



Report Devon Tennis Media and Communications 2020

Covid-19, and the resulting lockdowns and restrictions meant there was little communication highlighting tennis competition and promoting club activity.

The county awards were promoted with a press release and social media, with clubs being encouraged to engage with their local outlets as appropriate. Similar activities and engagement was undertaken for the Devon County winners who went on to secure LTA Regional Awards.

At the end of 2019 material and pictures were sent to the LTA for the creation of a County website to be built within the first quarter of 2020. This did not happen before the first national lockdown in March. With little prospect of the LTA being able to complete such work the decision was taken to establish a county ClubSpark site because of the need to have a place that can at least show competitions, entry requirements and up to date safeguarding documents. This is work in progress.

Throughout the year social media activities were maintained , but it was not possible to arrange the type of media seminars for clubs that took place in 2019. An observation on this is that there seems little initiative from the LTA as a whole to build on such activity coming from the grassroots, and instead it seems primarily concerned with highlighting top down messaging.

As media focal point for the past two years I am stepping down, and wish Devon Tennis and all clubs the very best in trying times.

Martin Dawes