



**Building  
better  
experiences.**



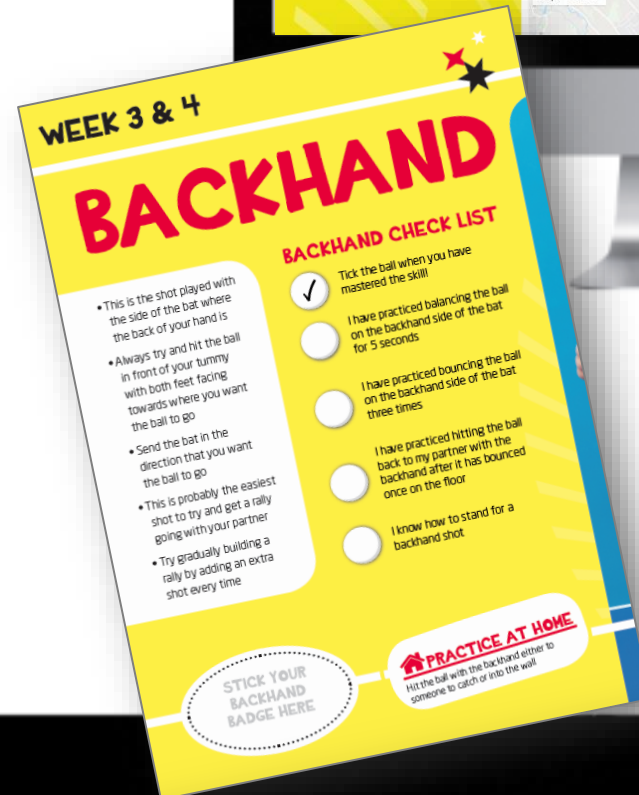
## WHAT IS TT KIDZ?

An 8 week programme of energy, fun and engaging activity for 7-11 year olds.

Centralised booking system.

Every young person receives a branded kit bag on arrival.

Awards/Progress programme.



## WHY TT KIDZ?

We know that young people are more likely to stay in the sport when starting at a younger age.

When we speak to clubs and coaches, this is the key focus age group for them.

As a sport we need to adapt to the changing lifestyles of young people and parents.

They want to:

- Have fun
- Be active
- Have sessions with energy!





## DISCOVERY PHASE

3,000 children across  
20 schools.

Club consultations.  
Full day in Milton Keynes.  
2 regional conferences.  
7 Governance Roadshows.  
UKCC courses.

Consulted over 20  
teachers/school leaders  
and 60 parents.

55% preferred and  
connected with “table  
tennis”.  
45% connected with  
“ping pong”.

“A video for teachers  
to see how to do it,  
with possibly use of  
cartoons for the kids to  
see.”

“Children love most rewards  
and certificates. Things like  
badges, wrist bands or  
sticker books to complete  
when skills have been  
achieved are often great for  
motivating children.”

“Rewards for  
attendance/time  
spent playing  
would be  
motivating too...  
particularly for  
those who give it a  
go”

‘If the product is easy  
to follow, shows  
progression and gives  
adaptations and  
variations in tasks so  
that it can be easily  
differentiated I think  
that would make it  
more valuable.’



## PURPOSE

**To provide young people with an inspiring, engaging and fun first experience in the game.**

To enable us to build national partnerships with organisations that can help take the game to more young people.

To provide clubs and coaches with a more attractive programme to take into schools and community groups to enhance a table tennis offer.

To engage new young coaches/activators into the sport.



**INSPIRING**

**TT Kidz INSPIRES children to try the game for the first time, and gives them the space and freedom to grow to love the game.**



**ENGAGING**



**Through a shared passion for the game,  
we will deliver an ENGAGING  
programme to motivate a new  
generation of table tennis lovers.**





**FUN**

**Table Tennis is a game without limits.  
TT Kidz is an opportunity to let  
imaginationS run free, and for  
children to have loads of FUN!**





## LANGUAGE MATTERS

The emphasis is on FUN... it's a first introduction to our game, after all.

Notice something?

I called it "our game", and not "our Sport".  
Subtle, but important.

Yes, Table Tennis is serious. And yes, it's fun.  
But for TT Kidz, we keep the language simple.



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Table Tennis England logo in the top right corner. A small "SPORT ENGLAND" logo is in the bottom right corner. The website "www.tabletennisengland.co.uk" is at the bottom left.

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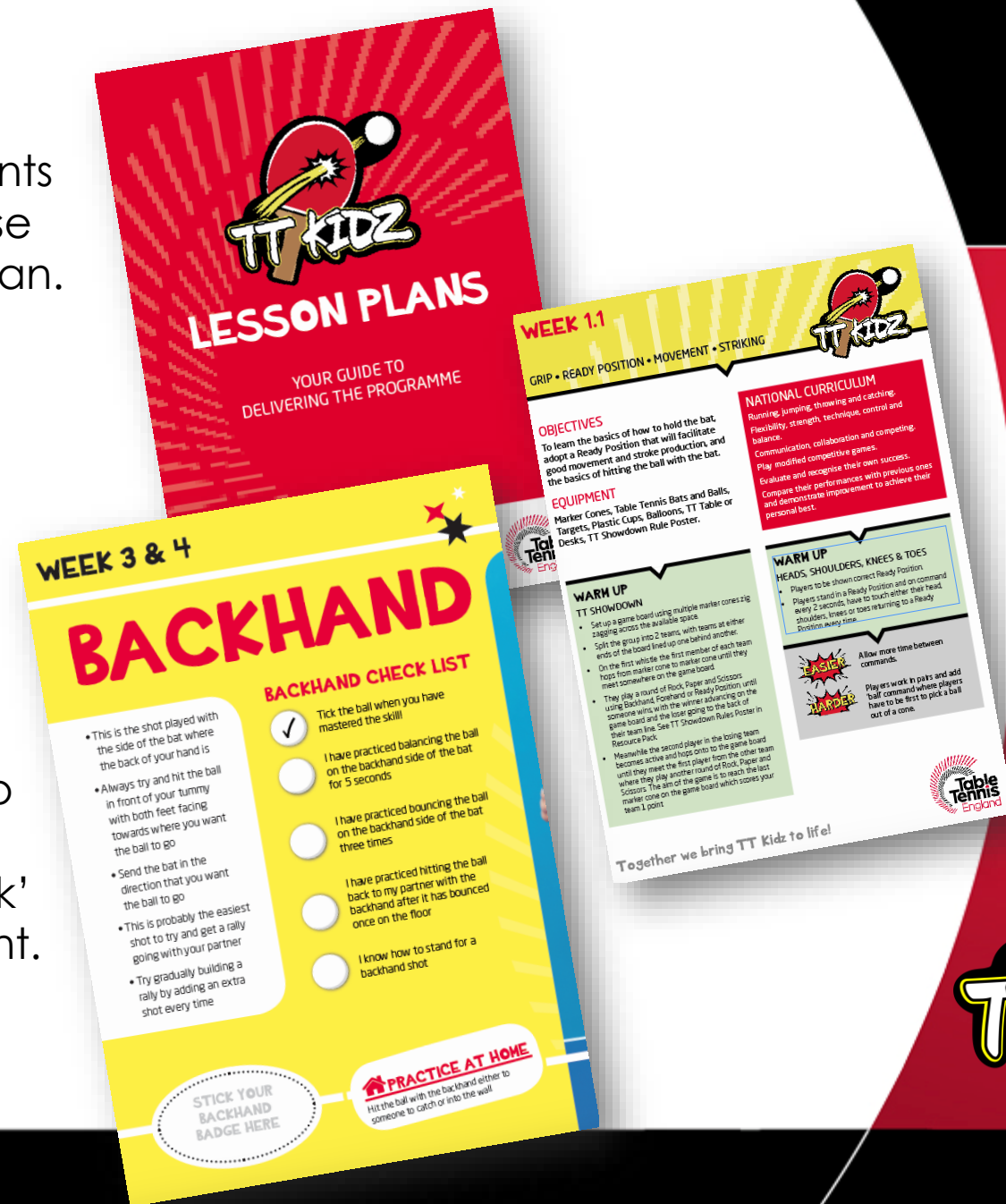
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## LESSON PLANS

- Challenges around different environments - 6 or 8 weeks and how prescriptive these should be? Also one-off taster session plan.
- Difficult sport for young learners to experience success!
- Lesson plans broken into four sections:
  1. Warm Up Activity
  2. Activities without a table/desk
  3. Activities with a table/desk
  4. Competition or Game Scenario
- Each week to include a 'Progress Check' award, with recognition for achievement.



**TOGETHER**  
we bring **TT Kidz**  
to life!



# Years 1 & 2 National Overview

**173**

projects

**304**

interventions

**4,322**

avg. weekly participants

**1,268**

avg. weekly females



# BeTT retention

## All membership categories

Up from 82% to **85%**

## Senior membership

Up from 86% to **89%**

## Overall membership

**4%** membership growth for BeTT Clubs and Leagues

## Female membership

Up from 79% to **84%**

**29.3%** of the average weekly participants involved in Year 1 and Year 2 of the Be TT programme are female.





**2019-20**

**Our focus**

**Women and girls**

**Short format  
leagues**

**Under 11s**

For Year 3 we received 64 applications ; 52 from clubs and 12 are from leagues. The applications are broken down into:

U11 participation: \_\_\_\_\_ **44**

Women and girls: \_\_\_\_\_ **28**

Short format league: \_\_\_\_\_ **23**

Who was the most recognised player?



A

B

C

D

Who was the most recognised player?



21%



27%



26%



37%

What percentage of mass respondents were interested in going to watch elite table tennis?

A 76%

B 18%

C 25%

D 54%

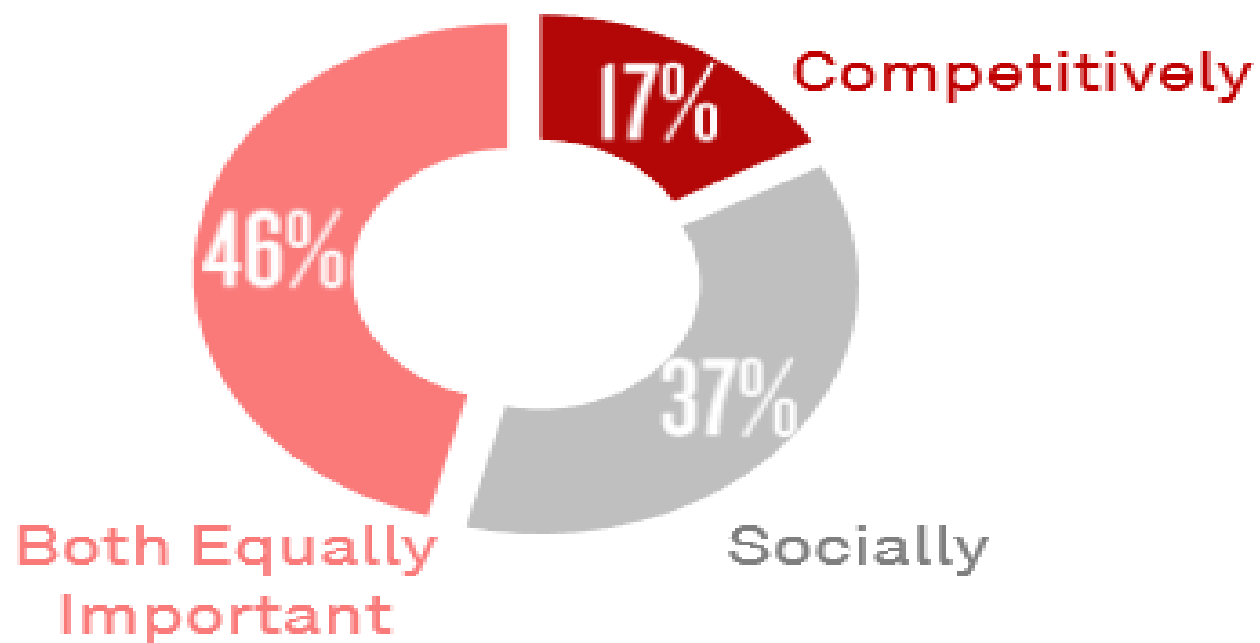
What percentage of mass respondents were interested in going to watch elite table tennis?

**76%**



# ENJOYMENT & BARRIERS TO PLAYING

The biggest group of parents feel that competition and socially playing are equally important...



**61%**  
Put off local leagues  
due to late nights

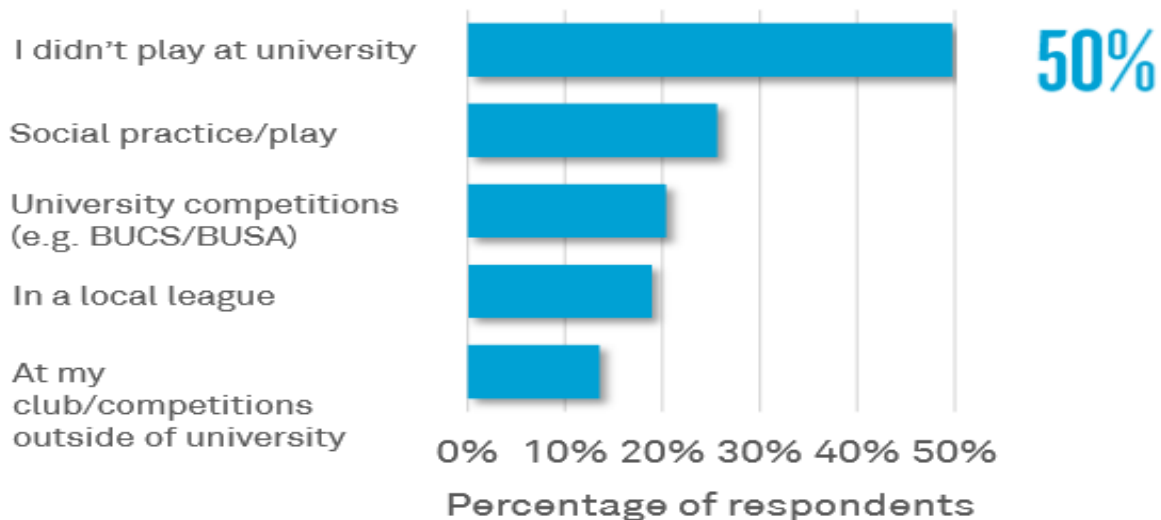
(n = 238)

Though a large proportion of players went to university, not many played there...

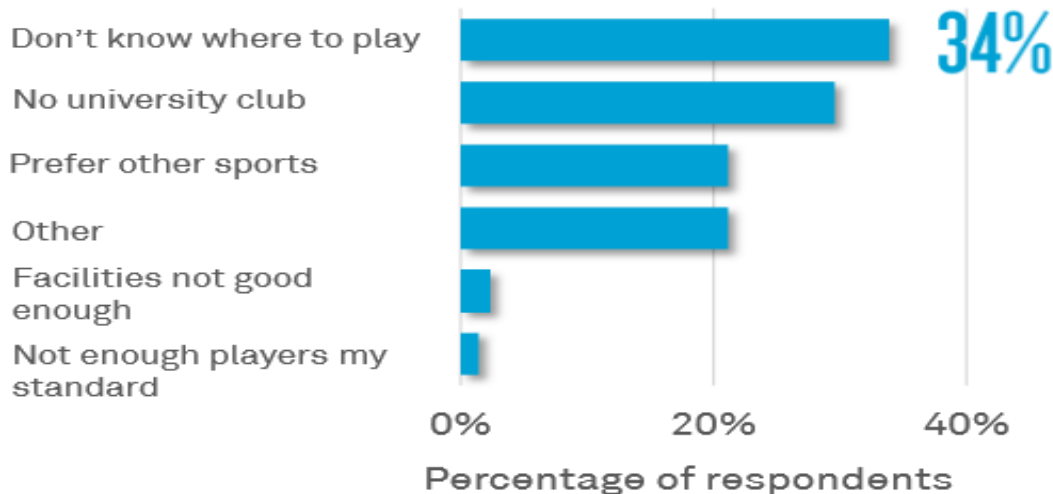
**45%** Respondents went to **university** but...

**25%** Respondents play or have played table tennis **at university**

Types of play



Barriers to play



# The Power of Ping!



- Infrastructure of ~900 public tables across England
- 25 Council and Local Authority partners delivering the project this year
- Over 1.4 million people played on a Ping! table last summer
- Network of ~40 indoor Ping Pong Parlours
- Over 1 million people have played in a Ping Pong Parlour, with an estimated 130,000 of these returning to play regularly\*
- 305 Ping in the Community Projects



# England 9-13 & Hopes Squad

**ENGLAND**



Table Tennis Squad

Matt Stanforth – Programme Manager

# This season

- Programme for 2018-19 has now concluded;
  - 9-13 – 14 training days / 17 players;
  - May 2019 - Croatia training camp & Zagiping tournament / 11 players;
  - Hopes – 10 training days / 15 players;
- England Skills Awards
- Parent and Coach Engagement





# Next Season

- 9-13 renamed 'Aspire'
  - 26 days – residential
  - Possibility of 2 training & competition opportunities abroad
- Hopes
  - 2 Groups
  - 15 Days – 2 x residential camps
  - Possibility of 1 training & competition opportunity
- Closing date for applications – 30th June

# Any Questions

ENGLAND



Table Tennis Squad

