

County Association Strategic Plan 2024 -2026



Our Vision: Tennis Opened Up

Our Mission: To grow tennis in Northamptonshire by making it accessible, welcoming, enjoyable, and relevant to all communities

County Objectives:

- To continue improving communication strategies and promotion throughout Northamptonshire
- To improve engagement between the County, Venues/Clubs, volunteers and parents
- Engage and motivate the tennis workforce to attract and retain them in tennis.
- Increase participation throughout the County

County Strategies

1. **Visible:** Continue improving the visibility of Northamptonshire tennis through social media and communications to key stakeholders
2. **Grow:** Monitor tennis, padel and pickleball provision and encourage fans and players across all formats, programmes and in competition
3. **Invest:** Develop a county funding programme to support activities and infrastructure within the County
4. **Access:** Make Northants Tennis as open for everyone as possible. Diversify and grow the player base with a focus on more inclusive tennis
5. **Engage:** Improve engagement with and grow the network of good coaches, venues/clubs, and volunteers
6. **Perform:** Develop County players at each age and stage, maximising pathway opportunities
7. **Lead:** Lead tennis in Northants to the highest standards to ensure it is safe, inclusive, well-governed and sustainable