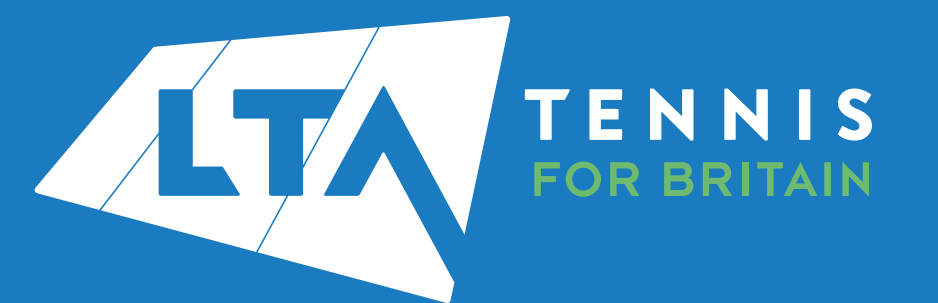




LTA PADEL STRATEGY 2024-2029





OUR VISION:

PADEL OPENED UP

OUR MISSION:

To grow padel by making it accessible, welcoming, enjoyable and inspiring



THE JOURNEY CONTINUES

Since the LTA was recognised as the national governing body for padel in Great Britain in 2020 we've completed important work in laying firm foundations for the sport – facilitating the expansion of padel courts across the country through multi-million-pound loan funding and our work to engage Local Authorities to support them with their padel facility planning.

We've launched a new coaching course with resources to support both new and existing coaches, a structured competition pathway to support players of all ages and levels-of-play, including both domestic and international competitions, and a performance infrastructure to support Britain's top players.

Having successfully completed the tasks we identified in our 2021-2023 Padel Development Plan, we now want to evolve our approach in order to grow padel by making it accessible, welcoming, enjoyable, and inspiring and maximise the sport's impact to achieve sustainable growth for the future.

Over the coming years we will maintain our focus on padel infrastructure, growing and diversifying the padel coaching workforce, and implementing a performance pathway that supports current players whilst also paving the way for the next generation.

Alongside this we will invest in driving greater visibility for the sport, including exploring opportunities for professional padel events in Great Britain.

It's an exciting time for the sport as it's set to reach new heights. We want to play our part in driving this growth and support the many organisations and individuals involved in padel.

Tom Murray
LTA Head of Padel





BACKGROUND

Over the last decade, 25 tennis federations identified padel as a key strategy to attract new and diverse audiences, to reduce barriers-to-entry and grow overall participation of both tennis and padel.

The LTA's Padel Development Plan set out a phased approach, to integrate, build, accelerate, and scale padel throughout Britain. Read the LTA's 2023 padel recap [here](#).

Since 2021:

£6M INVESTMENT

THE LTA HAS INVESTED £6M TO GROW INFRASTRUCTURE

350 COURTS

NUMBER OF COURTS ACROSS GREAT BRITAIN HAS GROWN FROM 50 TO 350, A 600% INCREASE

129,000 PLAYERS

2023 SAW 3/4 OF VENUES REPORT AN UPLIFT IN PLAYERS TAKING ANNUAL PARTICIPATION TO AN ALL-TIME HIGH

Building on these developments, the LTA has now set out its plan for the growth of the sport over the next three years, outlined the **2024-2029 Padel Strategy**.

MISSION & OBJECTIVES

To grow padel by making it accessible, welcoming, enjoyable and inspiring.

- 1** Grow the visibility of padel to increase awareness from 20% to 40% of the population, interest in playing from 7.5% to 15% and boost participation.
- 2** Increase the number of annual padel players from 129,000 to 400,000, and monthly players from 65,000 to 200,000.
- 3** Increase the number of padel courts from 350 to 1,000.
- 4** Grow the padel coach and activator workforce from 40 to 700.
- 5** Enable 10 players to break into the top 200 and 2 players into the top 100 and inspire the padel audience.

FORECASTED GROWTH

2023

350 COURTS

2024

500 COURTS

2025

700 COURTS

2026

1000 COURTS

*The above targets have been set for the period of time between 2024-2026, these objectives and targets will be reviewed and updated for the period from 2027-2029.



In order to achieve our mission and objectives we have identified six strategic pillars that will be the focus of our work over the coming years. These six pillars are:



INVEST

Invest in the visibility of padel and its infrastructure



GROW

Grow the player and fan base



ENGAGE

Engage, grow and motivate the padel workforce



DIVERSIFY

Develop opportunities to grow the appeal of padel



PERFORM

Create a pathway and support for players



LEAD

Lead padel in Britain to ensure its safe, inclusive and sustainable

Under each of these areas we have developed a series of individual tactics that we will need to deliver against.

Over the following pages we set out these tactics and how they will contribute to our goal of making padel more accessible, welcoming, enjoyable and inspiring. What follows doesn't contain everything we'll be doing, but it does summarise some of the key areas we'll be working on to help grow the sport.





ACCESSIBLE

We're going to make padel more accessible to more people by working with the whole padel community. This means improving the support and engagement we give to local authorities, our Member Organisations, venues and operators across Britain. It also means using the plans we have in place to support the development of new facilities across the whole country.

For players, we'll be innovating and extending our competition offer, with a focus on local, county, and regional level competitions – so as many people as possible have a chance to start competing at the right level for them. We'll also be introducing a junior programme to identify the most promising young players and support them on their journey to the top of the game.

WELCOMING

Padel is already a welcoming sport for many, but there is more we can do to diversify the player population. Particularly so the sport appeals to more women, young people and those with disabilities.

As well as running programmes for these groups we will be use a variety of competition formats to attract new audiences.

Alongside this we'll continue to support the coaching workforce, so that more people have access to high quality coaching.

Finally, we'll focus on increasing the public visibility of the sport by a wide range of investments in content, communications and commercial partnerships.



ENJOYABLE

To make the sport as enjoyable as possible for as many people as possible we need a strong workforce delivering padel on the ground. So we'll do all we can to attract, grow and diversify the padel coach and competition workforce to create more opportunities for people to both play and compete.

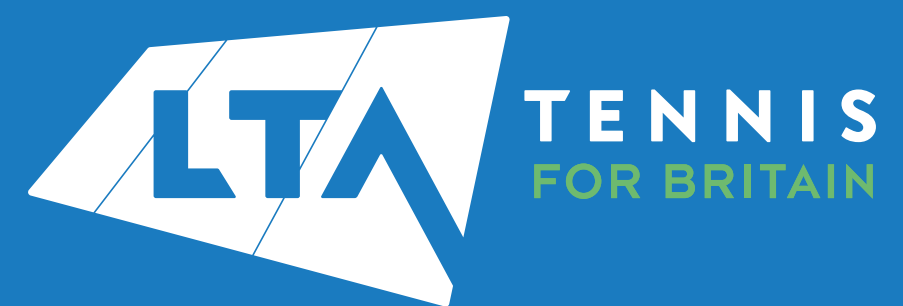
We'll also develop plans to recruit and deploy a new padel activator workforce, who will support opportunities to play across Britain.

We will work with our Member Organisations and padel venues to ensure a culture of everyday inclusion is embedded across the industry, and they adhere to best practice standards of safeguarding, governance and regulation.

INSPIRING

Bringing padel to the widest audience and supporting the best British players will help grow the sport and inspire a new generation of players. This is why we are committed to providing excellent support to our GB teams and players. One of the ways we will do this is to establish and support a network of performance training hubs across the country, as well as using our existing facilities at the National Tennis Centre and Nottingham Tennis Centre, to enable the delivery of high quality training environments for players.

We'll also look at how we can enhance the international and national level competitions we offer, as well as looking at the potential for major events in Britain, all of which play an important part in both player development and widening the appeal of the sport.



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