

KENT TENNIS CIO PLAN YEAR TO 31 DECEMBER 2024

KENT TENNIS VISION – tennis opened up

OUR MISSION is to transform communities through tennis; making tennis relevant, accessible welcoming and enjoyable

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	EXTEND	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	Increase the reach and impact of our communications	Increase the number and diversity of our players, workforce & volunteers	Attract & support more players from all backgrounds as part of talent spotting	Ensure we monitor the diversity and skills of our trustees, volunteers and workforce to reflect the change we desire others to embrace	Through public commitments and consistent action, demonstrate leadership in opening up tennis in Kent
Refresh our Communications strategy so it provides maximum support to our priority outcomes	Increase the awareness of padel and other formats & support venues with relevant information	Develop our Volunteer Day and Awards events to recognise, reward and enthuse our volunteers	Expand the breadth of players feeding into the 10U programme, using the new dashboard to baseline where we are and areas to consider	Attract a record level of funding from our sponsors and maximise the benefits of being a charity	Manage the change to – CGF, funding model, accounting, charity status, reporting to LTA and Charity Commission
Support refurbished park sites and maximise the opportunities they generate	Increasing the number of G3-G6 competitions, with financial support potentially	Determine optimal size & structure for our staff team. Provide support & training to our trustees, staff and member venues in priority areas & to improve efficiency	Support players at 15+ and ensure the 18+ captains include all relevant youngsters in their team selection decisions	Determine the future of our Supporters Club	Achieve a sustainable outcome for the future of BTC, ensuring Kent Tennis interests are maintained and protected
		Appoint a new leader for Coaches Network			Grants to clubs for biodiversity gains, showcasing funding available from outside tennis for this aim

GREY = Board; GREEN = Performance; YELLOW = Communications; ORANGE = Competitions; BLUE = Finance; CREAM = Clubs, Coaches & Community;