

# LTA UNIVERSITY TENNIS PROGRAMME

Application guidance, 2020/21 →



TENNIS  
FOR BRITAIN

## INTRODUCTION:

Following the Tennis Foundation's integration into the LTA, an in-depth review was carried out in 2019 to establish the LTA's approach towards University Tennis and identify a set of recommendations to help inform a new framework of support.

The review, the most in-depth ever carried out into tennis in the sector, involved 61 interviews and focus groups with a broad cross section of HE delivery partners. These included senior and middle leaders from universities, students, key national stakeholders and other NGBs. The review also included a desk-based research phase analysing a wide range of sector insight and historical internal data.

**This guidance note is structured around the following sections:**

1. Overview
2. Tiers of support
3. Application timescales
4. Application process
5. Application support
6. Monitoring & evaluation

**Appendix:**

- A. The three tiers in detail

**Additional documents:**

- Tier 1 application form
- Tier 2 application form
- Tier 3 application form

## 1. OVERVIEW:

The new framework aims to continue our partnership approach, working together with institutions. It also ensures we make a more targeted approach to investment to maximise return, whilst balanced against the need to achieve even greater reach across the sector.

Going forwards, the LTA's support and investment will be focussed around working with institutions, to deliver against the following four broad outcomes:

- more students have the opportunity to play and enjoy their university experience through tennis
- more students are supported to develop their employability skills through tennis
- more students have the opportunity to compete in appropriate competition
- more players choose and benefit from the dual career route of high level training and competition, combined with study

All existing (and any new) universities will be required to apply for support for the 2020/21 academic year and beyond, with this new framework replacing any previous funding.

## 2. TIERS OF SUPPORT:

One of the key recommendations from the review was to adopt a more targeted approach to investment, balanced against the need to achieve even greater reach.

To deliver against this recommendation, three tiers of support have been developed, to ensure we can engage with universities at all stages of development:

- **Tier 1 support:** a core, non-financial package of support, available for all universities, irrespective of their stage of development. The package involves the recruitment of an undergraduate University Tennis Ambassador, who will be supported by the LTA throughout the year with training opportunities and kit.
- **Tier 2 support:** a financial package of support for universities with established programmes, who wish to further develop through the joint funding of a post-graduate University Tennis Co-ordinator, and/or other tennis specific, employed position. The LTA's investment range for tier 2 universities is between £3,000 and £15,000 per annum.
- **Tier 3 support:** an enhanced financial package of support for universities at an advanced stage of development and who make a significant investment into multiple aspects of tennis. These universities typically have daily access to indoor courts and a comprehensive programme run by tennis professionals employed by the university. The LTA's investment range for tier 3 universities is between £20,000 and £30,000 per annum.

A set of detailed KPIs sitting behind the four broad outcomes will be developed off the back of your application and built into your funding agreement. More information on the three tiers of support can be found in Appendix A of this document.

## 3. APPLICATION TIMELINES:

- Application process live: Tuesday 3<sup>rd</sup> March 2020
- Deadline for applications: Monday 13<sup>th</sup> April 2020, 23:59hrs
- Decisions communicated: By Thursday 30<sup>th</sup> April 2020
- Financial support effective from: Tuesday 1<sup>st</sup> September 2020 onwards

In line with the timescales of the LTA's five year strategic plan, the intention is to enter into three year agreements (subject to annual reviews / break clauses) with universities who are successful in securing financial support, from the 2020/21 academic year onwards.

## 4. APPLICATION PROCESS:

Three different application forms have been developed, which are provided separately to this guidance document. They directly reflect the three tiers of support and are proportionate in terms of level of detail against these – i.e. Tier 1 is relatively simple to complete, whereas Tier 3 is more detailed and robust.



Applications must be submitted in line with the timescales above. There will be a further opportunity for new universities to join the programme in the future, in line with the academic year cycle.

Applications will be assessed by an Investment Panel.

## **5. APPLICATION SUPPORT:**

If you have any queries, or would like any support with your application, please contact Alistair Higham, LTA University Tennis Manager via: [Alistair.Higham@lta.org.uk](mailto:Alistair.Higham@lta.org.uk) in the first instance.

## **6. MONITORING & EVALUATION:**

Universities who are successful in securing financial support will be required to complete a robust monitoring and evaluation process at set points during the year, against the agreed KPIs.

Again, the level of detail required around reporting will be proportionate to the tier of support.

## **APPENDIX**

### **A. THE 3 TIERS IN DETAIL:**

#### **TIER 1 SUPPORT:**

##### **Who can apply for Tier 1 support?**

- All universities can apply for this tier of support, irrespective of their stage of development.

##### **What's on offer?**

- This package is focussed around the university identifying an undergraduate student to take on the role of University Tennis Ambassador, who will take on responsibilities for the development of tennis (agreed as part of the application process), with a particular focus on increasing student participation and competition.
- University Tennis Ambassadors are voluntary positions, held by a current undergraduate student for a term of one year or more.
- Each university can have up to two Ambassadors to support their development programme.

University Tennis Ambassadors will have access to the following:

- Free, annual University Tennis Student Training event specifically designed for University Tennis Ambassadors and Coordinators, with a contribution towards travel costs.
- Free access to our range of training videos and support resources, for example: how to run a successful freshers fair, developing a successful weekly programme and providing competition for non-BUCS players.
- Free access to webinars for discussing challenges and opportunities with LTA colleagues and fellow University Ambassadors.
- Free LTA / University Tennis branded clothing.



- Free access to action planning templates and guidance.
- Regionally organised competition and competition support packs for non-BUCS players

### **What are the expectations for this tier of support?**

- The University Tennis Ambassador should be a current undergraduate student at the university.
- As a minimum, the University Tennis Ambassador should attend the annual training event and engage with at least one of the termly webinars.
- The university appoints a nominated member of staff to act as a 'Line Manager' to the Ambassador.
- The recruitment and selection process of the Ambassador should be conducted in line with all relevant recruitment procedures for your institution, including an expectation that it has the support of the student tennis club and sports development staff.

### **Monitoring and evaluation:**

- Monitoring and evaluation is to be completed twice a year, via a simple online form.

### **TIER 2 SUPPORT:**

#### **Who can apply for Tier 2 support?**

- This tier of support is for universities with established programmes, who wish to further develop and who have identified tennis as a sport they wish to drive as part of their wider sport strategy.
- Universities are required to have a strong, existing foundation and the capacity and desire to grow in the first three outcomes listed below (not the fourth dual-career route option).

#### **What is on offer?**

- All relevant support outlined in Tier 1 above.
- Between £3,000 and £15,000 per annum to help part-fund one or more tennis specific positions, employed and line managed by the university, to deliver agreed KPIs against the three outcomes (not the fourth dual career route option). A 2% inflationary increase will be built into your award for years two and three.
- Promotion of the university to future students as part of the LTA's approach to raising awareness of the opportunities available to junior players.
- Priority access to enhanced development opportunities and support for students around employability and routes into a career in tennis / the LTA.
- Priority access to partner with the LTA on research opportunities, as and when available.
- Eligibility to apply to the interest free 'Quick Access' loan scheme up to £250k and grant funding around gate access technology.
- Option to engage with LTA Rally, an easy-to-use booking tool that makes it simple for people to find and book a local tennis court.
- A nominated account manager from the LTA's regional team, to support the development of an Action Plan, with termly meetings.

#### **What are the expectations for this tier of support?**

- All expectations outlined in tier 1 above.
- The LTA's financial investment should be match funded, at minimum, like for like.



- Universities should register to become an LTA Registered Venue.

### Monitoring and evaluation:

- Tier 2 support requires a greater level of monitoring and evaluation compared to tier 1. It will be linked to performance against the KPIs, linked to the three outcomes, as agreed in your Action Plan.
- A more detailed suite of KPIs are provided within the application form, however we have provided the priority KPI for each of the three outcomes below as a guide.

Outcome:	Priority KPI:
1. More students have the opportunity to play and enjoy their university experience through tennis	Number of students playing once p/year and once p/month
2. More students are supported to develop their employability skills through tennis	Number of students taking recognised CPD / qualification*
3. More students have the opportunity to compete in appropriate competition	Number of entries into recognised University Tennis Competition*

\* KPI defined in more detail within the application form

### TIER 3 SUPPORT:

#### Who can apply for Tier 3 support?

- This top tier of support is for a small number of universities, who are at an advanced stage of development and who make a significant investment into development all aspects of tennis.
- These universities typically have daily access to indoor courts and a large weekly programme run by tennis professionals employed by the university.

#### What is on offer?

- All relevant support outlined in tier 1 above.
- Between £20,000 and £30,000 per annum to help part-fund one or more tennis specific positions, employed and line managed by the university, to deliver agreed KPIs against all four outcomes. A 2% inflationary increase will be built into your award for years two and three.
- Support from the LTA's National University Manager as your dedicated account manager, through regular contact and bi-annual support visits to your university.
- Invitations to 2 x University Tennis senior colleague networking events per annum.
- Opportunity to apply for international opportunities as available.

#### What are the expectations for this tier of support?

- All expectations outlined in tiers 1 and 2 above.
- Tennis is and remains a strategic sport for the university, with significant investment made into various aspects into the sport – i.e. tennis specific staff, student training, competition and facilities.



- A robust communications and recruitment plan, including promotional films and regularly updated social media accounts.
- Senior tennis specific engagement with national networking events.

### Monitoring and evaluation

- Tier 3 support requires a greater level of monitoring and evaluation compared to tiers 1 and 2. It will be linked to performance against the KPIs, linked to the three outcomes, as agreed in your Action Plan.
- A more detailed suite of KPIs are provided within the application form, however we have provided the priority KPI for each of the three outcomes below as a guide.

Outcome:	Priority KPI:
1. More students have the opportunity to play and enjoy their university experience through tennis	Number of students playing once p/year and once p/month
2. More students are supported to develop their employability skills through tennis	Number of students taking recognised CPD / qualifications*
3. More students have the opportunity to compete in appropriate competition	Number of entries into recognised University Tennis Competition*
4. More players choose and benefit from the dual career route	Number of students on defined dual career route*

\* KPI defined in more detail within the application