

Northumberland Strategic Plan 2019 – in conjunction with Regional Team



LTA Vision: Tennis Opened Up

Our Mission: To grow tennis by making it relevant, accessible, welcoming and enjoyable

County Objectives:

1. To increase the number of people engaging with Northumberland LTA through increased attendance at Club Forums, an increase in the number of coaches in the Coach Network and attendance at Coach Forums, and an increase in Club engagement through the roll-out of a County Lead Volunteer contact programme with Clubs
2. To increase the number of players playing more often.
3. To promote County tournaments, Team Challenge and adult singles events.
4. To increase competition for mini orange, particularly in winter months.
5. To develop recreational competitive opportunities.

County Strategies:

- **Visibility:** Broaden visibility of tennis in Northumberland and improve communications with Clubs and Coaches.
- **Innovation:** Develop new methods to improve visibility, engagement and participation.
- **Investment:** Support venues with prudent use of County Small Loans Scheme and provide on-going monitoring and support.
- **Accessibility:** Improve disability, schools and community activity in the County and support growth.
- **Engagement:** Engage with tennis people through direct contact, networks and venue forums.
- **Performance:** Maintain the Northumberland Tennis Academy as the performance venue for County performance players.
- **Leadership:** Lead Northumberland LTA to the highest standards of a well-run County.

Objectives	Tactics	Responsibility	Measure
Visibility	1. County Lead Volunteers to engage with allocated clubs to promote LTA and County initiatives and to support club programmes.	TPC	No of club visits/contacts
	2. Develop new County Website based on Clubspark, ensure it is updated on a regular basis and monitor usage.	TPC	

	3. Promote the County Awards scheme to maintain visibility of achievement and recognition of players, coaches and volunteers. 4. Improve communication with tennis people through social media and other channels.	TPC TPC	Number of nominations No of social media followers
Innovation	1. Develop recreational competition opportunities. 2. Develop pilot competition events for O2 and O3 players during winter months. 3. Develop a programme of cluster meetings with clubs linked to seasonal events eg NVBTW. 4. Identify clubs which could benefit from use of Clubspark and engage LTA Regional support to roll out Clubspark provision in those venues. 5. Liaise with Northumbria University to explore County-University links to develop joint participation initiatives.	TPC Competition Committee TPC TPC	Number of events/competitors No of meetings No of clubs taking up Clubspark Development of a joint plan if synergy exists
Investment	1. Support the Northumberland Club in viable and practical initiatives to maintain and develop new and existing facilities to ensure long term future of the County Ground. 2. Consider club applications for County loan support and decide on viable loan support arrangements with appropriate repayment terms. 3. Link with LTA Regional Team to support facility investment projects in Local Authority areas within the County's area. 4. Consider establishment of a loan scheme for new coaches via the Coach Network.	Joint Liaison Committee Small Loans Committee TPC TPC	No of club projects supported No small loans approved No of projects supported No of coaches supported
Accessibility	1. Engage with clubs to increase opportunities to grow disability tennis. 2. Liaise with Regional team to support NVBTW, T4K, Benenden festivals, Quorn and She Rallies activities by promoting to clubs, schools and coaches. 3. Liaise with Regional team to support increased use of community facilities and promoting gate entry access to parks and other facilities. 4. Maintain an active schools liaison programme through the Academy to engage more children in playing tennis. 5. Support the North East Visually Impaired Tennis Club with access to County indoor facilities. 6. Maintain links with the North East Disability Tennis Network.	TPC TPC TPC Academy Board TPC TPC CJL/JG	No participants No of participants No of venues installing Gate Access No of participants No of training sessions/events No of meetings attended
Engagement	1. Embed the County Lead Volunteer programme within the County's activities to ensure the County engages with clubs on a regular basis. 2. Review delivery and frequency of club forums and increase attendance. 3. Promote the Coach Network and increase attendance at Coach forums. 4. Promote the County awards scheme and maintain linkage with the LTA Awards scheme.	TPC TPC TPC TPC	No of contacts No of forums and attendees No of attendees at coach forums No of nominations

	5. Deliver the Sport Newcastle/South North, Northumberland Open and County Closed tournaments to maintain engagement with Northumberland players. 6. Deliver a County Workforce Plan.	Competitions Committee TPC	No of competitors No of CPD courses
Performance	1. Review long term future of the Academy, developing alternative sources of appropriate funding. 2. Develop plans to support players at national and international level. 3. Manage County teams and resources to maintain a position in the top half of the County Cup Race Leaderboard. 4. Deliver a County Training programme for all age groups and monitor development of players. 5. Provide an LPDC programme which meets LTA contractual requirements. 6. Support Team challenge, Road to Wimbledon, N&D Summer Leagues and the Winter League events. 7. Run 1-2 talent ID events linked to the Academy's schools outreach programme.	Academy Board Academy Board Academy Board Academy Board Competitions Committee Academy Board	Income generated No of players supported No of players and clubs submitting nominations No of players No of competitors No of players entering the Academy
Leadership	1. Liaise with LTA Regional Participation and Performance teams to support LTA strategies where relevant and applicable to County requirements. 2. Develop succession plans for key roles on NLTA Council, preparing role descriptions for the main positions. 3. Utilise the Joint Liaison Committee to maintain oversight of the Northumberland Club and further maintenance of effective working relationships with the Club Executive Committee and management team to preserve the County Ground asset. 4. Support clubs in ensuring safeguarding policies and procedures are compliant and seek to embed good practice within clubs. Support the Regional Safeguarding manager with venue surveys. 5. Maintain and where possible seek to increase sponsorship revenue.	Academy Board NLTA Executive Joint Liaison Committee TPC	No of roles and succession plans in place No of meetings held. No of venues achieving compliance

County Dashboard

No	Tactic	2019 Base	Q1	Q2	Q3	Q4	2020 Target	Comments
	No of Total Registered venues							
	No of Total registered club members							
	Health measure in x identified clubs							

	Satisfaction levels in Registered clubs							
	No of T4K attendees							
	No of T4K Courses run							
	No of venues running NVBTW							
	No of NVBTW attendees							
	No of players in x identified Parks							
	No of bookings in x Parks							
	No of parks with Gate Access installed							
	No of TFF Sites							
	No of venues offering SERVES							
	No of venues running Team Challenge							
	No of recreational juniors competing							
	No of regular disability players							
	Clubs offering disability tennis through Open court							
	Venue Safeguarding audits completed							
	No of compliant venues							

	No of Regularly competing Juniors							
	No of venues supported with LTA\County loans							
	No of venues supported with Strategic loans							

Who's Who – County Association

Name	Role	Area of Responsibility
Chris Lott	Chair	Strategic Plan
Tom Kinloch	Vice Chairman Academy Management Board Chair Wimbledon Tickets Chair	Northumberland Tennis Academy Wimbledon ticket allocation
Martin Clark	Secretary	County secretary Lead Volunteer, Northumberland Club liaison Chairman, County Tournaments
George Murphy	Treasurer	County finance Academy finance Subsidiary companies
Jane Grey	Tennis Participation Committee Chair	LTA Councillor County tennis participation
David Simpson	County Website	Website development
Sue Oswald	County Safeguarding Officer	Safeguarding
Alison Charlewood	Veterans Association Chair	Vets Association
Keith Whitfield	Honorary Secretary, N&D League	N&D League
Chris Sanderson	Manager and Head Coach, Northumberland Tennis Academy	LPDC Programme, County Training Programme, Academy Programme

Kim Sanderson	County Administrator, Academy Administrator, Schools Out Reach Co-Ordinator	Administration and talent ID/schools outreach
Paul Bennett	Head of Region	Management of Region
Laurie Haines	Participation Partner	Priority venues, Local Authorities
Jo Cunliffe	Workforce Development Partner	County workforce development
Matthew Elkington	Disability Development Partner	Disability programmes
Matthew Tottey	Competition Development Partner	Competitions
Alyson O'Donnell	Regional Safeguarding Officer	Safeguarding
Jordan Simpson	Junior County Cup Co-Ordinator	Junior County Teams