



## Chief Executive's Report

19<sup>th</sup> March 2022

Paper: 10c

Author: Adrian Christy

Firstly, I would like to start by thanking those members of National Council who, along with the Board and staff, have given me such a warm welcome to Table Tennis England.

Having worked across other 'racket' sports – tennis, squash, and badminton, including the last 15 years as Chief Executive of Badminton England, it is a privilege to support the organisation through this period of transition following Sara's departure at the end of 2021.

I have loved every moment of the interim role to date and have enjoyed listening, and learning, from many people involved in table tennis.

Since joining in mid-December, I have:

- Started to develop productive relationships with many of our key stakeholders including our Members and our funding partners
- Invested myself into the Senior Leadership Team, including holding weekly meetings, learning every day about what they do, the challenges they have and the opportunities they see
- Established a process for business planning enabling the setting of clearer organisation objectives for the year ahead while the Board considers the timeline to review the strategy
- Reviewed the financial and operating model which will support the delivery of our commitments but also enable the organisation to consider investments that can accelerate growth activity
- Supported the bid to host the World Championships 2026 including meeting the key partners
- Supported the re-establishment of GB Table Tennis including the development of key governance documents and secured a grant from UK Sport to cover the legal costs required to set up the new company
- Held discussions with the ITTF and key City partners, regarding England hosting WTT events. Discussions have included the host city model, broadcast and commercial agreements and investor models
- Supported the review of compliance with the revised Code for Sports Governance; a fundamental condition of public funding
- Reviewed communications and processes relating to safeguarding and disciplinary matters, including ensuring clarity of actions that best protect and support young people, adults, and workforce
- Provided briefings to all staff on progress to date and forward planning
- Supported and advised plans to celebrate Table Tennis England's centenary



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- Held meetings with UK Sport to review the International Relationship strategy and confirm future priorities
- Drafted revised Articles, a Memorandum of Understanding and Lead Home Nation Agreement to re-establish the Great Britain table tennis body to be charged with the governance of the World Class Programme

There is no doubt that this is a great organisation to be part of, in whatever capacity. There are so many opportunities to grow table tennis, to support our clubs and leagues, to increase the visibility of sport in this country, to develop our coaches and support our volunteers, to develop our young athletes to get better, to reach and engage those who play, or have an interest in table tennis, whether in traditional structures or not, and to be a high performing organisation with a culture where we come together to do great things for a great sport.

Adrian Christy  
**Interim Chief Executive**



**Table Tennis England**

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## Operations & Governance Report

19<sup>th</sup> March 2022

Paper: 10d

Author: Joanna Keay-Blyth

### Information/Activities - Last Period

#### Objectives for period:

1. Prepare end of year financials against budget
2. Confirm new budgets and any preparation required
3. Complete any work relating to the articles and regulation for approval of the Board
4. Undertake the Annual Returns process and complete

#### Summary of Progress:

##### 1. Prepare end of year financials against budget

Forecasting complete ahead of year end

##### 2. Confirm new budgets and any preparation required

Significant work has been undertaken on the budgets for next year as although we have secured the same funding with costs going up in many areas including NI increasing by 1.25% we are having to find additional savings to help support these increases.

##### 3. Complete any work relating to the articles and regulation for approval of the Board

Work has been completed on the resolutions to be presented to the General Meeting in July and final Board approval will be completed at the Board meeting in March.

##### 4. Undertake the Annual Returns process and complete

Annual Returns have been distributed including a help guide to complete. Deadline for completion is the 13<sup>th</sup> March 2022.

#### Work undertaken during this period outside the Annual Plans

#### Other focuses this period

- TT Leagues planning took place to look holistically at further development of the system now that TT Leagues, TT Clubs, British league and other competitions are utilizing the system
- The team, including our volunteers, have had to deal with a concerning rise in disrespectful behaviour by members, competitors, coaches and parents; we have worked hard over the past couple of months to ensure there is a process in place to deal with such behaviour as it will not be tolerated

- **It is requested that all counties, leagues & clubs refer regularly to the suspended list to ensure that suspended members are not participating in any table tennis activity**  
<https://www.tabletennisengland.co.uk/content/uploads/2022/03/Suspended-Members-List-V4-2022.pdf>
- More Terms of Reference have been drafted to align all committees throughout the organisation and ensure we are encouraging rotation and diversity throughout our committees.
- The Board and SLT undertook training on Risk at the December Board Meeting and have subsequently developed a Risk Policy and Guidance for the organisation
- Full review of the new Code of Sports Governance has been undertaken including meetings with Sport England to confirm implications and actions required to ensure we are Code compliant. To this effect, Resolutions will be proposed to the General Meeting to ensure we comply and do not risk our SE funding. Further discussions will be had at National Council to explain the changes. Please see Appendix 1 of actions required to ensure we are Code compliant.
- Mike Bishop has been appointed as Chair of Disciplinary Committee follow the decision by Estyn Williams to step down.
- Adrian Christy joined in Dec 21 as Interim CEO - Recruitment for permanent CEO being undertaken  
<https://www.tabletennisengland.co.uk/table-tennis-england-has-appointed-adrian-christy-as-interim-chief-executive/>
- AGM date changed to 16th July due to conflict with a VETTS event <https://www.tabletennisengland.co.uk/about-us/annual-general-meeting/>
- AGM Notice was sent out on the 24<sup>th</sup> February.
- New General Meeting Regulations were approved by the Board  
<https://www.tabletennisengland.co.uk/content/uploads/2022/01/Regulation-R-General-Meeting-Regulations.pdf>
- The SLT has developed the Business Plan for 2022/23 that will be presented to Board for approval at the March Meeting

#### Enablers, positive impacts:

- League play and competitions have continued and seem to be getting back to normal. Membership now sits at nearly 82% of pre-pandemic figures.

#### Issues, challenges or roadblocks:

- Manpower to process membership and ranking results
- Poor behaviour of some players/coaches at competitions has resulted in increased workload to investigate and manage the issues created

Action	Owner	Progress
National Council to advise SJ of any help they can offer for prizes, sponsorship, archiving & email addresses of former England players etc	ALL	Ongoing
JS (Sussex) to speak with Safeguarding Team offline	JS/ JR/ VW	Initial discussion held
Discussions with NH & AM re IT project/Select Committee	NH / AM	Complete
EW to write a protocol for the meeting recordings procedure	EW	Complete
National Council attendance discussion	EW / VW	Future Meeting

### In Memoriam

Former England junior and senior international David House: <https://www.tabletennisengland.co.uk/obituary-england-international-david-house/>

Paul Lyall, one of the pioneers of para table tennis in Great Britain and a Paralympic gold medallist. <https://www.tabletennisengland.co.uk/obituary-paralympic-legend-paul-lyall/>

Dennis Worrell, a stalwart of the former English Schools' Table Tennis Association (ESTTA) <https://www.tabletennisengland.co.uk/obituary-dennis-worrell-coach-and-estta-stalwart/>

Derek Bunday, Sussex stalwart awarded the Leslie Forrest Memorial Trophy in 2004. <https://www.tabletennisengland.co.uk/obituary-derek-bunday-sussex-stalwart/>

Peter Diver – Ely and District League, former ETTA Appeals Committee member

Harold Webb, Ellenborough TTC president.

Melvyn Lovegrove – WBL and VBL photographer

## Code of Sports Governance Action Plan

19<sup>th</sup> March 2022

Paper: 10d – Appendix 1

### Summary

In December 2021 Sport England launched their updated Code of Sports Governance and after several meetings with the lead in Governance for Sport England to ensure our interpretation of the Code was correct the below actions were deemed to need to be addressed.

<u>Action</u>	<u>Owner</u>	<u>Completed</u>
Update Board Guidance Pack with any changes required	JKB	
Complete a resolution to change the articles to the Board will set the affiliation fee not at the General Meeting	Board	Drafted for Board Approval
Log as part of recruitment process diversity of Board Members	JKB	Drafted for Board Approval in Skills Matrix
Add item to nominations Committee T of Ref to inform Sport England / UK sport of director changes	JKB	
Elected Directors should still adhere to the skills matrix and have a transparent recruitment process through nominations committee? – Complete a resolution to change articles	Board	Drafted for Board Approval
Look at overall strategy for engaging with stakeholders?	GY	
No formal people plan in place – to be developed	JKB/SLT	
Develop a Bi-annual appraisal of Board Committees & add any actions from individual appraisals	JKB	
Ensure code of conduct for national councillors	JKB	
Need to have a lead Board Member for welfare of employees, participants and volunteers	Chair	
Environmental Social Governance discuss with SLT what we currently do	SLT	
Draft an overall summary documentation for review of all regs, procedures and guidance	JKB	

## Performance Report

19<sup>th</sup> March 2022

Paper: 10d

Author: Matthew Stanforth

### Information/Activities - Last Period

- **SENIOR**

- Tom Jarvis sinks top 80 player in the WTT Contender event in Muscat  
<https://www.tabletennisengland.co.uk/jarvis-sinks-top-80-player-in-wtt/>
- <https://www.tabletennisengland.co.uk/jarvis-sinks-top-80-player-in-wtt/>
- Liam Pitchford makes difficult choice to compete in the WTT Star Contender event in Doha  
<https://www.tabletennisengland.co.uk/pitchford-to-enter-the-wtt-star-contender-event-in-doha/>
- European Champions League action for Liam Pitchford and Emily Bolton  
<https://www.tabletennisengland.co.uk/pitchford-leads-way-into-champions-league-semis/>  
<https://www.tabletennisengland.co.uk/bolton-gets-champions-league-chance/>  
<https://www.tabletennisengland.co.uk/no-champions-league-fairytale-for-bolton/>
- Sam Walker & Tom Jarvis compete in the WTT feeder event in Dusseldorf with Sam reaching the semi-finals in the Men's Singles and both players combining in the doubles, finishing 2<sup>nd</sup> in the Men's Doubles.  
<https://www.tabletennisengland.co.uk/pitchford-finds-no-way-past-wang-at-wtt-finals/>  
<https://www.tabletennisengland.co.uk/walker-and-jarvis-into-the-final-in-dusseldorf/>  
<https://www.tabletennisengland.co.uk/walker-moves-smoothly-into-quarter-finals/>  
<https://www.tabletennisengland.co.uk/walker-to-face-gardos-in-semi-final/>  
<https://www.tabletennisengland.co.uk/walker-defeated-in-semi-finals-in-dusseldorf/>
- Liam Pitchford competes in the first WTT Cup Finals reach the quarter finals  
<https://www.tabletennisengland.co.uk/pitchford-primed-for-wtt-season-finale/>  
<https://www.tabletennisengland.co.uk/pitchford-through-to-quarter-finals-after-comeback/>  
<https://www.tabletennisengland.co.uk/pitchford-finds-no-way-past-wang-at-wtt-finals/>
- Mari Baldwin is highest finisher in the Finlandia Open Women's Singles and reaches the Quarter Finals along with Jasmin Wong in the U21's Women's Singles.  
<https://www.tabletennisengland.co.uk/wong-sinks-england-team-mate-payet-at-finlandia-open/>
- Four English players were in action in the World Championships, Houston. Liam Pitchford reaches the last 16 in the Men's Singles, and Liam Pitchford & Paul Drinkhall reach the quarter finals of the Men's Doubles.  
<https://www.tabletennisengland.co.uk/world-championships-preview-england-stars-views-plus-the-draw/>  
<https://www.tabletennisengland.co.uk/three-through-for-england-in-houston/>  
<https://www.tabletennisengland.co.uk/pitchford-flies-the-flag-but-ho-and-walker-exit/>  
<https://www.tabletennisengland.co.uk/pitchford-rolls-on-into-the-last-16/>  
<https://www.tabletennisengland.co.uk/pitchford-loses-thriller-but-theres-still-the-doubles/>  
<https://www.tabletennisengland.co.uk/second-seeds-end-pitchford-drinkhall-medal-hopes/>

- **YOUTH**

- Mari Baldwin reached the last 16 in the WTT Contender in Vila Real, Portugal
- <https://www.tabletennisengland.co.uk/baldwin-run-ended-by-second-seed/>
- English youth players in action at the WTT Contender in Metz, France
- <https://www.tabletennisengland.co.uk/england-youngsters-pick-up-wins-on-wtt-stage/>
- English youth players in action at the WTT Contender in Spa, Belgium, with Joseph Hunter beating the WR40 in the group stages.
- <https://www.tabletennisengland.co.uk/spa-trek-bears-fruit-for-england-duo/>
- Success for English youngsters in Ulster.
- <https://www.tabletennisengland.co.uk/success-for-england-youngsters-in-ulster/>
- 
- Mari Baldwin wins three gold medals at the Home Countries International
- <https://www.tabletennisengland.co.uk/gold-star-mari-leads-england-to-home-nations-title/>

- **GB**

- Players names in GB Junior squads
- <https://www.tabletennisengland.co.uk/athletes-named-in-new-gb-junior-squad/>

- **BPTT**

- British players take gold in Costa Rica
- <https://www.tabletennisengland.co.uk/gold-for-henry-in-costa-rica/>
- <https://www.tabletennisengland.co.uk/bullens-delight-at-first-international-gold/>
- <https://www.tabletennisengland.co.uk/davies-ready-for-return-to-action-in-costa-rica/>

- **OTHER**

- England kit deal extended with Butterfly
- <https://www.tabletennisengland.co.uk/butterfly-england-kit-deal-extended/>
- Karen & Gorazd join the ITTF Para Committee
- <https://www.tabletennisengland.co.uk/karen-and-gorazd-join-ittf-para-committee/>

## Information/Activities – Current/Future

- National training squad camps have continued, However, due to the prevalence of the covid delta variant just prior to Christmas and following our own risk assessment, we took the decision to cancel some of the national training camps scheduled at the time, including and international training camp in Sweden.
- The England Hopes training squad has gone through its final selection stage, with 11 players selected from 21, with these players invited for all remaining Hopes camps for the remainder of the season. Payers were assessed on a number of factors on and off table, in particular clearly demonstrating the improvement and commitment they have made on set key areas in between training camps they have attend between September and January.



February has been a busy month in terms of competition for both senior and youth players. As well as competition, this has also provided the opportunity for some of our squad players to train internationally, with a number of our England female youth players attending a training camp with the Portuguese national team prior to the WTT event in Vila Real.

- The World Team Championships scheduled to take place in Chengdu, China in April has been postponed to the end of September.
- ETTU have introduced a new European Under 13 Challenge event due to take place during June in Montenegro. The Euro Mini Championships which takes place at the end of August annually, has now extended its entry to under 13's, as well as maintaining its under 11 and 12 age categories. Selection policy information for these events to be made public in due course.
- The Commonwealth Games are fast approaching with less than 150 days until the opening ceremony. This is a key priority for the performance department and is therefore a major focus for the staff work programme over the coming months. More information from the organising committee is now coming through to Team England which is now allowing greater planning and organising for the team preparations to be made.

### Challenges/Issues

The issues continue:

- The up-and-coming summer period will be an incredibly busy period with three major championships taking place (EYC, Commonwealth Games, European Individual Championships), as well as national squad training camps and squad selection processes for the 2022-23 season taking place.
- Covid continues to present challenges has required the need to be flexible in terms of dates which has presents challenges for all. Whilst the changes to government regulations have been relaxed, it remains an issue that must be managed, especially with a number of players also travelling internationally.
- Whilst international travel is opening up more, covid remains a challenge when considering international travel. With ever changing regulations and the differing regulations and risk levels from country to country;
- The international calendar has limited information, in particular for senior events for senior WTT events is prohibiting and is something we continue to liaise with WTT on.

## Competitions & Events

19<sup>th</sup> March 2022

Paper: 10d

Author: Neil Rogers



### Information/Activities - Last Period

- Over the course of Q1-Q4, new Terms of Reference have been established and launched for the Tournament Approval Panel (TAP), County Championships Committee, English Leagues Cup Competition (ELCC) Committee, and National Cadet & Junior Leagues (NCL/ NJL) Committee
- Mark Pinder has been promoted to Competition & Events Manager
- The wide relaxation of COVID restrictions – in Gov't, TTE and venue-specific contexts – has allowed our planning, preparation and delivery to largely return to pre-pandemic approaches
- National Events within this period have been delivered with no issues, including the [Mark Bates Ltd Senior National Qualifiers](#), [Women's British League wk2](#), [Junior British League wk2](#) and [Veteran's British League wk2](#)

### Information/Activities – Current/Future

- Key focus remains on the [Mark Bates Ltd Senior National Championships at University of Nottingham, 25-27 March](#). This headline national event is more complex and time-consuming than any other by several orders of magnitude, and a huge collective effort has been made over the last 5 months by the team, officials, marcomms and other TTE staff. All is progressing well
- Following pilot events in June and July, the online tournament entry/ payment system is currently being used for both the Cadet National Cup (March) and the Senior National Championships (March). If successful, it is anticipated this will be rolled-out for additional national events inc. Cadet, U17 & Junior National Champions (April), U11 & U13s National Championships (June), and Junior National Cup (June), alongside testing of the sanctioning element for external regulated events
- Further to successful development of functionality in TT Leagues to support national league formats inc [British League | TT Leagues](#), a brief and specification has been agreed to develop additional functionality for online national league entry/ payment. This will be developed over Q4/Q1 with plans to launch in June
- A brief/ outline specification has been drafted for a Tournament Management platform for national and sanctioned events, and this process will be progressed when further headway is made on the two items above
- The consultation phase of the Competition Review has concluded. 385 completed responses were received, which exceeded our target and expectations.

In addition, over 20 forums and 1:1 insight interviews were completed. Analysis has also been undertaken against ranking results in 19/20 (114,296 singles match participation instances by 3,956 players) in order to identify player participation trends.

A brief member update was released last month [Hundreds have their say in our competition review - Table Tennis England](#) - including a [revised consultation document](#), which provides information on the project, process, context, background and insight.

An initial analysis of the member consultation responses has been undertaken by the TTE Insight Officer, and a refined iteration, together with the key themes from the forums and insight interviews, will shortly be presented to the Competition Review Steering Group.



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Progress on this project has been unavoidably impacted by staffing/ capacity issues.

- [The Rankings Project](#) remains ongoing – please see Appendix A for a more detailed update
- An exercise to explore options for an [endorsed production/ streaming platform for British League Premier division](#) has been undertaken with the MarComms Dept. TTE partner [Recast](#) are launching new functionality in Spring that will support scoring and branding overlays for 22/23

### Challenges/Issues

- [Uncertainty regarding Budgets](#) for '22/23 has impacted both event finance and staffing, and had a number of implications:
  - [Cancellation of Aldersley Grand Prix](#)
  - Delayed confirmation of Inter-Regional Finals (ongoing)
  - Delayed recruitment of vacant role (ongoing)
  - Consequences for preparation and planning, and ability to provide timely information to members (ongoing)
- As a result of the delay to recruitment, and additionally recruiting for another vacant role in the same period, the [department has been operating with a significantly reduced capacity](#) Dec-Feb (and ongoing). We are also due to lose 0.2FTE for a 6-month period for secondment to B2022
- A number of ongoing [service issues and development delays with Sport:80](#), most notably including a number of significant underlying issues with the Rankings system, have been helped along with the assistance of Adrian Christy. Both parties are still to fully agree a way forward on all live issues, but positive progress has been made against some long-standing concerns
- In response to a number of unpleasant incidents, a paper and series of proposals have been submitted to Board on behalf of Competition/ Events, Safeguarding & the Technical Officials Committee related to the [safeguarding for our officials, volunteers and staff](#) whilst delivering events



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## Appendix A

The Rankings Project remains ongoing. UK Sport's Sport Intelligence Unit has undertaken a modelling and simulation exercise, which has given the project team a robust basis on which to progress to the next stages. As a result of this, we have established the following framework for further development:

- A relative points system, which UK Sport have tested against historical data sets to demonstrate its efficacy. This element of the rankings would be a 'true' (non-inflationary) ELO model, and no annual points reduction would be required. This would illustrate *ability*
- A model for bonus points in singles/tournament and team/league formats, with a draft framework for testing at the next stage. The bonus point element of the rankings would be time-constrained, capped (eg best x of y events), weighted by event, and illustrate *form*. Inactive players would slip down the rankings until their bonus points are zero and only the ELO element remains
- Time-limited protection of ELO points lost, in order to avoid disincentivising play
- The ELO (ability), Bonus (form) and Protected points combined would produce the *rankings*
- Initial findings related to integrating age-groups and genders suggest that suitable competition patterns exist to successfully support the integration of age-groups into a single ranking list (i.e., combining Cadet, Junior, Senior & Veterans), but that it is unlikely to be possible to integrate genders without destabilising the integrity of the system

This supports the agreed outcomes of the Rankings Consultation – to use a relative system as the basis for national rankings, to investigate whether greater integration in the ranking lists would be feasible, and to undertake simulation to consider how we could achieve a better balance between the various principles through variations in how we use bonus points; event weightings; the difference between win points and loss points; and periodic points deductions.

The next step is development of a working model (a 'test platform') within which we can undertake iterative testing of the variables and parameters with live data, including further definition of how to treat new players and inactive players, and potential integration or reflection of ITTF results/ rankings.

This development work will be specced, and the development time and cost prioritised against other Table Tennis England projects and commitments. This process will determine a timeframe for the remainder of the project. At that stage, we will be in a position to explain how we intend to test the proposed framework and we will set out a further process of consultation with Table Tennis England members.

### Project Team

Neil Rogers

Simon Mills

Simon Grew



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## Development & Volunteering

19<sup>th</sup> March 2022

Paper: 10d



Author: Greg Yarnall

### Summary of Progress:

- **TT Kidz:**
  - TT Kidz 8-week programmes have now commenced for February with over 200 bookings to date
  - Work is underway in extending the TT Kidz programme to introduce a **new element for 4–6-year-olds** with a plan to pilot in September 2022
- There are five leagues piloting the new **TT Fast Format** initiative, we will share learnings with these soon <https://tabletennisengland.co.uk/news/archived/tt-fast-format-is-a-new-option-for-leagues/>
- We have been working actively on two funding submissions with Sport England, our system partner submission and a separate Commonwealth Games funding pot. We will be in a position to confirm funding levels agreed in the next 4-6 weeks.
- We continue to raise the profile of women and girls' participation in table tennis and here's how you can get involved as part of International Women's Day. <https://www.tabletennisengland.co.uk/how-clubs-can-get-involved-in-international-womens-day/>
- New Ping Pong Parlours continue to open across the country <https://www.tabletennisengland.co.uk/ping-pong-parlours-creating-a-buzz-in-city-centres/>
- At the end of March, we will be launching a 6-month report and update to the Level the Table strategy, which will be shared with National Council
- Following the launch of the **Level the Table strategy**, **Table Tennis England and British Para TT** have now agreed a set of shared goals and objectives, delivery against these will commence shortly
- The **Level the Table grant scheme** launched on 3<sup>rd</sup> November, which is focused on delivering the priorities set out in the Level the Table strategy, we have had nearly 200 applications from clubs, leagues, community groups, schools and charity partners. We will share successful recipient's as soon as these have been all informed. <https://tabletennisengland.co.uk/news/archived/level-the-table-how-to-apply-for-grants-up-to-2500/>
- We recently met with the ITTF to share our learnings and future plans for development to better understand any cross over/support from the ITTF or other home nations
- Following our recent Sport England funding submission, a large proportion of time is being spent planning to commence work against our new goals and priorities from April 22 onwards. The major priority for our work will be to work towards gender parity and tackle inequalities across the sport. More information will be shared at the upcoming NC meeting.
- Thank you to everyone that supported the Pride of Table Tennis awards, there were an amazing 120 nominations, the finalists being invited to the Gala Dinner where presentations and winners will be announced.
- Our work supporting people with Parkinson's to play continues to move forwards in partnership with Parkinson's Table Tennis UK. <https://www.tabletennisengland.co.uk/bringing-benefits-to-people-with-parkinsons-through-table-tennis/>
- A coach survey launched this month to find about their recovery/return since COVID restrictions, their motivations in coaching and where they would like support from TTE to develop. [https://www.surveymonkey.co.uk/r/CoachingExperiences2022?utm\\_campaign=2093032\\_Coaching%20Experiences%20Survey&utm\\_medium=email&utm\\_source=Table%20Tennis%20England&TTID\\_Auto=&dm\\_i=38NL,18UZS,3BY9L2,4UGXD,1](https://www.surveymonkey.co.uk/r/CoachingExperiences2022?utm_campaign=2093032_Coaching%20Experiences%20Survey&utm_medium=email&utm_source=Table%20Tennis%20England&TTID_Auto=&dm_i=38NL,18UZS,3BY9L2,4UGXD,1)



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## Business Development

19<sup>th</sup> March 2022

Paper: 10d



Author: Keely Armitt

### Information/Activities - Last Period

- The new Business Development Department was created in January 2022. This brings the Marcomms, Insight and Partnerships functions together in one department, headed up by Keely Armitt (previously Head of Mass Market). Keely will work closely with Greg Yarnall, Development Director and other Heads of Departments to ensure close collaboration between departments for the delivery of key business objectives.

### Information/Activities – Current/Future

- An application is being submitted to the Sport England Digital and Innovation fund to support some work linked to the Commonwealth Games in Birmingham this year. If successful, the funds will support the development of our digital infrastructure as well as accelerating some key insight pieces and creating some short term additional capacity in the marcomms team throughout the games period so we can capitalise on the nation's spiked interest in our sport.

### Challenges/Issues

- A key challenge remains with data collection and storage for managing our partnerships, non-member participants (e.g. those taking part in one of our programmes such as Bat and Chat) and Insight and we need to find a system that can support our needs in this area



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## Marketing, Communications & Customer Engagement

19<sup>th</sup> March 2022

Paper: 10d

Author: Hannah Holland



### Objectives from Ops Plan (Q4)

- Creation of Marcomms plan to promote Mark Bates Ltd Senior Nationals and integrate Centenary celebrations
- Event, communications and PR support for the Nationals
- Delivery of Centenary book to be ready in time for Nationals
- Start planning for membership season 2022/23

### The following objectives from Q3 have also continued to progress in Q4:

- Development and delivery of new website

### Summary of Progress

- **Creation of Marcomms plan to promote Mark Bates Ltd Senior Nationals and integrate Centenary celebrations**

Tickets went on sale on the 10<sup>th</sup> January to members only, the day after the Nationals qualifying event. We started with a 2-week early bird discount of 20% for members, and an extra 10% discount for Qualifier entrants. The tickets sold well within the two-week early bird window. From the 24<sup>th</sup> January, tickets went on general sale, plus we have continued to offer a 10% discount for members. We have promoted the Nationals in OTN weekly and by solus email to leagues and clubs within a 70-mile radius of Nottingham. On social, we have been testing out different content to promote the Nationals, and depending on engagement levels, this guides the type of post we put out. We are also trying to appeal to families with our digital content. We are targeting schools and have invited a couple of local schools on the Friday. We have carried out some promotion via the BUCs app to target university students who play table tennis. We are also advertising in Loughborough University Campus News. We are sending a press release to local media and plan to do some localised Facebook advertising, if we still need to sell tickets, but also to extend our reach. We are also cross-selling the tickets to those people who are attending the Centenary Gala Dinner. We expect a sharp increase in sales in the final week tickets are on sale, based on the ticketing analytics from the last event in 2020.

- **Event, communications and PR support for the Nationals**

The marcomms team are involved in a number of areas, including the set-up of ticketing and promotion of ticket sales, VIP invitations, preparation of the programme, broadcast arrangements/live streaming, website & scoring feed, sponsor support, branding support, email communications, interviews and website articles and updates, and social media activity.

- **Delivery of Centenary book to be ready in time for Nationals**

This book covers all the important people and events of the last century, and shares some rarely-seen images. The Centenary book is completed and we are busy with promotion and pre-sales of the book.



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- **Start planning for membership season 2022/23**

We have not yet started this but will hold our first planning meeting shortly.

- **Development and delivery of new website**

We have now launched the website. The new site went live on 15<sup>th</sup> February, along with the online archive. We are keen to receive ongoing feedback and to this end, we have implemented a feedback form in the website footer on every page. We have already received some very constructive and valuable feedback which if we cannot rectify within the realms of our current maintenance contract, we will endeavour to address it in Phase 2 of this project.

**Successes in the first week of launching the new site:**

- Increase in website visitors, page views and average session duration per visit to the website for the first week of the new website being live
- 20% traffic came from email campaigns and 15.9% through social media referral
- Social media posts directing people to the new website achieved above standard engagement rate
- A variety of partners promoted on their social media channels
- Crossword challenge has been engaging and generated new contacts into our database

**Digital Reporting – please see Appendix 1: Digital Reporting**

**Challenges/Roadblocks**

We have continued to work on the new website alongside other work, but this is now completed. The breath of work needed to support the Centenary projects is quite challenging and will mean that March will also be a very busy month over and above usual marketing activity.

**Additional items outside of the annual plans**

- **Centenary**

- Gala dinner- online invitations, promotion of member ticket ballot, branding
- Input into creating the programme of entertainment on the night of the dinner
- Creation of Centenary Stories series
- Input into online museum funding bid
- Promotion of ELCC
- Input into Centenary Digital Reach planning and execution

- **Competitions**

- British League - reports, previews and programmes for VBL, WBL and JBL weekends. Also, attended one day of WBL and acquired footage for social media content.
- Jack Petchey - attendance at team finals; promotion of those finals and individual qualifiers
- Nationals qualifying tournament – programme, promotion, attendance & live streaming
- Covering SBL Premier Division in temporary absence of press officer
- WTT and ETTU tournament coverage
- TT Kidz promotion of Spring phase – sponsored Facebook posts and targeted emails
- Media monitoring - arranging better coverage within budget; as a result we have switched service provider to Vuelio
- Design, promotion and launch of TT Kidz new school resources
- Contributing to Women & Girls strategy conversation, specifically around marketing, communications and branding, as well as carrying out a women & girls photoshoot.
- Level 1 coaching course – filming and video production



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- Ongoing support and promotion of Pride of Table Tennis Awards – over 100 nominations received for two awards
- Promoted Race Equality Week across our social channels
- Ongoing newsletters – club, schools, coaching and OTN

## Appendix 1: Digital reporting

Summary: Please note the period of these metrics is **from 1 November 2021 to 31<sup>st</sup> January** and compare to the quarter before (Aug – Oct).

Social media, email and website:

	Followers	Impressions	Engagements	Engagement Rate
FACEBOOK	22,846	2.7862M	193.3K	9.27%
TWITTER	16,152	344.8K	5.84K	2.83%
INSTAGRAM	11,559	561.6K	21K	4.96%
LINKEDIN	2,305	43K	1.98K	5.62%
YOUTUBE	10,947	550.4K	4.5K	6.73%
<b>TOTAL</b>	<b>63,809 (+3.76%)</b>	<b>4.286M (-19%)</b>	<b>226.62K (+57%)</b>	<b>5.89% (+2.79%)</b>

Emails sent	Unique Opens	Open Rate	Link Clicks
<b>119 (+1.13%)</b>	<b>216,278 (+57.8%)</b>	<b>52.51% (-0.04%)</b>	<b>49,660 (+4.1%)</b>

Total sessions	Total pageviews	Bounce Rate	Time on page
<b>227,983 (-1.3%)</b>	<b>546,678 (-6%)</b>	<b>56.64% (+3.5%)</b>	<b>02:07 (-6.3%)</b>

Another really successful quarter for social media, with follower, engagements and engagement rates up, and although impressions have fallen by 19% we still achieved over 4 million which considering there wasn't any big events such as Paralympics etc and a Christmas break is very impressive.

Engagements across social media have more than doubled from the previous quarter, showing that with planning and time to focus on creative ideas for digital we can really engage our audiences. Content around Women & Girls, British League and England pathway have been super engaging and have utilised different forms of content to produce engagement, such as trialling long form posts, using image carousels and so on.

A really positive quarter for our email marketing as well with unique opens up by more than 50% and an increase in link clicks, demonstrating that we are producing more engaging email campaign content. This is due to a much more tailored approach, with detailed targeting for TT Kidz, Coaching course, and more time being spent on developing a variety of content for our weekly newsletter Over the Net.

At first glance the website stats look underwhelming, however there is only a 1.3 – 6.3% change between this and last month which still remains consistent, and as stated previously, without big events such as Paralympics it's understandable for the slight drop. Hopefully with the launch of the new website and the combining on Ping and TT Kidz into the main website we will see a rise next quarter in website stats.

### Definitions:

**Followers** are the number of people that follow the specific channel. This also includes number of people who like the TTE page on Facebook.

**Impressions** are the number of times your content is displayed, no matter if it was clicked or not. However, an impression means that content was delivered to someone's feed. A viewer doesn't have to engage with the post in order for it to count as an impression.



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## **Engagement and Engagement rates**

- **Facebook:** [Facebook](#) measures engagements by likes, reactions, comments, shares, and some clicks on links, photos, or videos. Engagement rates on Facebook are measured by engaged users, not total engagements; if someone likes and comments on the post, that counts as two engagements, but one engaged user. Total engaged users are divided by the post's reach to find the engagement rate.
- **Twitter:** [Twitter](#) engagements are measured by retweets, replies, follows, favourites, tweet expansion, or clicks on links, hashtags, embedded media, the username, or the profile picture. Engagement rates are calculated by adding all of these engagements up and dividing by total impressions.
- **Instagram:** [Instagram](#) defines engagements as likes, comments, and saves on a post. There are a few [ways to calculate Instagram engagement rates](#), and some Instagram users include or omit other factors like shares. To calculate an engagement rate, Instagram takes these metrics and divides by the total impressions.
- **YouTube:** number of clicks, divided by the number of thumbnail impressions
- **LinkedIn:** LinkedIn calculates update engagement rate by adding the number of interactions, clicks, and new followers acquired, divided by the number of impressions the post receives.

**Emails sent:** total number of emails sent across the reporting period.

**Unique opens:** A unique open is how many people have opened your email.

**Open rate:** The percentage of the total number of subscribers who opened an email campaign.

**Link clicks:** number of clicks on a link, button or downloadable document in the email.

**Total sessions:** Sessions in Google Analytics are defined as the total number of visits to your site — including both new and repeat visits.

**Total Page Views:** A page view is an instance of a page being loaded (or reloaded) in a browser. Page views is a metric defined as the total number of pages viewed.

**Bounce Rate:** Bounce rate is single-page sessions divided by all sessions, or the percentage of all sessions on your site in which users viewed only a single page and triggered only a single request to the Analytics server. (Basically it shows how much people are just viewing one page and then exiting the website without interacting with any other content)

**Time on page:** This is the average amount of time a user spends on a page.



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