



BUCS TENNIS IMPACT REPORT

2024-25 Season

FOREWORD

This Impact Report for 2024–25 is a clear demonstration of what can be achieved when talent, coaching and partnership come together. Eliz’s incredible season is a reminder of the elite potential within our student community. Equally important are the strides we have made in workforce development, the progress of Rahul and Isobella is a direct indicator of the strength and sustainability of these pathways.

I want to thank Sophie Kitson, our BUCS Tennis Programme Coordinator, and Alistair Higham and the wider LTA for their continued support. These successes are very much aligned with our BUCS Strategy, to deliver exceptional student sporting experiences, embed sport and wellbeing at the heart of the student experience, and uphold our values of being inclusive, dynamic, respectful and innovative. As we build on this year’s achievements, our 2025–26 priorities, delivering the MOS, launching the Online League Planner, and continuing targeted workforce development, will help us grow participation and opportunity across the university game.

Neal Kington, BUCS Head of Competitions

It’s great to see the support BUCS give to the promotion and development of tennis in universities, especially in competition and workforce development. BUCS runs a unique nationwide league structure with weekly team fixtures every Wednesday from October to April which is highly valued in British tennis. And importantly, there are now increasing opportunities for players who don’t compete in the BUCS teams, an area which will be the focus for the LTA and BUCS moving forwards.

Alistair Higham, LTA Universities Manager



LEAGUES & KNOCKOUTS - IN NUMBERS

81 INSTITUTIONS

379 TEAMS

230 MEN'S TEAMS **149** WOMEN'S TEAMS

84 LEAGUES &
KNOCKOUTS

INCLUDING **17** FAST4 LEAGUES & KNOCKOUTS



2070 SCHEDULED
FIXTURES

95% COMPLETION RATE

INCREASE OF **2%** ACROSS BUCS TENNIS SINCE 2023-24
1.04% HIGHER THAN THE BUCS AVERAGE

NEWLY INTRODUCED
ITIA/LTA TRAINING

BESPOKE ANTI-DOPING & ANTI-CORRUPTION
TRAINING FOR **NATIONAL LEAGUE TEAMS**

112 LUSL
SCHEDULED
FIXTURES

(LONDON UNIVERSITIES SPORTS LEAGUES)
WITH **13** DIFFERENT INSTITUTIONS COMPETING



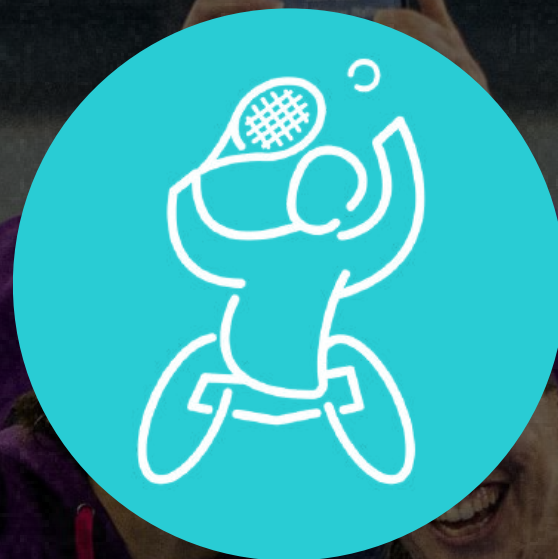
EVENTS - IN NUMBERS

14 EVENTS

INCLUDING LUSL DOUBLES CHAMPIONSHIPS, LUSL INDIVIDUAL CHAMPIONSHIPS, LUSL FEST, 2 SUPER WEEKENDS, BUCS DOUBLES CHAMPIONSHIPS, BUCS INDIVIDUAL CHAMPIONSHIPS (WITH 5 REGIONAL QUALIFIERS), BUCS WHEELCHAIR TENNIS CHAMPIONSHIPS AND BUCS BIG WEDNESDAY

387 UNIQUE ENTRIES

FROM 53 DIFFERENT INSTITUTIONS



HIGHEST EVER WHEELCHAIR ENTRIES

SINCE THE INAUGURAL SEASON IN 2020-21 WITH 10 ENTRIES FROM 3 DIFFERENT INSTITUTIONS

2 SUPER WEEKENDS

HELD AT LOUGHBOROUGH UNIVERSITY AND THE NATIONAL TENNIS CENTRE

SUPER WEEKENDS ARE THE FEATURE EVENT OF THE PREMIER (NATIONAL) LEAGUE CALENDAR WITH ALL 6 MEN'S AND ALL 6 WOMEN'S TEAMS COMING TOGETHER TO SHOWCASE 2 OF EACH TEAM'S FIXTURES ACROSS A WEEKEND

NOTABLE ALUMNI

HENRY PATTEN

BUCS: SILVER MEN'S DOUBLES (2019-20)

ATP CAREER HIGH DOUBLES RANKING: 3

UNIVERSITY: DURHAM

GRAND SLAM TITLES: 2

DAVIS CUP TIES: 1

LLOYD GLASSPOOL

BUCS: GOLD MEN'S DOUBLES (2021-22)

ATP CAREER HIGH DOUBLES RANKING: 3

UNIVERSITY: LOUGHBOROUGH

GRAND SLAM TITLES: 1



PROGRAMME SPOTLIGHTS



UNIVERSITY OF NOTTINGHAM

The University of Nottingham have had an incredible season within BUCS, taking home 3 BUCS titles including: Men's National Championship, Women's National Trophy and Men's Individual Championship (Phoenix Weir) along with 3 runners-up including: National League and Men's & Women's Doubles Championship (Dominik Kellovsky & Phoenix Weir and Katie Andreini & Madison Kane).

The Men's 1st Team made history by winning the Men's National Championship for the first time since 1954.



LOUGHBOROUGH UNIVERSITY WHEELCHAIR TENNIS

The Loughborough University Wheelchair Tennis team had a very successful run at this year's Wheelchair Tennis Championships. The team of 7 took home an impressive 9 medals in total.

Loughborough student & Paralympian, Abbie Breakwell sealed her 5th consecutive BUCS title in the Women's Singles before teaming up with Joe Court in the Mixed Doubles to add another gold to her collection.



LOUGHBOROUGH UNIVERSITY ELIZ MALONEY

Loughborough first-year Eliz Maloney had a standout debut season, winning all 4 available titles: Premier (National) League, National Championship, BUCS Doubles Championship (with Megan Davies) and BUCS Individual Championship.

Eliz also made her international debut in the GB Students team, securing silver at the Master'U BNP Paribas Championships, represented GB Students at the World University Games and was named BUCS Sportswoman of the Year.

GB STUDENTS



Competing in professional events around the world wouldn't be financially possible without the support of a student loan and the facilities, coaching, and strength & conditioning available to me through university. Being part of the GB

Students team and getting the chance to represent your country is something really special – opportunities like that don't come around often. Following in the footsteps of players like Joe Salisbury, Olivia Nicholls, Maia Lumsden and Jonny O'Mara makes it even more memorable. It's honestly one of the best tennis experiences I've had.

Liam Hignett - University of Stirling, GB Students player and 2024 Master'U BNP Paribas silver medallist



7TH MEDAL IN A ROW

AT **MASTER'U BNP PARIBAS** WORLD UNIVERSITY TENNIS CHAMPIONSHIPS

16 CONSECUTIVE MEDALS

AT **MAJOR INTERNATIONAL** UNIVERSITY EVENTS INCLUDING THE **SUMMER WORLD UNIVERSITY GAMES**

WORLD UNIVERSITY GAMES 2025 MOST SUCCESSFUL GAMES EVER WITH 2 **SILVER** MEDALS & 1 **BRONZE** MEDAL

NOTABLE ALUMNI

JOE SALISBURY

GOLD MEN'S DOUBLES (2015) IN GWANGJU

ATP CAREER HIGH DOUBLES RANKING: 1

GRAND SLAM TITLES: 4

DAVIS CUP TIES: 7

OLIVIA NICHOLLS

BRONZE WOMEN'S DOUBLES (2017) IN TAIPEI

BRONZE MASTER'U BNP PARIBAS 2016

WTA CAREER HIGH DOUBLES RANKING: 31

UNIVERSITY: LOUGHBOROUGH

BILLIE JEAN KING CUP TIES: 6



WORKFORCE DEVELOPMENT

**3 LTA
DEVELOPMENT
EVENTS**

LTA **NATIONAL** UNIVERSITY TRAINING, LTA **CAPTAINS**
TRAINING AND LTA STUDENT **LEADERSHIP** DAY

120+ ATTENDEES

FROM **37** DIFFERENT INSTITUTIONS



BUCS DRIVEN

**15 STUDENT
VOLUNTEERS AT
EVENTS**

FROM **3** DIFFERENT INSTITUTIONS

**9 ATTENDED STUDENT-
ONLY LINE/CHAIR
UMPIRE COMBINED
COURSE**

BUCS SUPPORTED

**67 COMPETITION
ORGANISER SIGN UPS**

**191 COMPLETED
UNIVERSITY TENNIS
ACTIVATORS
COURSE**



WORKFORCE DEVELOPMENT - CASE STUDIES

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Completing the Competition Organiser course gave me the confidence and structure to step into leadership roles within university tennis. It led me to complete the Line and Chair Umpire training, and I've since volunteered at multiple BUCS Tennis events, including officiating roles. The experience has not only strengthened my organisational and communication skills but also deepened my passion for creating great experiences for players. It's been incredibly rewarding to contribute to the sport from the other side of the net.

Rahul Shankar - Loughborough University

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Volunteering with BUCS Tennis over three events provided valuable insight into the logistics behind a major sporting event. It highlighted career paths in sport beyond playing and offered a chance to see the future of British tennis in action. Support was also given to the social media team through content creation and photography for @BritUniTennis on Instagram - an opportunity to develop creative skills and understand the importance of digital engagement in modern sports promotion.

Isobella Carolan Hall - York St John University



DIGITAL FOOTPRINT - BRITUNITENNIS

123% INCREASE IN FOLLOWERS

SINCE OCTOBER 2023
FROM 1027 TO 2292 (06/08/2025)

247,405 VIEWS
IN MARCH 2025 ALONE

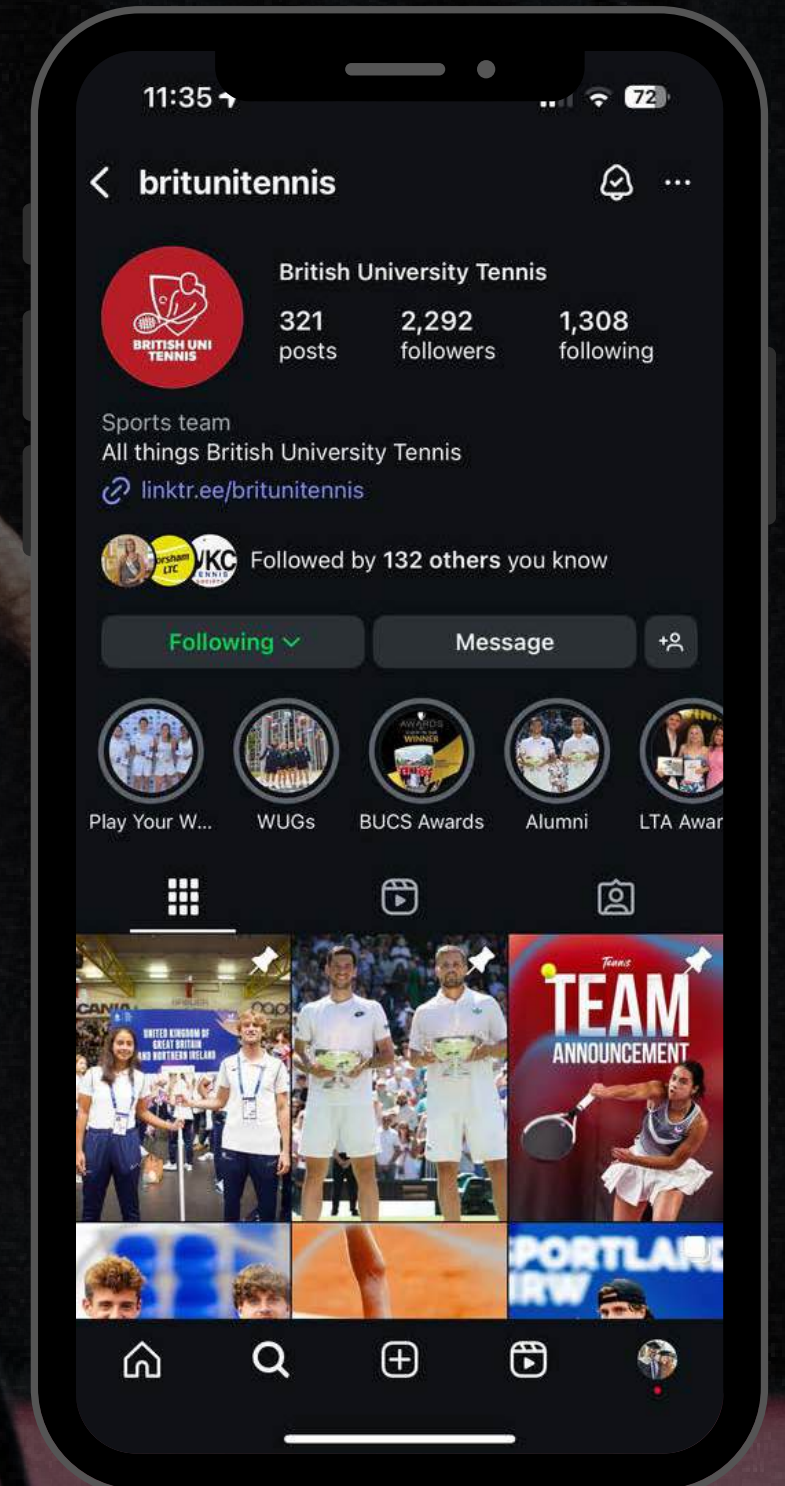


772,824 TOTAL VIEWS

FROM JANUARY TO AUGUST 2025

99,708 UNIQUE ACCOUNTS REACHED

150% INCREASE COMPARED TO 2023-24 SEASON



All data extracted from Instagram & Meta Business Suite,
Top 3 data relates to the period of the 2024-25 Season only
from content posted from the BritUniTennis account only



DIGITAL FOOTPRINT

60/81 UNIVERSITIES
COMPETING IN BUCS
TENNIS FEATURED ON
BRITUNITENNIS
INSTAGRAM

74% UNIVERSITIES COMPETING IN BUCS TENNIS REPRESENTED



Edge Hill



Abertay



Royal Holloway



St Andrews



Hull



York St John



Surrey

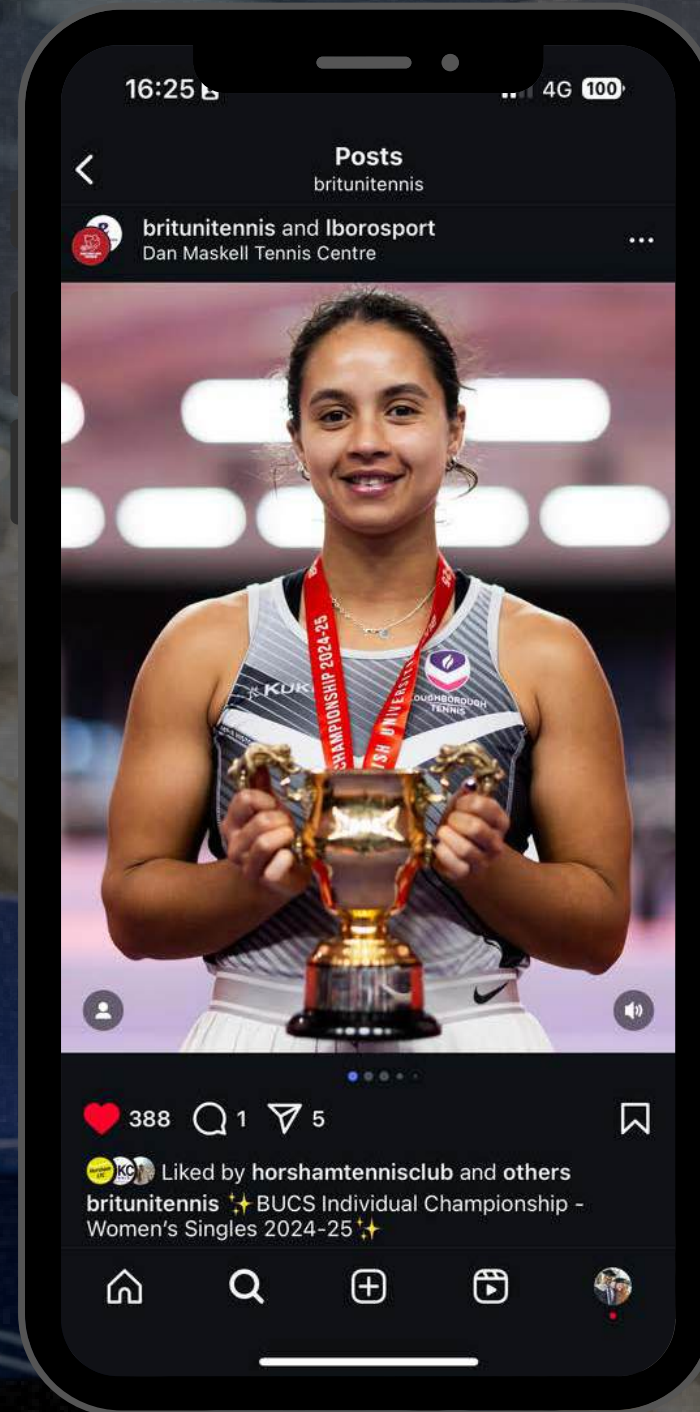


Birmingham

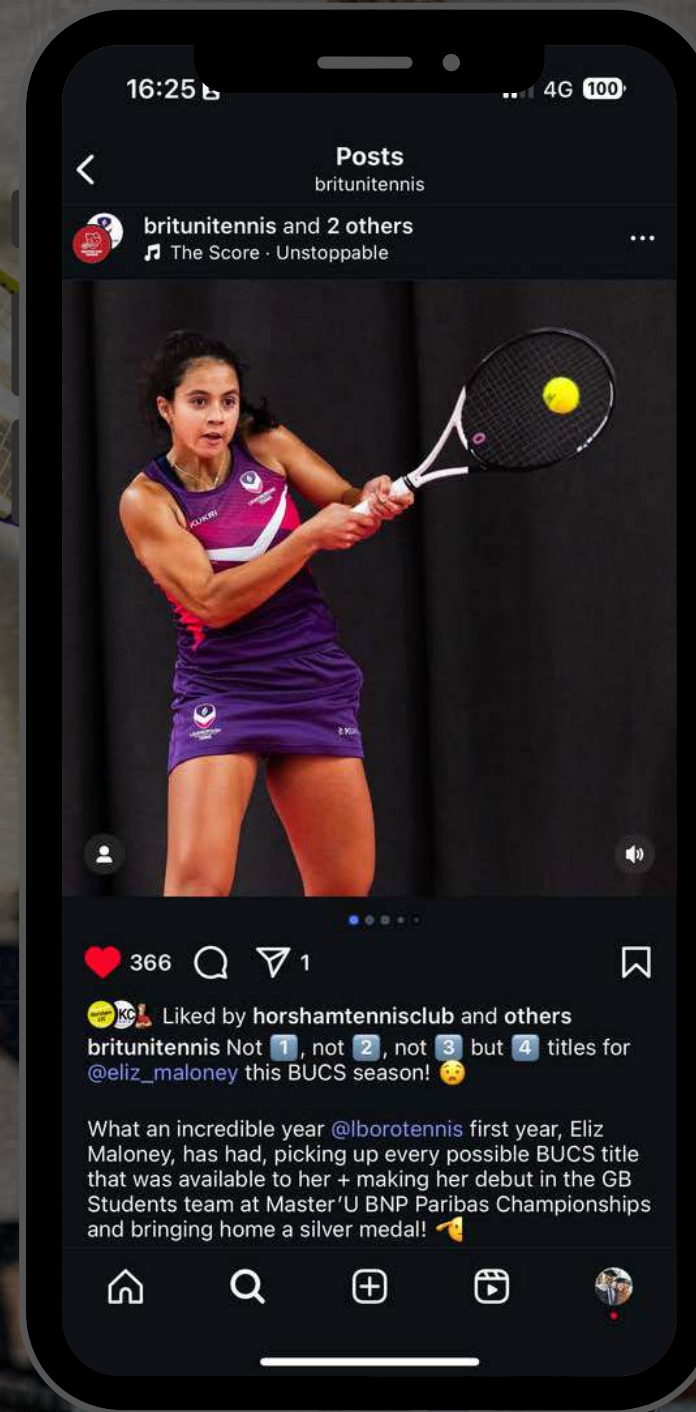


Huddersfield

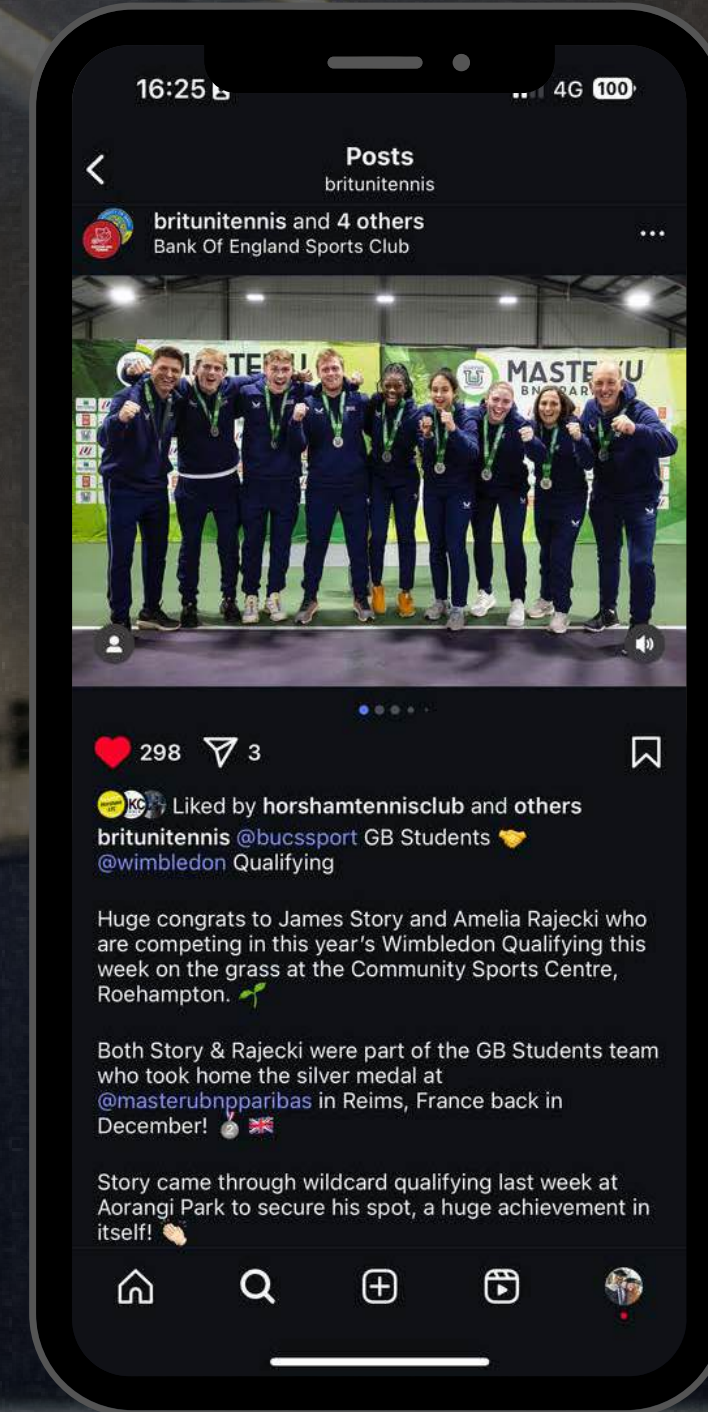
TOP PERFORMING CONTENT - BY ENGAGEMENTS



Eliz Maloney, Women's Champion
Total Views: 16,511
Accounts Engaged: 413
Accounts Reached: 8,159



Eliz Maloney, Clean Sweep
Total Views: 18,377
Accounts Engaged: 390
Accounts Reached: 8,755

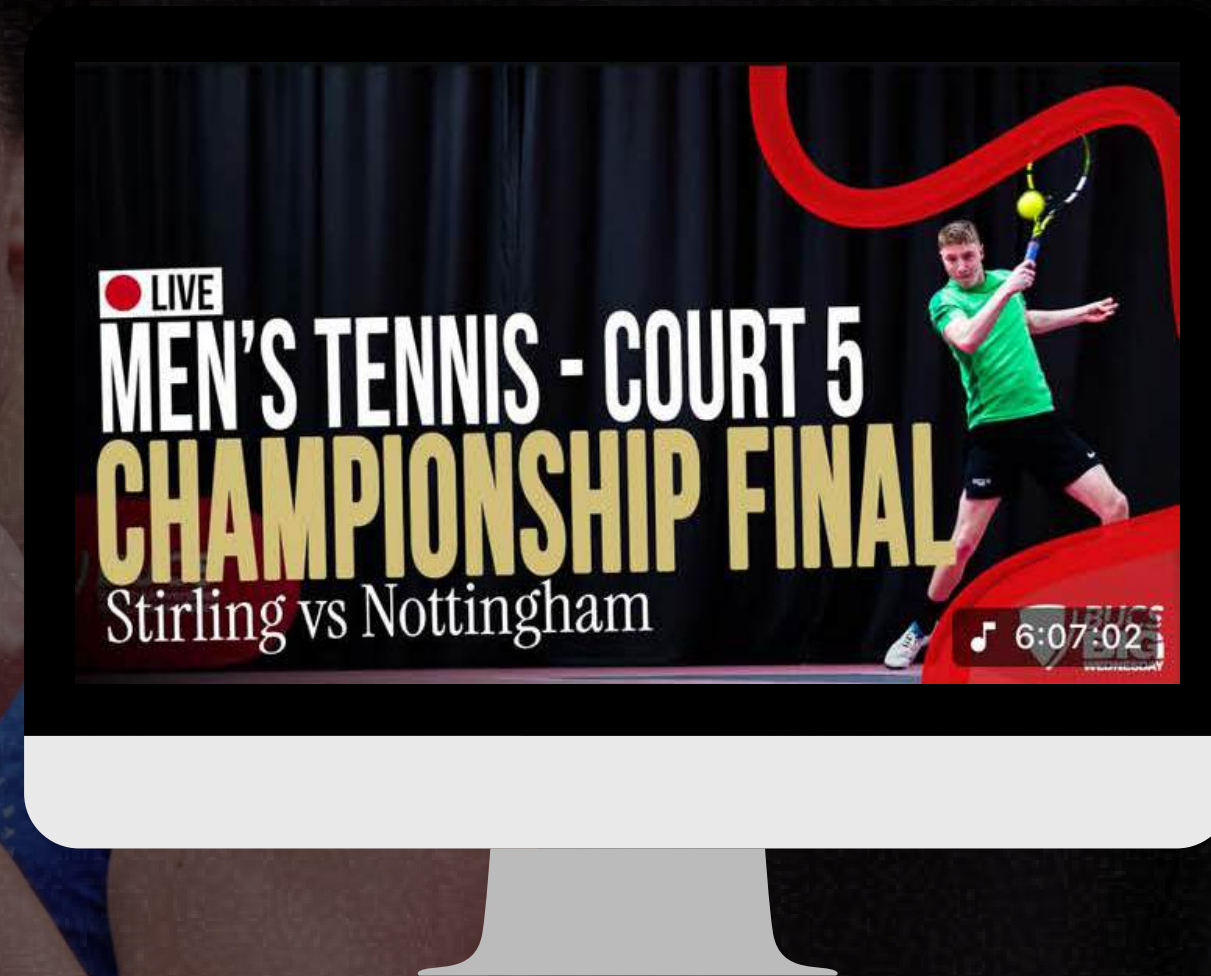


GB Students at Wimbledon Qualifying
Total Views: 47,521
Accounts Engaged: 312
Accounts Reached: 9,035

BUCS BIG WEDNESDAY - LIVE ON BUCS YOUTUBE



Women's National Championship Final
Teams: Loughborough v Bath
Total Views: 1.2k
Commentary by: Abigail Johnson,
TV Commentator



Men's National Championship Final
Teams: Stirling v Nottingham
Total Views: 2.8k
Commentary by: Will Shepherd,
Cardiff Met Student

OUR 2025-26 PRIORITIES

MINIMUM OPERATING STANDARDS (MOS)

Further develop the MOS to strengthen the Premier (National) League, supporting institutional delivery with the aim of continuing to improve standards across the league.

Continue collaborative work with the ITIA and LTA to provide anti-doping and anti-corruption education for students, promoting integrity and safeguarding the sport.

WORKFORCE DEVELOPMENT

Support the delivery of subsidised/free training for Competition Organisers, University Tennis Activators, Student Referees, and Line/Chair Umpires, while establishing a clear workforce development pathway.

Continue to recruit and engage student volunteers in key roles at BUCS Tennis events, including media, event support, and officiating.

RECORDED RESULTS

Ensure BUCS Tennis results are accurately recorded on both BUCS Play and the LTA's Online League Planner, enabling results to contribute to each student's World Tennis Number (WTN) and supporting the LTA's goal of increasing the number of results submitted towards WTN.

SOCIAL MEDIA/COMMUNICATIONS

Continue to raise the profile and influence of BUCS Tennis through social media output on sites such as Instagram.

Improve communication streams with students by creating a GB University Tennis Network WhatsApp Community.

RECREATIONAL OFFER

Promote LTA initiatives and products such as Play Your Way to Wimbledon and Box Leagues to enhance the student tennis experience and provide accessible, competitive opportunities for recreational players and those not currently involved in BUCS competitions.

IMPROVEMENTS TO DOUBLES CHAMPIONSHIPS

To enhance the student experience, a consolation draw will be introduced at the BUCS Doubles Championships. This will ensure all pairs are guaranteed a minimum of two matches, supporting greater inclusivity and ensuring meaningful competitive opportunities for all participants.



CONTACT US

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