

Middlesex Tennis Strategy 2024 - 2027

Vision

Tennis Opened Up in Middlesex

Mission

To support, promote and drive tennis and padel in Middlesex, ensuring it is safe, enjoyable, accessible and welcoming

Our overall Strategic Aim is to drive the Mission through:

- Performance
- Competition
- Governance and Finance
- Equality, Diversity and Inclusion
- Engagement and Communication
- Workforce
- Environmental Sustainability

Our Value Proposition:

- **Inclusion:** We will work to provide progressive solutions to ensure tennis and padel is welcoming and accessible to everyone no matter their background
- **Accountability:** We will be responsible for our actions and will act with honesty and integrity
- **Passion:** We love our sport and will share the enthusiasm to encourage everyone to be a part of it
- **Teamwork:** We will work collaboratively to support and grow tennis and padel in Middlesex
- **Excellence:** We will do everything to the best of our ability and leave no stone unturned
- **Inspire:** We will create and showcase opportunities to enable everyone to participate in our great sport and fulfil their potential

Strategic objectives:

(click on individual titles for further information on each objective)



Performance

Implement a performance training and support environment to produce top level players and county winning teams



Competition

Maintain and develop the base of 10,000 competitive players by ensuring the Middlesex competition structure remains relevant, compelling and accessible



Governance and Finance

Maintain the highest standards of governance and financial viability across all work within the charity



Equality, Diversity and Inclusion

Provide safe and progressive solutions to ensure people who participate in Middlesex Tennis are welcomed and represent the communities of North and West London



Engagement and Communication

Connect and communicate with our key stakeholders (players/parents, coaches, volunteers, venues and partners) to support, motivate and develop their involvement in our sports



Workforce

Grow, upskill and sustain our workforce of volunteers, coaches, young people, and officials to provide opportunities to safely participate in and enjoy our great sports



Environmental Sustainability

Work in partnership with the LTA and other partners to outline and provide support for a range of approaches venues can take to operate more sustainably

