

Strategy – Programmes

Provide programmes to facilitate the learning and playing of tennis, and to retain players

Strategy	Activities
Review NAs' needs.	Review key programmes: Play and Stay (Tennis 10s, Tennis Xpress, ITN, Clubmark) and JTI.
Develop data analysis capability.	Establish 'optimal' player development pathway.
Identify and develop key participation and retention programmes.	Review funding guidelines and travel grant allocation criteria. Develop meaningful metrics to measure impact of programmes. Streamline administration assistance to NAs.
Implement effective touring team-players programme.	'Menu' structure tailored to each NA. Link teams-players with RTCs/NTCs network. Identify high-quality coaches.