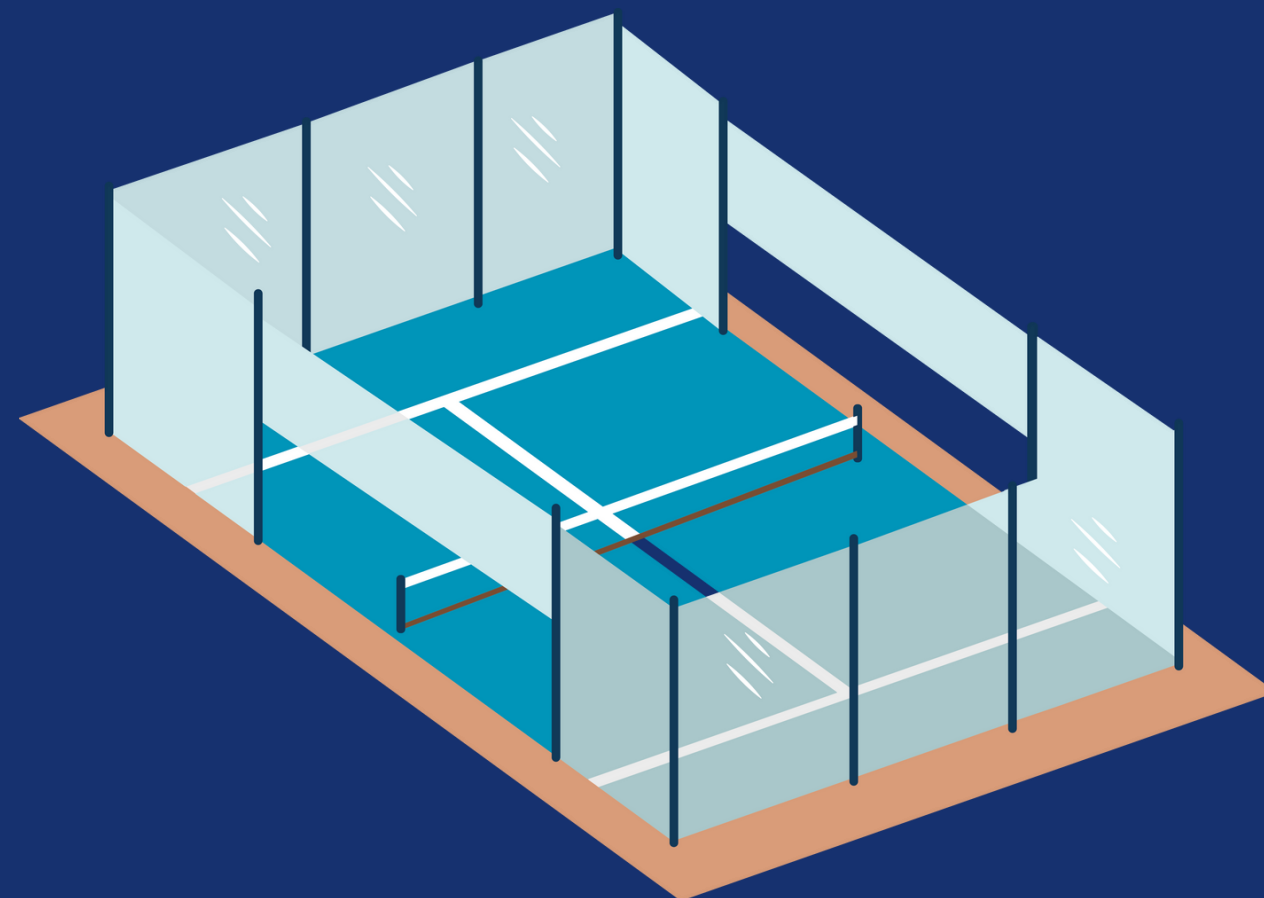


TENNIS WALES CYMRU



PADEL OPENED UP

PADEL DEVELOPMENT PLAN 2024-2026

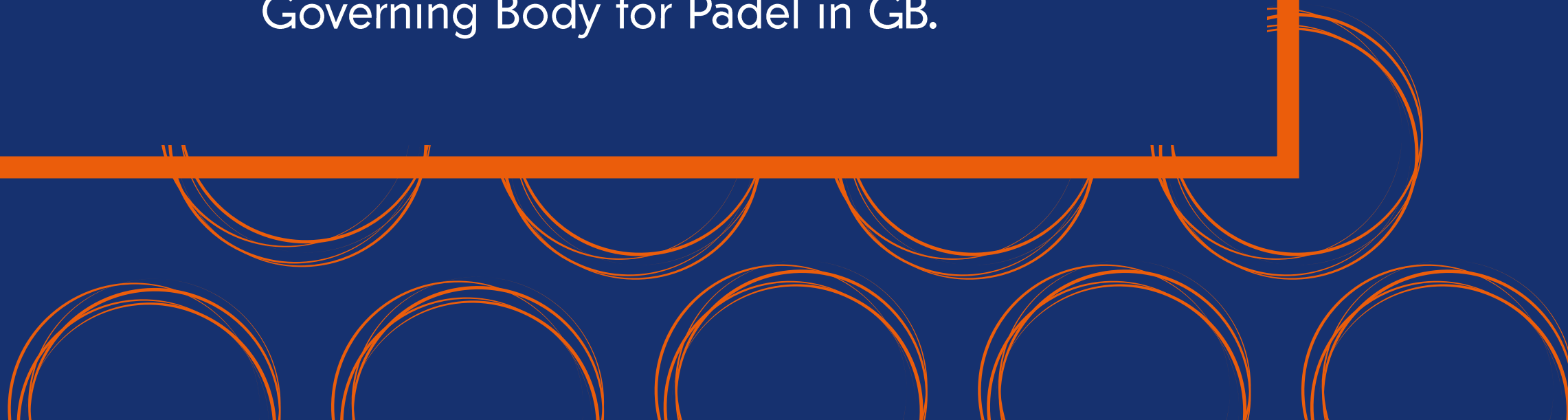
PADEL TENNIS IN WALES

Padel's an innovative form of tennis that's fun, easy to learn and extremely sociable. Played on an enclosed court about a third the size of a tennis court, groups of mixed ages and abilities can play together. Tennis Wales became the National Governing Body for Padel in Wales in 2020 and our Padel Development Plan articulates how we'll continue to grow the game.

Our work in Wales is aligned to the LTA, the National Governing Body for Padel in GB.

PADEL WORKING GROUP

Our Padel Working Group support Tennis Wales to create the Padel development plan. Comprising players, operators and padel enthusiasts, the working group meet regularly to help drive the growth of the game in Wales.





STRATEGIC PILLARS

INVEST GROW ENGAGE

DIVERSIFY LEAD PERFORM



INVEST

DEVELOPING THE RIGHT LOCAL, REGIONAL AND NATIONAL FACILITIES TO PLAY PADEL IN WALES

Collaborate with the LTA, Sport Wales and our local partners to develop new and improved facilities.

Through our National Facility Plan we will drive padel facility investment and support operating models to increase opportunities to play.

We will continue to work with national partners to bring padel to existing locations of key sporting importance.

We will Deliver Key Strategic venues across Wales to influence the landscape and maximise Tennis Wales delivery capabilities



GROW

GROW THE PLAYER BASE BY MAKING PROGRAMMES AND THE COMPETITION LANDSCAPE MORE ACCESSIBLE AND APPEALING TO WELSH COMMUNITIES

Through our Competition plan we will ensure there is fit for purpose competition, catering for all ages and stages of the pathways

Prioritise and focus on innovative, engaging competition

Embed Padel programs within key strategic venues across Wales.

Through our support to our strategic venues, we will upskill and collaborate with the workforce to create welcoming environments for all.

Diversify and grow the player base with a focus on Women, Youth (12+) and disability programs.

Through our Tiebreak fund, we will continue to prioritise investment into padel programs that reduce inequality.

Using Inclusion activities, we will continue to support activity within underrepresented groups of people that play.

Focus on introducing fun and competitive Padel environments within schools and education by prioritising game based delivery.

In partnership with LTA, develop tracking measures to monitor padel participation in Wales

ENGAGE

ENGAGE AND MOTIVATE THE PADEL WORKFORCE TO ATTRACT AND RETAIN THEM IN PADEL.

Through our People plan we will grow the activator, coaching and official workforce that reflects our Welsh communities.

Support padel referees to undertake relevant qualifications so Wales has sufficient officials in the landscape

Deliver plans to recruit and deploy a new padel activator workforce supporting opportunities to play, ensuring even distribution across the venue network.

Engage, support and recognise coaches and competition organisers, including through padel relevant LTA Accreditation and Licensing benefits and CPD opportunities.



DIVERSIFY

DEVELOP NEW OPPORTUNITIES TO GROW THE APPEAL OF PADEL AND GENERATE NEW REVENUE STREAMS TO INVEST IN THE SPORT.

Padel will remain a golden thread throughout our organisation

Market and promote padel venues, playing opportunities and coaching programmes throughout the year.

Maximise the impact of padel to drive commercial partnership opportunities and in turn grow appeal amongst key audiences.

Work with partners to amplify key messages and maximise the reach of padel across all communities in Wales.

Attract high profile domestic events and competitions within Wales.

Develop a padel marketing plan to highlight Welsh successes and the impact within our communities

LEAD

LEAD PADEL IN WALES TO THE HIGHEST STANDARDS TO ENSURE ITS SAFE, INCLUSIVE AND SUSTAINABLE

Embed our LTA, Sport Wales, NSPCC and Statutory services in Wales to have the highest possible of standards of safeguarding in place .

Ensure best practice governance structures and regulatory standards are developed and maintained, including in Member Organisations, supporting a culture of everyday inclusion

Collaborate with our Padel Working Group to create a feedback loop with the Welsh Padel community to contribute to effective change and inform our leadership.

Invest into the future generations of padel players and coaches to ensure Wales attracts and retains talent

We will continue to uphold coach education standards and invest in our Welsh workforce.

PERFORM

CREATE A PATHWAY AND SUPPORT FRAMEWORK THAT IDENTIFIES, DEVELOPS AND SUPPORTS PLAYERS AT EACH AGE AND STAGE.

Create Clear and effective national pathways from 14 u.

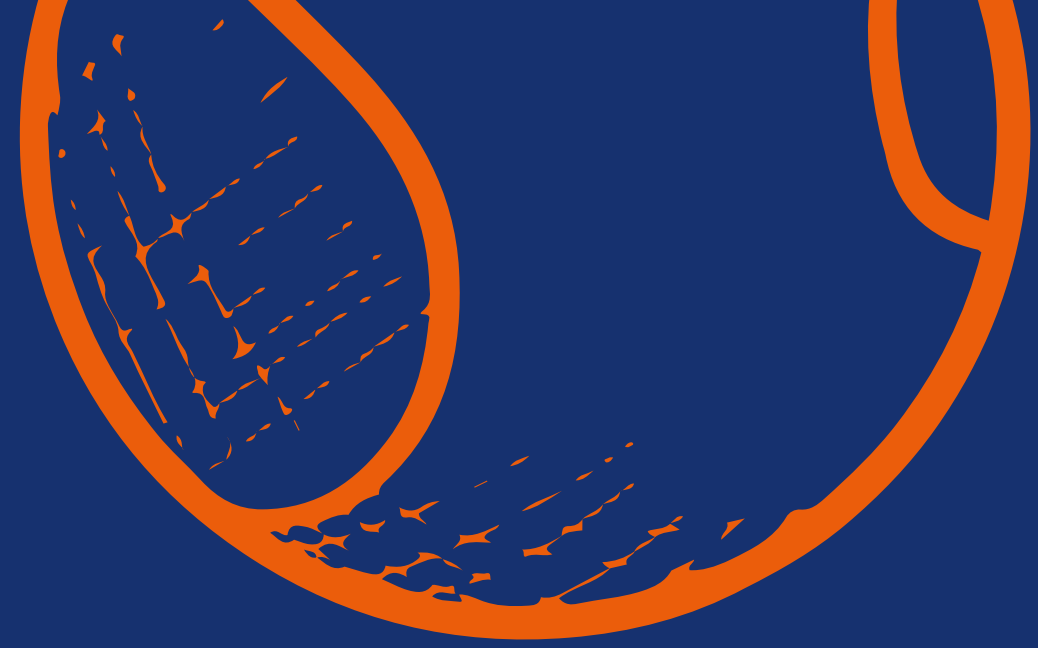
Establish a network of training hubs and programs across Wales to support the home nations performance pathways.

Develop and grow junior participation to provide player identification opportunities.

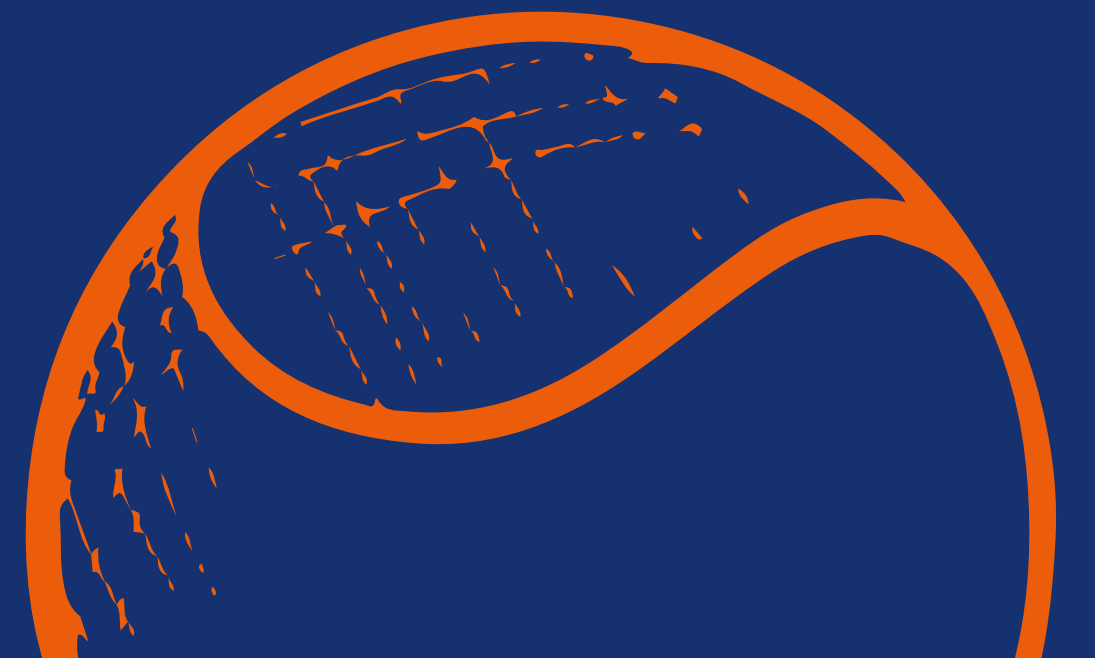
Provide suitable support and guidance to Welsh padel to enable them to progress through the GB pathways.

Growing G5,4,3 competitions in Wales, providing more opportunities for Welsh players to compete.

Provide education, guidance and support to build a supply of coaches capable of developing players to a national standard.



DEVELOPING LTA VENUES & OPPORTUNITIES



WE WILL CONTINUE TO DEVELOP STRONG WORKING RELATIONSHIPS WITHIN 4 KEY NETWORKS TO DEVELOP FACILITIES



1. LOCAL AUTHORITIES

Highlight and develop the potential of padel facility investment to all 22 LA's within Wales, to create affordable and sustainable opportunities to pay.

Engage with Leisure Trusts and providers to explore potential to grow participation and positively impact the health and wellbeing of Welsh communities..

Enhance our support and engagement with our member organisations and local authorities to grow padel

2. COMMERCIAL PARTNERS

Continue to forge strong and trusting relationships with commercial partners

Proactively engage with partners to develop padel facilities within Wales.

Maximise capital investment into Welsh venues via partners.

Highlight facility opportunities that can be delivered in partnership with national operators

3. TENNIS COMMUNITY

Through the LTA quick access loan scheme and Sport Wales capital funding we will facilitate installation of Padel courts at LTA registered venues.

We will continue to educate our tennis network to diversify their membership and customer bases.

4. SPORTING PARTNERSHIPS

Collaborate with other Welsh National Governing Bodies to enhance the growth of the sport within key sporting destination venues.

Maximise the potential of commercial operators within the Welsh sporting network

Safeguard sport facilities through increased revenue and participation via padel

Facilitate facility support & expertise via LTA to the Welsh sporting network

PADEL TIMELINE

2024

Develop National coverage of Padel facilities within our facility pipeline.

Host South Wales County Padel Championships

Host Welsh National Padel Championships

Prioritise training of new Padel activators and Level 2 Instructors

Establish reliable reporting, measurement & communication with padel players in Wales.

Focus on Schools engagement
Piloting 15 schools within 2024

Every LTA Registered Venue to have a qualified LTA Padel Referee associated

2025

Introduce new Level 3 Padel Coach qualification in South Wales and introduce Level 2 Instructor qualification in North Wales

Introduce Padel programmes for youth, women and girls and disabled participants

Target and explore further geographical relevant facilities to enable accessible local and regional opportunities to play.

Investigate facilities in Welsh Gov school rebuild programme

Establish calendar of sanctioned competition in Wales for players of all ages and abilities.

Launch our National Padel Pathway for juniors and seniors

Host North and South Wales County Championships

Deliver bespoke LTA Padel Referee Course in North and South Wales

2026

Introduce Grade 1 (National) sanctioned events in Wales

Embed LTA Youth Tour competitions across LTA registered venues within Wales.

Host a FIP and Promise (Open and Junior International Tournaments) in Wales

Develop and enhance our support with LAs, our Member Organisations, venues and operators to grow padel.

Establish and support a network of performance training hubs to enable the delivery of high quality training environments for players.

Provide excellent support to our Welsh teams and players so they are well prepared, resilient and adopt high professional standards.

FORECAST GROWTH

	2020	2021	2022	2023	2024	2025	2026
Padel Courts		1	4	4	16	24	32
Registered Padel Venues		1	2	2	5	8	18
Padel activators					70	100	150
Level 2 Padel Instructors					8	20	32
Level 3 Padel Coaches							12
Annual Participants					3,600	4,800	6,400