs).

Our **mission statement**:

“To work together with our members to increase participation, improve facilities and raise playing standards across the County”

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; and
- People with disabilities

Specific areas for development

SCHOOLS AND EDUCATIONAL ESTABLISHMENTS

To establish new / closer links between venues and educational establishments in the county

COMMUNICATION

To strengthen and improve our methods of communication with and between our members, coaches and other stakeholders, identifying and targeting the individuals most likely to respond to and be interested in the content of each item. This should include where possible reaching out to individuals in venues who are not our main contact.

LINKS WITH COACHES

To continue strengthening links with coaches across the county by;

- a) building on the re-establishment of the Surrey Coaches Association
- b) assisting coaches with organising and subsidising training, equipment offers, targeted loans / grants and cluster meetings.
- c) establishing a career pathway for all coaches.

SUPPORT FOR TENNIS VENUES

To continue supporting our venues with advice, both financial and practical, and equipment offers.



WELFARE

To promote best practice in safeguarding and welfare across the County.

NEW MEMBERS

As opportunities arise, to promote the benefits of membership to tennis providers which are not currently members of the Association

COMPETITIONS

To improve communication of the target markets for our **competitions** (particularly Junior competitions)

To refine and promote our competition programme so as to channel potential participants into the appropriate competitions.

DISABILITY TENNIS

To continue promoting disability tennis through;

- a) establishing a disability network and promoting sessions in the County;
- b) raising awareness of the need for an inclusive approach;
- c) assistance with coach training

PERFORMANCE

To continue supporting all areas of performance in the County as well as establishing a regular programme of County training for juniors*

PATRONS

To maintain **Patrons** membership at current levels and work on further integrating the Patrons Association into the rest of Surrey Tennis's activities.

SPONSORS

To generate sufficient income from sponsors and other supporters to reinforce the vision and objectives of Surrey Tennis**

SUPPORT FOR TENNIS RELATED CHARITIES

As resources permit, to continue supporting the funding of the Junior Trust and other tennis related charities in the county.

** More detail in our performance strategy "Developing Performance Tennis in Surrey – May 2018"*

*** More detail in our document – "Commercial Strategy 2018-2020"*