

# Tennis Opened Up in Middlesex

Partnership Booklet



Middlesex  
Tennis



# Welcome to Middlesex Tennis

## Hello from Our Chair



I am delighted to share with you some of our highlights of the year and to introduce the new Partnership Programme.

2024 has been an extraordinary year for

Middlesex Tennis, both on and off the court. One of our proudest milestones was becoming a registered charity reinforcing our mission to make tennis more inclusive and impactful within the communities of North and West London. We have the newly crowned US Open Junior girls champion; we could not be prouder of Mika Stojsavljevic and her incredible achievement.

Additionally, we have appointed four Inclusion Mentors to work with our clubs and parks to include everyone in our fantastic sport.

It is our current sponsors and partners invaluable contributions that have helped us reach these goals.

We look forward to 2025 and all the exciting projects ahead of us.

A handwritten signature in black ink that reads "Phil Veasey". The signature is fluid and cursive, written in a professional style.

**Phil Veasey**  
Chair

## About Us

Middlesex Tennis is a modern, forward-thinking organisation with a rich history of promoting tennis and padel in our area. We are one of the largest counties in Great Britain and operate across North and West London. Since our founding in 1895 as the Middlesex County Lawn Tennis Association, we've been at the forefront of the sport; championing inclusivity, innovation, and excellence.

We work with over 160 clubs and parks venues, creating new opportunities to play, improve, and enjoy the sport. Our commitment to excellence is reflected in our extensive coaching and development initiatives, which train over 250 young players annually, helping some to reach national and international levels, even competing at Wimbledon.

Our competitive framework includes the UK's largest tennis leagues, serving over 10,000 players. We also invest in our coaches, officials, and volunteers, many of whom have received national recognition.

# Our Aims

At Middlesex Tennis, we are committed to supporting, promoting and driving tennis and padel within the county, ensuring it is safe, enjoyable, accessible and welcoming to all. Our core aims revolve across four key areas: Inclusion, Workforce, Competition and Performance.



## Inclusion

We will provide progressive solutions to ensure more people participate in tennis and padel and they are representative of all the communities in North and West London.

- To identify and support a network of at least 40 Middlesex venues to provide an inclusive offer to attract and sustain a new range of players, coaches, volunteers, and officials into our sport
- Promoting equality, diversity, and inclusion at every level of the sport



## Workforce

We aim to grow, upskill and sustain our workforce of volunteers, coaches, young people and officials.

- Focus on the strength, depth, diversity and achievements of our volunteer workforce
- Support coaches to thrive in their venues and other settings such as parks, schools and youth clubs
- Stage venue support events to empower venues to operate more efficiently and share best practice
- Work in partnership with the LTA to provide support for venues to operate more sustainably



## Competition

We want to maintain and develop our base of 10,000 competitive players by ensuring the Middlesex competition structure remains relevant, compelling and accessible by:

- Developing a flagship County Championships accessible to all tennis and padel players
- Continued work in partnership with Surrey Tennis and other potential County partners to stage diversity and inclusion events as part of the County Championships
- Including an innovative padel event in the County Championships
- Constantly reviewing and improving competition opportunities for all our players



## Performance

We are dedicated to nurturing our talent through performance training and a support environment to produce top level players and county winning teams:

- Delivering a range of county training sessions for all junior age groups to ensure optimal performance by our county teams
- Encouraging competitive success, from junior team titles to professional rankings
- Celebrating the achievements of Middlesex Tennis players, from grassroots levels to world stages like Wimbledon and the US Open

# Inclusion and Community in Our County

Middlesex Tennis is dedicated to promoting equality, diversity, and inclusion in our communities by ensuring tennis and padel are accessible to everyone, regardless of background. By partnering with Surrey Tennis, Middlesex is a leader in inclusive activities, incorporating them into County Championships and offering programmes like wheelchair tennis, para standing tennis, walking tennis and sessions for children with autism and special educational needs.

International Players like Naqi Rizvi, Lily Mills, Andy Lapthorne have been an inspiration to our successes and inclusive approach. It is great to see them give back to the Middlesex Community with Lily volunteering at coach forums and Naqi being a guest speaker for the Middlesex Awards.

We have employed Mark Bullock, a world-renowned specialist in Inclusive Tennis to help us lead the way and we deploy four Inclusion Mentors to support venues on their day-to-day provision of Inclusive Tennis.



## Tennis for All Finsbury winning the 2023 Connecting Communities Award at the LTA Tennis Awards

Tennis for All in Finsbury Park is an inclusive programme that promotes weekly physical activity and social inclusion through tennis, targeting diverse and underrepresented communities. Over the past year, it has delivered free and low-cost tennis sessions to hundreds of participants, including up to 1000 children through free holiday camps that offer both tennis lessons and meals to families eligible for free school meals. Tennis for All provided 284 free sessions during school holidays over the year of 2023.

A major success has been the growth of the North London Lob-sters, an LGBTQ+ tennis group, that has grown significantly in the past to over 240 members and increased its weekly sessions in Finsbury Park from two to five. The sessions cater to all skill levels, offering a welcoming and safe space for players to connect and engage with the sport.

Additionally, the programme offers weekly SEND sessions in collaboration with other sports like football and cycling, providing inclusive opportunities for children and adults with special needs.

Tennis for All's community outreach includes running free estate-based sessions where equipment is provided so that there are no barriers to playing. The goal is to make tennis as accessible as possible and change the perception of tennis being an elitist sport.

**“Middlesex Tennis supports venues across the county in promoting and amplifying good inclusive practice. At Finsbury Park I have enjoyed delivering coach education training for the coaches involved in the programme.”**

**Mark Bullock, Inclusion Lead at Middlesex Tennis**

# Celebrating a Year of Remarkable Achievements

2024 has been an extraordinary year for Middlesex Tennis, with players excelling both nationally and internationally. We are incredibly proud of our athletes' dedication, perseverance and passion for the sport.

## Harriet Dart

Having started her journey with Middlesex Tennis at Cumberland Tennis Club in London, in 2024 Harriet achieved her highest WTA ranking of 70, and a high of 59 in doubles. Amongst her successes is a first appearance in WTA 1000 doubles semi-finals at Cincinnati Open and reaching the 3rd round of singles in Wimbledon.



## Mika Stojsavljevic

At just 15 years old, Mika has taken the tennis world by storm. This summer, she and her partner Mimi Xu reached the final of the girls' doubles at Junior Wimbledon. Mika then followed it up with a spectacular win at the US Open, becoming the girls' junior champion and one of the youngest players ever to win this prestigious title.

## Our Rising Stars

We are proud of Flora Johnson, Hollie Smart and Isabella Wong who also competed at Wimbledon this year, showcasing their commitment and talent in what is one of the most challenging and competitive sports.



## Naqi Rizvi's Continues Success

Naqi, our blind world champion in visually impaired (VI) tennis, has continued to add to his impressive list of achievements this year, solidifying his status as a dominant force in the sport. His latest title, IBTA European Champion in Poland, is yet another testament to his skill and unwavering spirit.



## Lily Mills

Lily is a three-time Special Olympic (SO) gold medallist and was selected to compete in Australian Open's Persons with Intellectual Impairments (PWII) in January 2024. In September she added to her impressive achievements representing and winning bronze for Great Britain in women's doubles in the Virtus World Tennis Championships in France.



## Junior Teams Shine on National Stage

Our junior teams have also had an outstanding year. Our girls' teams in the U9, U10 and U11 categories all captured national team titles. These wins speak volumes about the potential of our younger players and point to an exciting future for Middlesex.



# 2025 Priorities Building the Future of Tennis in Middlesex

With the support of our community, partners and sponsors we are setting ambitious goals for 2025 that will have a lasting impact on players, facilities and the wider tennis ecosystem.

## INCLUSION

- Deployment of five Inclusion Mentors to support Middlesex venues in their development of their inclusive offers
- Up to 15 Middlesex Venue Diversity and Inclusion grants supporting venues around small-scale facility adaptations
- Develop and launch a London borough flagship project in Hammersmith and Fulham in partnership with the Queen's Club Foundation
- Annual grants awarded to three Middlesex venues doing impactful things in Diversity and Inclusion



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**“Our far reaching and ambitious programmes will create game changing opportunities through Middlesex Tennis, for people both to become involved in our sport and excel with the right level of support and involvement.”**

**Andrew Lewandowski, Tennis Manager**

# PERFORMANCE

We strive for a performance environment providing training and support - nurturing and producing top level players.

- Create a “Performance Tennis Foundation” providing a transparent and consistent approach to supporting eligible players with grants and equipment
- Develop key elements of an elite support programme, including fitness and psychology support
- Maintain and evolve the annual opportunity for 200-250 players in county training



# HIGH LEVEL AND DIVERSE COACHING

We are committed to giving our coaches the tools to deliver the highest quality coaching by providing support for current and potential coaches to thrive.

- Stage an inaugural Coaching Conference with speakers who are world leaders in their respective fields
- Attract and retain a more diverse workforce
- Create positive venue-coach partnerships

# TRANSFORMING MIDDLESEX COMPETITIONS

- Transform the Middlesex County Championships into the best-in-class event in the UK
- Increase entries in our Diversity and Inclusion events at County Championships to a minimum of 30 players
- Together with Middlesex padel partner clubs re-energise the padel element to the County Championships
- Constantly review and evolve Middlesex Leagues and Team Competitions

# DRIVING SUSTAINABILITY IN TENNIS

As part of our commitment to sustainability, we are launching a programme targeting the reduction of the environmental impact of tennis across Middlesex. We are asking our venues – our clubs and parks – to make three pledges for 2025:

- To reduce waste and promoting recycling
- Beginning the transition to renewable energy
- To encourage sustainable choices when travelling



# LAUNCH PADEL 2025 STRATEGY

Padel is a fast-growing sport, and we look forward to being part of introducing people to the sport and give an opportunity to play through facility development.

- Appoint Padel Ambassador
- Raise awareness and build upon the growth potential of padel in the county

# EMPOWERING OUR YOUTH

We want to create a pathway for young people to enter the tennis industry as coaches, officials, marketers and volunteers. By equipping them with professional skills and providing mentorship, we will ensure that the next generation of tennis leaders is diverse, motivated and ready to make an impact.

- Launch of a Tennis Leadership Programme in 2025

# How to Get Involved

Without the generosity of our existing partners, we would not be able to support our athletes and communities as well as we do. We are truly grateful to every single one of our partners.

There are numerous ways of getting involved. By partnering with us you will be able to make an impactful difference to the Middlesex tennis community and our players' journeys. There are advertising and sponsorship opportunities across all our events, and we can offer you brand visibility in many ways.

We are keen to work with partners whose values and interests are aligned with ours. We will be very happy to discuss opportunities that would best suit you.

Please contact Andrew or Pia for further details.

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# Thank You to Our Current Partners







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