

KENT TENNIS CIO PLAN YEAR TO 31 DECEMBER 2025

KENT TENNIS VISION – tennis opened up

OUR MISSION is to transform communities through tennis, by making tennis welcoming, enjoyable and inspiring to everyone

OBJECTIVES

Putting tennis at the heart of Kent communities; Grow and diversify our pool of volunteers and players; Attract and engage the next generation of the tennis workforce; Be one of the most respected counties for player development; Promote a sustainable future for tennis in Kent

STRATEGIES

INVEST	GROW	ENGAGE	PERFORM	DIVERSIFY	LEAD
in promoting tennis and its benefits so we put tennis at the heart of local communities	and attract followers and players across all formats, programmes and competitions	and motivate our workforce & volunteers so we attract & retain them in tennis	optimise the player pathway to produce nationally relevant players at each age and stage	Develop new ways to increase the appeal of tennis in Kent, and generate new sources of funding	tennis in Kent to the highest standards, to ensure it is safe, inclusive & sustainable
INCLUSION TRANSFORMATION PROGRAMME					
Promote tennis to under-served communities. Leverage data and research to inform our targeted action	Increase the reach and impact of our communications, use new approaches to help us reach key audiences	Increase the number and diversity of our workforce & volunteers base; train staff and reward volunteers; provide suitable EDI training	Attract more players from all backgrounds as part of talent identification	Support & enthuse venues to champion diversity and inclusion by providing the tools and resources to “open up” tennis	Through words, actions and our behaviour, model inclusive leadership; ensure our culture promotes equity, diversity and inclusion
Expand club networks to ensure all clubs have local support to help them develop and thrive	Support the expansion of padel and other formats & encourage the development & growth of competition for all formats	Engage children and young people, ensuring we understand their priorities in our sport, meet their needs and retain them	Expand the scope and reach of the clubs & coaches engaging with the 10U county programmes, including 7U/8U/9U	Attract a record level of funding from our sponsors and maximise the benefits of being a charity	Improve regulatory compliance – AML, GDPR – and report accurately & on time to LTA and Charity Commission. Create archives.
Support operators & activators at park sites and community venues to maximise opportunities for players and coaches	Invest in training and technology to enable innovative communications that engage the existing and future audience and player-base	Increase the number of competitions in 2025, ensuring there are sufficient opportunities to play competitive tennis at all levels to help retain players of all ages in the sport	Ensure adequate competition provision across the whole county with appropriate training opportunities to complement	Seek commercial partners to support our inclusive awards celebration, and talented youngsters	Provide leadership to improve environmental sustainability, supporting clubs and venues to start taking actions