

# Mission 2025 update

It is four 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 made against each strategic priority in the two years since the last Mission 2025 update was carried in the Annual Review of 2017.



## Strategic Priority 1

## Participation

*Increase regular participation*

- In its first two years, the Be TT programme funded more than 170 projects delivered by clubs and leagues, reaching on average 4,300 participants a week, around 1,200 of them female.
- Bat & Chat launched: 27 sessions engage more than 400 new participants over the age of 50.
- Short format leagues supported – 68 in last two years, engaging almost 1,000 individuals.
- Female programmes supported – 40 projects in last two years engaging well over 300 individuals.
- TT Kidz developed and launched to recruit more 7-to-11-year-olds into the sport. 35 clubs have signed up to deliver the initiative in 2019/20.
- Partnership agreed with Premier Education Group as official primary schools delivery partner.
- Partnership with Jack Petchey Foundation sees more than 430 tables donated to 130-plus schools, enabling more than 13,000 pupils to play.
- Since 2013, a total of 216 Satellite Clubs have been delivered, promoting school-club links and reaching around 11,000 young people.
- ESTTA merger brought schools table tennis provision under one umbrella.
- Membership Benefits Club: More partners added, providing our player members with additional tangible benefits.
- Ping! expansion saw more than 1.4 million table visits in 2018.
- Places to Play map added to the Ping! website.
- Introduction of new membership platform from July 2019 to make administration easier for individual members, coaches, officials and clubs.
- The Hub launched – an online platform home for workplace competition and rankings.





Strategic Priority 2

Places

Increase the number of places to play

- Ping Pong Parlours turn empty shopping centre units into opportunities to play. 37 Parlours opened by March 2019.
- Ping in the Community launched.
- Premier Club benefits package strengthened and Associate Clubs accreditation launched, broadening the database of clubs with which we work and communicate to more than 300.
- Table and Club Finder launched on website.
- Partnerships with Everyone Active, David Lloyd and Parkwood Leisure to facilitate play at their locations.
- Continued partnership with Jack Petchey Foundation enables table tennis in schools and youth clubs in London and Essex.
- Schools table packages provided to schools around the country.



Strategic Priority 3

People

Increase the number of coaches, officials and volunteers



- Level 1 coaching course revamped.
- Officials portal launched.
- Young Ambassadors scheme relaunched to recruit and reward young volunteers at club level. So far, 29 have signed up.
- Female Ambassadors scheme launched.
- National Conference launched on back of successful network of regional conferences.
- Introduction of Members' Advisory Group, delivering on

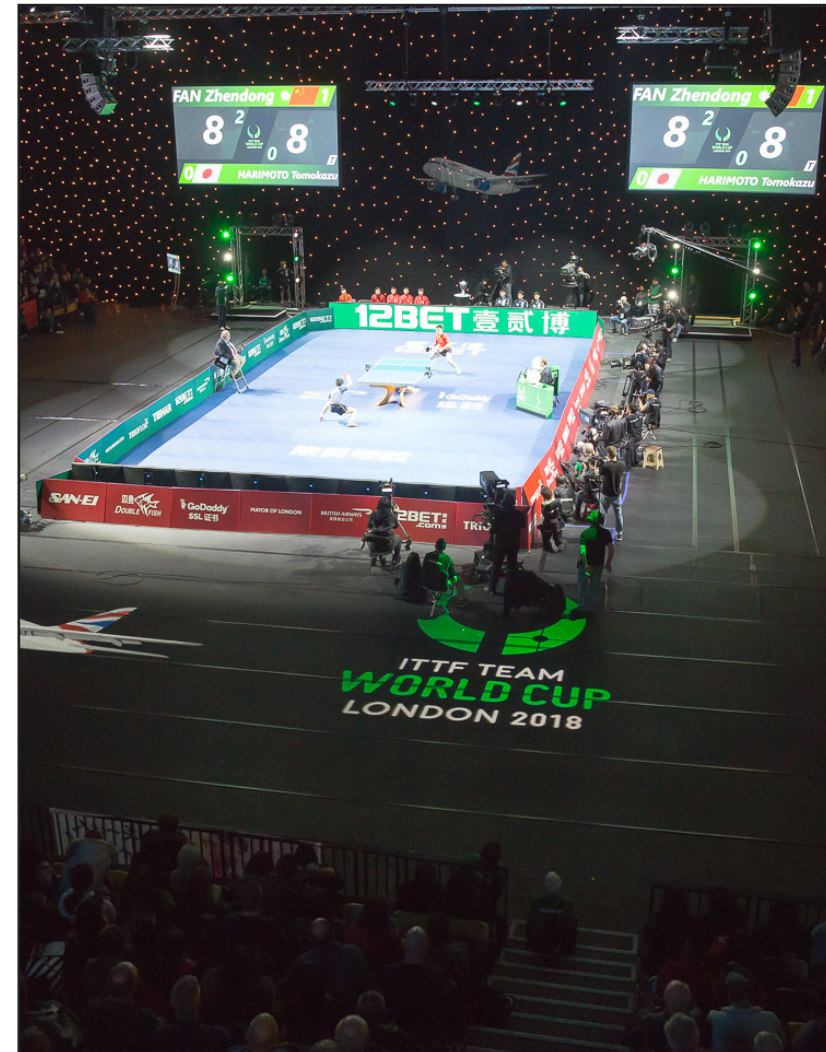


- recommendation by the independent Governance Review.
- Introduction of three Elected Deputy Chairmen roles on Board, as recommended by the Independent Governance Review.
- Pride of Table Tennis Awards extended to include more categories, and celebration dinner held.
- Database of volunteers created on the back of hosting ITTF Team World Cup in London.

Strategic Priority 4

Performance

Improve performance



- Hosted 2018 ITTF Team World Cup – men won bronze medal.
- Record medal haul at the Commonwealth Games 2018.
- 913 and Hopes Squad formed.
- National Championships qualifying tournament introduced.
- Highest world-ranked player since 1980 as Liam Pitchford reached No 14.
- Successfully bid for Aspiration Fund backing from UK Sport.
- Victories over Japan and Chinese Taipei en route to a quarter-final place at the 2018 World Championships.
- Tin-Tin Ho won European under-21 doubles gold in 2019.
- Paul Drinkhall won the ITTF Serbia Open in 2019.
- England men's team into top 10 in world rankings (June 2019).
- Medals won by various athletes at ITTF World Junior events.



Core objectives

Staff

- Selected staff received media training.
- All staff attended inclusivity training session.
- Selected staff received mental health first aid training.

Image and profile

- Live coverage of National Championships on the BBC Sport website. Our relationship with the BBC has also resulted in live coverage of international events including the World Para Championships and European Championships.
- Ping Pong Parlours shortlisted in the BT Sport Industry Awards.
- National Table Tennis Day grows in profile and participation, including trending on Twitter.
- Awarded World Cup of the Year 2018 award by the ITTF.
- England represented on 8 ITTF and ETTU committees, enhancing our reputation and influence.

Revenue

- Development of wholly-owned TT Leagues system to avoid reliance on third-party suppliers.



- Sponsorship relationships with PG Mutual and Butterfly strengthened.
- Office move to shared premises at Badminton England realised savings.