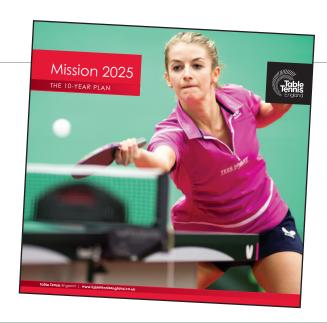
Mission 2025 update

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

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.
- $\hfill\Box$ 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.
- \Box Be TT programme and wider club mentor programme to be rolled out in the summer of 2017.

Schools

- $\hfill \hfill \hfill$
- □ 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'.
- $\hfill\Box$ Successful negotiations with ESTTA resulting in a merger from 1 September 2017.
- $\hfill\Box$ 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

- $\hfill\Box$ Free associate membership launched, growing that category by 200%.
- \Box 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.

Participation

Increase regular participation





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.
- $\hfill\Box$ 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.

Places

Increase the number of places to play

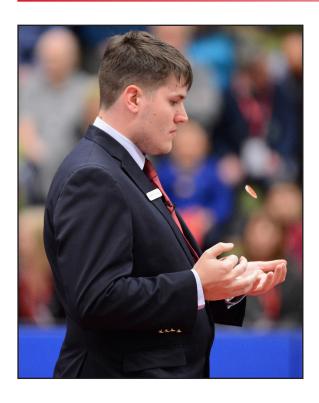


- ☐ Club database launched alongside a free club affiliation in addition to Premier Club to allow us to communicate with and support a wider network of clubs.
- \Box Guide to accessing grants has been circulated to clubs and staff support is provided. £750k of capital money granted in 2015/16/17 to clubs.
- □ New short format league models trialled, as this is proven to attract more young players and females as well as aid retention.
- $\hfill \square$ New Clubmark licence signed and all development staff accredited as assessors.
- $\hfill \square$ 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.
- $\hfill\Box$ 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).
- $\hfill\square$ 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

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

Performance

Improve performance



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

- $\hfill \square$ 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

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

Revenue

- $\hfill\Box$ Three months' operating costs achieved to meet with reserves policy
- □ All Sport England reporting competed with commendations on transparency and completeness.
- $\ \square$ 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.

- $\hfill\Box$ Strategy of continual but incremental increases to membership affiliation announced.
- $\hfill\Box$ 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.
- $\hfill \square$ 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.
- $\ \square$ Winner of Silver Award for Innovation in Sport Business Awards 2017.
- $\hfill\Box$ Charity Partners announced Bounce Alzheimer's Therapy in 2016 and MIND in 2017.