

TENNIS INDUSTRY ASSOCIATION UK [TIAUK]

STRATEGY UPDATE 2025-2029

INTRODUCTION – STEVE MATTHEWS, CHAIR, TIAUK

The Tennis Industry Association UK [TIAUK] is the 'not for profit' trade organisation for the UK tennis industry. We are 'The Business of Tennis'.

Recognised and supported by the Lawn Tennis Association [LTA] and the All England Lawn Tennis Club [AELTC] the TIAUK Vision is to: 'Bring together companies, clubs and individuals with business interests in tennis'.

Our original Strategy covered the period 2017-2021, and was updated and extended in 2019 and 2022 to cover the period of the pandemic. In a sign of strength TIAUK emerged largely intact from the Pandemic with membership steady and a range of support activities still being delivered. Finances also remained steady.

During the past eight years TIAUK has had some notable successes and having debated the forward programme the Board felt it would be useful for both Members and Partners if the Strategy was updated again.

British tennis has shown strong growth during the post-pandemic period with the LTA Strategy achieving its targeted goals and introducing successful new programmes for Parks and Schools from which TIAUK members have benefited. TIAUK will continue to offer maximum support.

Our Members remain as our 'key customers'. They are all involved in 'The Business of Tennis' in the UK and we want to see them thrive. We are still optimistic about the future and want Members and Partners to engage with each other and grow both the UK tennis economy and tennis participation. Please play your part.

TIAUK OBJECTIVES

TIAUK objectives are:

- To assist the growth of the UK tennis economy and provide enhanced and unique support opportunities for members;
- To provide a platform for networking between TIAUK members, and with other key partners and individuals within the UK tennis industry, through a series of targeted events;
- To promote innovation within the industry;

- To work with key partners such as the LTA and AELTC to contribute to programmes that aim to increase participation in tennis on both a local and national basis;
- To provide an industry news and information flow on both a domestic and international level that highlights UK and international tennis data and trends; information that helps members become better informed and assists in making better informed decisions;
- To run the TIAUK as an organisation that adopts high standards of governance;
- To work towards the TIAUK becoming an organisation that sustains itself on member income, but which also looks for external support for specific projects and initiatives.

THE TENNIS LANDSCAPE 2025

The tennis landscape has changed significantly since 2017. At that time playing numbers were down and the LTA was just in the process of implementing their new Strategy. Seven years later to 2024 participation figures have notably risen in all categories and more people are playing more often. LTA Advantage membership has tripled from 580,000 to above 1.5million. There has been significant expansion of both parks and school programmes. [Source: LTA Governance Report 2023]

During the same period Padel Tennis and Pickleball have gained significant momentum in terms of both participation and provision of facilities.

TIAUK TENNIS OFFERING 2025-2029

The TIAUK tennis offering for the period 2025-2029 will largely be based on the successful programme of recent years, namely:

- Monthly Newsletters and Website information/refreshes;
- Spring Business Forum;
- AGM/Summer Social/Networking Event;
- Christmas Lunch and Networking Event;
- Further Benchmarking Studies with larger clubs;
- Industry Voice;
- Membership of and contribution to LTA Council;
- Operational Meetings with LTA Executives;
- Membership retention and expansion;
- Social media presence;

Arising from the Club Benchmarking Project we will explore a business sustainability model and 'Club Doctor' expert advisory service for larger clubs.

PADEL TENNIS AND PICKLEBALL

We will explore how to attract Padel Tennis and Pickleball outlets into membership and encourage them to network with existing TIAUK members. Padel will be the priority.

TIAUK

March 2025