



**CHARITY COMMISSION
FOR ENGLAND AND WALES**

Trustees' Annual Report for the period

From 1 January 2024 to 31 December 2024

Charity name: KENT TENNIS CHARITABLE INCORPORATED ORGANISATION

Charity registration number: 1200980

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	<p>The object of Kent Tennis is the promotion of community participation in healthy recreation - by the development and support of tennis and padel tennis in the county of Kent, the Medway Unitary Authority and the London Boroughs of Bexley, Bromley, Greenwich and Lewisham, for the public benefit of the inhabitants of the area.</p> <p>Its mission is to transform communities through tennis, by making tennis welcoming, enjoyable and inspiring to everyone.</p>
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	<p>The main activities in relation to public benefit are:</p> <ul style="list-style-type: none">• Creating opportunities for all residents of our communities, regardless of age, race, gender, ability and disability, to participate in recreational tennis and padel in a safe, friendly and welcoming environment.• Improving the health and wellbeing of residents by encouraging them to be active by organising and delivering recreational competitive events for adults and children / youngsters which help keep them engaged in the sport of tennis and padel.• Facilitating events for people to try tennis for the first time, including supporting the delivery of tennis in schools, parks, clubs and other community settings.• Working in partnership with organisations, clubs and venues to develop community programmes to promote participation and opportunities for those with a disability or impairment to play tennis and padel and help break down barriers for those in areas

		<p>with higher levels of deprivation</p> <ul style="list-style-type: none"> Offering financial and practical support to clubs, schools, volunteers, coaches and organisations.
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	The trustees have had regard to Charity Commission guidance on public benefit and consider that the objectives, aims and achievements of the charity described in the report enable it to meet its duty to the Charity Commission as per section 17 of the Charities Act 2011, and to the benefit of the public.

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	<p>The charity has made financial awards and grants to both junior players, coaches, playing venues and community programmes / initiatives during 2024. Grants are made on a one-off, annual basis. Some are intended to support opportunities to play tennis for those with disabilities and impairments - such as intellectual impairment, visual impairment, hearing impairment, wheelchair users and others with long-term health conditions such as Parkinson's or dementia. Delivery of these opportunities have taken place in traditional tennis venues such as tennis clubs but also untraditional venues including care homes, faith centres and community centres.</p> <p>Other grants have been made to encourage the growth of the sport in areas where there is relatively high levels of poverty and deprivation and where tennis is not well established. A small number of grants were made to individuals - either (a) aspiring youngsters where the grant is intended to help meet the costs of competing in junior events based on recent playing performance and (b) coaches where the grant is intended to help support them through their education and qualification. In some instances, grants have been based on financial need to help support the funding of specialist equipment such as sports wheelchairs.</p>
Policy on social investment including program related investment	Para 1.38	<p>Whilst Kent Tennis CIO does not currently have a policy on social investment, it does offer an interest free loan scheme for member clubs. During the year the charity made 2 loans to a value of £50,000. It also continued to accept repayments on the 9 loans acquired with the assets of the predecessor Association.</p> <p>The charity also has an Equity, Diversity & Inclusion (EDI) policy, and launched its first EDI Action Plan in the spring of 2024 to help achieve</p>

		<p>is overall vision of Tennis opened up. The first report of progress made in delivering against the action plan was published in January 2025. As part of driving greater equity and inclusion in tennis, detailed data mapping undertaken in 2024 identified areas of deprivation in the county which resulted in some investment being made to targeted interventions during 2024. This will be a focus in future years and will be the way by which the charity will make its direct social investment.</p>
Contribution made by volunteers	Para 1.38	<p>The charity is run by its volunteers, although there is a small paid professional team of 6 individuals, working various hours.</p> <p>The strategic direction and management of the Charity is overseen by a Board of Trustees, all of whom are volunteers. The role of the Board is to ensure the charity is delivering its charitable aims and managing its assets effectively.</p> <p>There are 10 Trustees 3 of whom are required to be officers namely the Chair of the Board of Trustees, Treasurer and Secretary. However, each Trustee takes a lead on particular areas.</p> <p>Below the Board of Trustees there are 5 sub-committees which involve approximately a further 35 additional volunteers. This, however, is in addition to all the work undertaken by several hundred volunteers in the individual clubs and venues and community programmes that run tennis at a local level. Volunteers are recognised throughout the year, but especially during National Volunteer Week in June each year, and the LTA Awards, where volunteers are nominated by their peers.</p>
Other		

Achievements and Performance

	SORP reference	
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<p>Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.</p>	<p>Para 1.20</p>	<p>Levels of participation</p> <p>The number of adults playing tennis in Kent continues to rise year on year. In 2024, the number of adults playing rose by over 15% to about 207,000 with the number of those adults who played at least once a month increasing by 22% to around 83,000. The number of children playing tennis at least once a week in Kent also continues to rise annually. In 2024, the number of children playing at least weekly rose by 22% to over 25,000.</p> <p>The Open Court programme is aimed for those with a disability, impairment or a long-term health condition and the number of venues providing specialist sessions for those with a disability or health condition rose from 21 in 2023 to 24 in 2024. The number of players benefitting from these sessions also increased by 85% to over 350 per month.</p> <p>Equity, Diversity & Inclusion</p> <p>The charity created and published its first EDI Action Plan in the spring of 2024 and has reported its progress in delivering change during 2024 in a report published in January 2025.</p> <p>Achievements include:</p> <ul style="list-style-type: none"> • Appointing a Board of Trustees that closely mirrors the population profile • Agreeing a policy statement that includes a commitment to transparency • Using data to understand the demographics of the local population and identify areas of greatest need • Using targeted interventions to encourage more women and girls and people from diverse ethnic backgrounds to play tennis and/or coach • Establishing programmes that drive greater levels of participation in areas with higher levels of deprivation • Establishing a youth group to listen to the voices of young people • All trustees, committee members and staff undertaking EDI training. • Embedding EDI into the organisation's culture by ensuring EDI is on the agenda of every meeting • Delivering specialist coaching courses to increase inclusivity • Appointing 5 EDI mentors to help
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		<p>clubs/venues develop community programmes</p> <ul style="list-style-type: none"> • Delivering free tennis leaders' courses and LTA Youth Start programmes for young people • Funding 15 clubs to deliver Walking Tennis <p>Competitions</p> <p>The charity runs the Kent Inter Club League, providing a separate summer and winter league in which 109 clubs and venues took part, involving 796 teams and an estimated 2341 individuals participated. The charity also runs the County Championships in August in which 429 players participated, 378 of whom were aged 18 or under. This is one of the largest county championships in the Country and had the highest number of players aged 10 and under in the Country competing. As part of this event, the charity also ran an "Inclusive festival" for those with a disability or impairment and 16 people took part in that. With the continual increase in people playing padel, the first Padel County Championships were held in 2024 which attracted 38 players.</p> <p>As part of encouraging children to be active and take up tennis, the charity encourages clubs to reach out to its local schools and during the year a number of clubs hosted schools' festivals which has seen the number of schools delivering tennis in the county continuing to grow. To support this the charity runs Schools Competitions for both Primary and Secondary Schools. An increasing emphasis has been placed on encouraging schools within the State sector to enter these and in 2024 there was a 53% increase in the number of state primary schools competing compared to 2023.</p> <p>Whilst nationally there is a shortage of qualified coaches, the number of coaches registered in the county did increase during 2024. However, only approximately 20% of qualified coaches are female. The charity made positive efforts to encourage more females to start taking coaching qualifications by offering female only coaching courses at discounted rates or in some instances where the cost to attend the course was a barrier, free. Approximately 40% of new learners were female during 2024. In increasing the workforce, the charity is also encouraging more people from a diverse ethnic background to start</p>
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		seeking a coaching qualification. There is also a shortage of officials and whilst the gender balance unlike the coaching workforce is good efforts have been made to increase the number of officials with an emphasis on diversifying the ethnic mix.
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Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	The charity agreed a detailed plan of priorities for 2024 – areas for improvement or change. Progress against that plan is tracked and monitored by the Board of Trustees. In addition, the charity continued to deliver “business as usual” – the activities that happen every year.
Performance of fundraising activities against objectives set	Para 1.41	The charity continues to raise funds via a Supporters Club, and through commercial partners. The level of income raised has increased from a historic average of around £37,000 annually to £112,000 in 2024.
Investment performance against objectives	Para 1.41	The only investments held by the charity are funds placed on bank deposit – so the returns were at normal commercial rates.
Other		

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	Income from charitable activities in the year totalled £263,733, consisting of registration fees £13,732, Supporters Club subscriptions of £4,317, competition income £26,649, and grants from the LTA totalling £99,916, performance income of £42,619, and sponsorship income of £76,500. In addition to sponsorship, other fundraising activities generated donations and gift aiding totalling £36,165, bringing the total to £116,982. Charitable costs, excluding exceptional items and the use of the Bromley Tennis Centre
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		<p>totalled £272,035. Additionally, there were central support costs of £45,216.</p> <p>Overall, with the transfer of the activities and assets of Kent County Lawn Tennis Association, plus the writing off of the LTA loan, the charity made a surplus of £413,536. Income from competition and tournament entry fees was largely balanced out by associated costs of providing those activities.</p> <p>The largest costs of the charity are staff costs which cover providing specialist skills in</p> <ul style="list-style-type: none"> • running competitions and tournaments - including for schools and those with disabilities • coaching and supporting the training programmes for talented youngsters • improving diversity and inclusion • governance and the relationship with commercial partners • social media, website and other communication • general customer support to players, coaches, officials, clubs and venues in the county. <p>Principal funding sources</p> <p>The charity receives its income from:</p> <ul style="list-style-type: none"> • sponsors, donors and supporters • tennis clubs, venues and community tennis programmes as well as their players • the national governing body of tennis - LTA Limited Investment
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	<p>A Reserves Policy has been in place for many years in the predecessor organisation and was reviewed and an updated version of that policy was adopted by the charity in February 2024.</p> <p>Policy and objectives</p> <p>In line with its corporate objectives, the trustees considered that the funds it held should be invested in the furtherance of tennis and padel and in pursuit of that objective decided in 2024 to invest in interventions that (a) improved equity, diversity and inclusion in both sports and (b) ensured tennis and padel were environmentally sustainable going forwards. The trustees will review this annually.</p>
Amount of reserves held	Para 1.22	£350,000 as at 31 December 2024
Reasons for holding zero reserves	Para 1.22	Not applicable
Details of fund materially in deficit	Para 1.24	Not applicable
Explanation of any	Para 1.23	None required

uncertainties about the charity continuing as a going concern		
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Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	As detailed in para 1.21 above, the charity receives its income from: <ul style="list-style-type: none"> • Sponsors, donors and supporters • Tennis clubs, venues and community tennis programmes as well as their players • The national governing body of tennis – LTA Limited
Investment policy and objectives including any social investment policy adopted	Para 1.46	The trustees consider that the funds it holds should be invested in the furtherance of tennis and padel – and trustees have decided in 2024 to invest in interventions that (a) improve equity, diversity and inclusion in these sports and (b) ensures tennis and padel are environmentally sustainable going forwards. The trustees will review this position annually.
A description of the principal risks facing the charity	Para 1.46	There are no significant risks at present. The charity maintains a comprehensive risk register that is reviewed regularly, and at current level of risk is comfortably within the “risk appetite” of the trustees.
Other		

Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	<p>The charity operates as a Charitable Incorporated Organisation and its constitution is available on the Kent Tennis website https://www.kenttennis.org.uk/files/ugd/e403b6_1c27aeea12604b5dacf753dbafdc7936.pdf and the website of the Charity Commission.</p> <p>The strategic direction and management of the Charity is overseen by a Board of 10 Trustees all of whom are volunteers. The role of the Board is to ensure the charity is delivering its charitable aims and managing its assets effectively.</p> <p>Of the 10 Trustees 3 are required to be officers namely the Chair of the Board of Trustees, Treasurer and Secretary.</p> <p>All Trustees have areas they lead on, and some activities are delegated to specialist sub-committees. All its operations are guided by a set of Rules, which are also published on the Kent Tennis website at https://www.kenttennis.org.uk/files/ugd/e403b6_b71afc30f55c4fc9b21697ce1c0164b3.pdf</p>
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	CIO Association model.
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	<p>Recruitment and appointment of new trustees.</p> <p>All Trustees, including the 3 Officers, were elected at an EGM in January 2024. The first AGM was held on 29 April 2024 and the next one will take place on 23 April 2025. There are no provision giving rights to any organisation or body to nominate trustees.</p> <p>One-third of all trustees stand down at each AGM and may stand for re-election in line with the charity's constitution. An invitation for others to put themselves forward for election is highly visible each year in the weeks before each AGM. In line with its EDI policy to be as inclusive as possible, the charity looks to recruit Trustees and other volunteers from both diverse backgrounds and different age groups and has developed an Inclusive Recruitment Approach that applies to both Trustees and other volunteers.</p>

Additional information (optional)

You may choose to include further statements where relevant about:

		Following the commencement of the charity on 1st January 2024, all Trustees received a
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Policies and procedures adopted for the induction and training of trustees	Para 1.51	comprehensive programme of induction throughout the year. A culture of continuous learning is being adopted and further learning and training opportunities for trustees, staff and the wider volunteer community is actively being pursued.
The charity's organisational structure and any wider network with which the charity works	Para 1.51	<p>In January 2024 the members elected a Board of 9 trustees, including the 3 Officers - Chair, Treasurer and Secretary. The Board is supported by 5 committees, each looking after specific areas of the charity's activity:</p> <ul style="list-style-type: none"> • Finance • Competition • Performance Tennis • Clubs, Coaches & Community • Governance
Relationship with any related parties	Para 1.51	
Other		

Reference and Administrative details

Charity name	KENT TENNIS CIO
Other name the charity uses	KENT TENNIS
Registered charity number	1200980
Charity's principal address	Bromley Tennis Centre Avebury Road Orpington BR6 9SA

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Malcolm Smith	Chair	1/1/2024- 9/1/2024	
2	Nigel Jordan	Chair	9/1/2024 – 31/12/2024	
3	Nigel Jordan	Treasurer	9/1/2024 - 8/5/2024	
4	Anna Wilson		9/1/2024 - 31/12/2024	
5	Jason Baker		1/1/2024 – 9/1/2024	
6	John Ratcliffe		1/1/2024 – 9/1/2024	
7	Andy Candler		9/1/2024 -31/12/2024	
8	Jacqueline Darby		9/1/2024 -31/12/2024	
9	Keith Gill		9/1/2024 -31/12/2024	
10	Luke House		9/1/2024 -31/12/2024	
11	Clare Lilley		9/1/2024 -20/3/2024	
12	Jason Sigba		9/1/2024 -31/12/2024	
13	Charlotte Cornell	Secretary	9/1/2024 -31/12/2024	
14	Monika Kuszneruk	Treasurer	8/5/2024 -31/12/2024	
15	Paolo Cuomo		9/12/2024 -31/12/2024	
16				
17				
18				
19				
20				

Corporate trustees – names of the directors at the date the report was approved

[illegible]

Name of trustees holding title to property belonging to the charity

[illegible]

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	None
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

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Exemptions from disclosure

Reason for non-disclosure of key personnel details

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Other optional information

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Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)		
Position (eg Secretary, Chair, etc)		
Date		