

Mission 2025 update

It is two years since the Board published the 10-year strategy called *Mission 2025*. The Board monitors progress regularly against an annual operating plan. Below is a summary of progress against each strategic priority.



Strategic Priority 1

Participation

Increase regular participation

Clubs

- Activity delivered in 22 Priority Zones from 2015-17.
- Final Sport England Active People Survey (December 2016) showed an upward trend of regular participants to 107,100, an increase from 102,600. Participants with a disability up from 32,500 to 35,500.
- Club table grant schemes supported 596 programmes to grow participation.
- Two regional club and volunteer pilots took place in 2016/17 and will now be rolled out more widely with another four planned in the next 12 months.
- Be TT programme and wider club mentor programme to be rolled out in the summer of 2017.

Schools

- 2016/17 Schools programme part-funded equipment and activity in 87 schools.
- Jack Petchey Foundation partnership entered its seventh year in 2017, providing 238 tables and programmes to 70 schools and 10 youth clubs in London and Essex.
- Total of 159 Satellite Clubs delivered from 2013-17 engaging 9,264 young people, promoting school-club links. Future funding for satellite clubs secured from Sport England.
- Relationship with Premier League 4 Sport continued, leading to girls' only satellite festival to inspire girls to continue to participate.
- Different models of junior leagues which attract and retain young people promoted as 'best practice'.
- Successful negotiations with ESTTA resulting in a merger from 1 September 2017.
- Launch of Young Ambassadors group. Planned a 'junior take over' for 2017 to encourage young people to get involved in their clubs and leagues.

Membership

- Free associate membership launched, growing that category by 200%.
- All other categories of membership and licence have grown in 2016/17 by between 1-6% from 2015/16.
- Membership Benefits Club launched to deliver tangible benefits to player members. Personal accident insurance provided as a membership benefit from June 2016.
- Launch of weekly Over the Net members' newsletter as well as specific communications for Clubs, Coaches and Schools. Improved communication using dotmailer tools to segment and target communications.



Social & Recreational

- Ping! 2017 grows to 24 partner locations.
- Loop in the Community includes national level relationships with U3A (table tennis delivered in a third of its chapters), MIND and Age UK, targeting specific groups.
- Pilots undertaken with Housing Associations partners with a view to longer-term working.
- Table finder tool launching summer 2017 to provide easy access and open data to table locations.
- Relationship with Pongathon strengthened, delivering Ping Pong Fight Club and piloting tech tools to aid with social and recreational play.

Strategic Priority 2

Places

Increase the number of places to play



- Club database launched alongside a free club affiliation in addition to Premier Club to allow us to communicate with and support a wider network of clubs.
- Guide to accessing grants has been circulated to clubs and staff support is provided. £750k of capital money granted in 2015/16/17 to clubs.
- New short format league models trialed, as this is proven to attract more young players and females as well as aid retention.
- New Clubmark licence signed and all development staff accredited as assessors.
- Be TT dedicated club and league support programme launched in May 2017.
- 135 new places to play created through the Satellite Club programme.
- Ping! expanded to 24 cities for 2017 programme.
- Ping Pong Parlours expanding, including strategic alliance with JLL management company, 20 planned for 2017.
- Loop venues now number 596, including 346 workplaces, 21 universities, 77 clubhouses and 152 community venues.

Strategic Priority 3

People

Increase the number of coaches, officials and volunteers



Coaches

- Number of licensed and active coaches risen to c600 and on track to meet interim target of 750 by 2020.
- Level 3 qualification relaunched.
- 31 female coaching scholarships granted in 2016.
- Coach mentor scheme launched.
- Teacher Activator course rewritten and launched.
- Winning Edge coach magazine launched (6 editions to date).
- Online coach portal and CPD modules launched.

Volunteers

- Pride of Table Tennis Awards launched, receiving 10 times more

nominations than previous Volunteer Awards.

- Dedicated Volunteering Officer recruited.
- #iwill pledge made and promoted.
- Building succession planning into Be TT programme to support clubs and leagues with volunteer recruitment.

Officials

- L1 and L2 umpires' courses rewritten to help improve the officiating pathway
- Tournament Organiser course relaunched.
- Officials' portal to be launched in 2017 to aid communication and tracking of qualifications.



Performance

- World Team Championships 2016 bronze medal.
- Best ever Olympic results attained at Rio 2016 – singles last 16 (Paul Drinkhall) and men's team quarter-finals.
- England Youth Squad restructured, some promising results being delivered at junior and cadet level.
- National Talent Academy launched in partnership with Ackworth School.
- Talent Development Centres programme expanded in 2015/16 with two more announcements.

Competitions

- National Championships became invitational events (with group stages added back in 2017) and included para classification events. Show court created to be of broadcast standard.
- Grand Prix Series broke even in 2017 with bigger venues being used to cater for demand.
- Ranking Review Group actively considering changes for both local league and/or implementing changes from ITTF system.
- Successfully bid to host Europe Youth Top 10, to be held in Worcester in September 2017.
- Worked with British League Committee to support home and away for Premier Division including financial bursary.

Core objectives

Staff

- Structured staff training and CPD and annual staff satisfaction survey introduced.
- All staff encouraged to undertake volunteering opportunities.
- Customer services team created from within existing staff.
- International recognition and improved relationships with ETTU and ITTF.

Revenue

- Three months' operating costs achieved to meet with reserves policy.
- All Sport England reporting competed with commendations on transparency and completeness.
- New commercial opportunities achieved, including PG Mutual sponsorship of National Championships and Datto sponsorship of Ping! 2016.
- Launch of casual clothing merchandise range.
- Substantial overhead savings through use of technology and

better working practices.

- Strategy of continual but incremental increases to membership affiliation announced.
- Sport England grant of c£9m achieved for 2017-21.

Image and Profile

- Unprecedented and industry 'first' live streaming partnership with SPORTbible, reaching 2.1m people for England v Greece European qualifying match.
- National Table Tennis Day growth year on year, attracting media and celebrity attention.
- Fan database grown to c50,000.
- Finalist in NGB of the Year category in BT Sport Industry Awards.
- Winner of Silver Award for Innovation in Sport Business Awards 2017.
- Charity Partners announced – Bounce Alzheimer's Therapy in 2016 and MIND in 2017.