

Annual Review

2018/19

Responses to questions and comments



We thank all our members who have submitted questions and points of accuracy regarding the Annual Review 2018/19. Our responses are detailed below. The final version of the Annual Review is available on our website and printed copies will be available for collection at the AGM on June 29 and sent out by post thereafter to Company Members and PremierClubs, and to others upon request.

From: Estyn Williams, National Councillor for Warwickshire

Page 8

Mission 2025 gives numerical aims for participation:

- 200,000 regular adult participants by 2025
- 25,600 regular disabled participants by 2017
- Table tennis offered in 500 more community venues than in 2015
- Table tennis played in 1000 more schools than in 2015
- 40% of regular participants members of Table Tennis England

What are the current numbers for each of these?

According to Active Lives data collected by Sport England, nearly three million people play table tennis each year in England, with 426,200 of these playing at least twice a month, which is considered to be 'regular'.

We have supported 305 Ping in the Community Projects and 36 Bat and Chat Projects since 2017, and have worked with 460 Loop at Work businesses and through partnerships with Everyone Active, David Lloyd and Parkwood Leisure to deliver regular sessions and extend provision to their communities/members.

Combine with Ping Pong Parlours and other initiatives, we are confident that table tennis is being offered in over 500 more community venues.

66 new Satellite Clubs in community locations have been set up in the last two years, engaging more than 2,400 new young people in the sport.

TT Kidz has launched this year to grow the number of schools and young people taking part in table tennis. A partnership was also launched with Premier Education to grow the amount of table tennis being delivered in schools, Premier Education operate in over 15% of primary schools nationally.

So, it is clear that participation continues to grow. The challenge is converting that to membership due to the



TT Kidz has launched this year to grow the number of schools and young people participating in table tennis

current membership structure, which is being revisited.

From: Estyn Williams

Page 9

The Review gives membership figures by age and class of membership.

What efforts have been made to produce figures on membership and participation in other ways (for example geographically) to help channel future projects to the areas and communities where there is the greatest potential to increase membership and participation in the sport?

Part of the Be TT process when working with clubs and leagues includes providing levels of detail that can go down to local league or county level.

Before the majority of Be TT meetings, Table Tennis England staff go through this information with clubs, leagues or counties to help better understand membership trends in their area against the national picture. This includes member retention, number of new

members and percentage of participants in different age or gender categories, and has helped ensure projects focus on the right initiatives and programmes.

In Year two of Be TT for the first time we also piloted some targeted intervention work, in which leagues were identified where low member retention, a reducing member base and/or a low percentage of female participants were present.

Table Tennis England staff approached these leagues to work directly with them to offer support, funding and guidance to help find solutions for these challenges. This was a different approach and one that was well received from those leagues, which have not perhaps traditionally worked with Table Tennis England on development initiatives previously. We hope to see some positive results from these projects in connection to their membership next season.

From: Diane Webb, ETTA Vice-President, Chairman of Archives, Records and Museums Committee, Hastings & DTTA Company Member

Page 9

Although the overall membership figures have increased this is mainly due to the increase in free Associate Membership. The Player membership numbers continue to decline year on year and since 2014 when there were 24,350 Player Members there are now over 1,000 less. A very disconcerting figure is the reduction from last season in Junior Licence Players which has gone down from 437 to 354. What is considered the reason for these lessening numbers and what is being done to stop the decline?

Although player members have dropped, participation and those playing the sport regularly is on the rise. According to Active Lives data, nearly three million people play table tennis each year in England, with 426,200 of these playing at least twice a month, which is considered to be 'regular'.

305 Ping in the Community Projects and 36 Bat and Chat Projects since 2017, 460 Loop at Work businesses, partnerships with Everyone Active, David Lloyd and Parkwood Leisure to deliver regular sessions and extend

provision to their communities/members have also been established.

Through the Be TT programme we are also developing increased regular participation through new adult coaching programmes, Bat and Chat and female only sessions in clubs and leagues, with 4,322 weekly participants across Be TT programmes.

All of this work has had a positive impact on Associate membership. The challenge is that Player membership is reflective of league players. With Be TT interventions helping leagues, we hope to reverse this trend, and there are a number of leagues reporting growth.

In terms of the Junior Licence numbers, we have not as yet been able to fully analyse the figures as we are only just getting a full picture as the season comes to a close. However, it is believed a number of factors have contributed to this.

The figures in the annual report are from March 31. By the end of the season the drop was less significant in size (14%) but at the same time a number of new initiatives, including junior leagues, are being supported through Be TT to enable more young people to start on their competitive journeys. TTKidz is being introduced as one measure to help grow the number of junior participants and members going forward, ultimately with the aim that they will feed into Junior Licence numbers.

From: Estyn Williams

Pages 10 -12

The Review reports encouraging initial attendances at virtually all participation projects.

- a) Has any attempt been made to determine the relative value for money of the different projects (for example in terms of attendance numbers per pound spent) to help determine which projects should receive priority for future funding?
- b) What efforts have been made to estimate the proportion of those who initially attend that go on to participate in the sport regularly?

a) Our 'Mass Market' programmes offer the greatest value for money due to the very large number of people they engage. Ping Pong Parlours cost just 5p per participant, for example. However, in order to convert participants into regular players or Table Tennis England members, a significant amount of engagement by and with us is required and this costs money.

Cost per head and 'value for money' aren't the only things to consider when determining where to issue funding, however we are working hard to create more financial sustainability across all our programmes by reducing the costs and increasing the income.

For projects taking place within the Development department, it is difficult to attribute a meaningful value per participant. The main aim of the programme is to improve the experience of participants and therefore retention of existing participants and new people coming into the sport.

With the territory of focusing on experience, sometimes means working with a smaller number of participants and ensuring the offer for those participants suits their ambitions and lifestyle. We have seen success in this area with overall member retention increasing from 82% to 85% this year and female member retention rising from 79% to 84%, the satisfaction of members with their club or league experience also rose last year



Ping Pong Parlours offer an excellent return on investment in terms of the number of people engaged

(we measure this using an NPS score and can share more information about how this calculated on request).

We do collect data and insight as to the success of each programme, which ranges from a collection of case studies to identify good practice, to numerical data, which can be found in the Annual Review. We are also developing a Be TT report for Year 1 & 2 of the programme, which will be available to view at the AGM.

There are also some programmes as part of Be TT that can require no funding from Table Tennis England but can have a significant impact on participation in a local club, an example of this is the Bat and Chat (targeting 50+) programme.

We make the marketing materials and resources available to clubs free of charge to set up and grow their own Bat and Chat programmes in their local communities, which have engaged hundreds of new participants in the sport and provided income to clubs.

b) We are working with Sport England to identify ways to try to track and measure participants, however this is incredibly difficult because of the very large numbers who take part (three million people annually) and the very informal nature of our projects - asking people to give personal data and fill in questionnaires in return for playing on a table for 15 minutes places barriers in the way of participation and jeopardises what we offer.

We will be adding a question into new membership registrations that asks about their route to becoming a member, so this will give us some further anecdotal information.

The figures in the Annual Review are those of regular participants, which is the measure we focus on to ensure maximum impact and also the reporting measure we have to provide to Sport England. Through Be TT, regular participation is predominantly calculated through taking part on a weekly basis, of which we have had 4,322 regular participants after years 1 and 2 of the Be TT Programme.

Work is being undertaken to continue to ensure that players move into some form of Table Tennis England membership so we are able to continue to communicate with them and encourage lifelong participation in the sport.

From: Diane Webb

Page 14

There are many players whose performance and achievements are to be applauded and these are rightly recognised. I am also delighted that a full squad is being sent to the European Youth Championships this year and that the criteria for selection have been relaxed and that it is no longer necessary to be part of the England Youth Squad to be eligible for selection.

However, this report is a review of the year and does not give a fully rounded picture. It mentions the Men's Team is world ranked 10 but not that the Women's Team is world ranked 37 nor that the Women have not qualified for the European Championships Team Event in September which is the first time since the competition began in 1958 that there will be no England female presence. There is no mention either of the World Rankings of our U18 Boys Team which stands at 35th nor the



The costs of venue and equipment hire make it increasingly difficult to get competitions to break even

Junior Girls at 25th. Could the Review in future give a more balanced statement?

We will continue to focus on areas of progress and achievement. We do note areas of disappointment, including on page 14 the women failing to qualify for the final stages of the European Championships, but it is not possible to cover everything in the Annual Review.

From: Gary Wood, British League Secretary

Page 28

The Table Tennis England Treasurer remarks: "On the negative side, the outcome from competitions was disappointing despite providing additional support to the British League."

I feel strongly that this statement is inaccurate, whilst giving an incorrect assessment of the BL control of finances.

The BL fees were increased by 2.5% across the board last season. The Premier prize monies were also increased by 2.5% whilst the Premier Bursary remained as previous. Therefore how can an increase by 2.5% on income be compared to an increase of 2.5% on Premier prize monies, with no further increase on any other aspect of BL, be judged as "additional financial support"?

No criticism of British League was intended. The statement has been changed to reflect the fact that, across the board, the costs of venue and equipment hire make it increasingly difficult to get competitions to break even, particularly when prize money is also included.

From: Diane Webb

Page 29

My usual annual queries. What was the total staffing bill for 2018/19 and what was the loss of the National Championships?

Staff costs were £1,555,840.

National Championships ran at a deficit of £61,506.

This was made up of production costs (including Sports Presentation) of £35,500 and an event deficit of £26,006.

From: Rod Boyers, Scunthorpe TTA Treasurer

Page 30

Just a very minor point, when you look at the movement on the Income and Expenditure Account, in the 2019 Statement of Financial Position, of £6,334 (£456,791 - £450,457), there appears to be a discrepancy of £425. This is because, the 2019 I&E Account shows a deficit of £6,759, rather than the movement of £6,334.

These are movements in reserves for the year compared to 2018. The £425 is the movement in testimonial funds, shown on the previous line of the Statement of Financial Position. This plus the £6,334 from the income and expenditure is the deficit figure of £6,759.

From: Diane Webb

Page 31

Once again we have lost many wonderful members and friends. It had been the practice to notify the President, Honorary Past President, Honorary Life Members, Vice-Presidents and National Councillors either by an email letter or by post, if any were not on the internet, to advise when someone of significance had died. This no longer happens. Please could direct notifications be re-introduced

and an assurance that letters of condolence are sent to the relatives.

When we are notified of the death of a notable person, we write by email to inform Board Members, Company Members, Honorary Life Members and Vice-Presidents.

We can confirm that letters of condolence are sent and, where appropriate, a charitable donation is made by Table Tennis England.

Board members may also attend funerals as appropriate.

General comments/questions

From: Diane Webb

Last year I raised the issue of several omissions from the Annual Review and again there are significant tracts of work which are not mentioned: in particular the work of National Council and Committees, there is also no mention of the largest survey recently undertaken, the 'Big Conversation'. Could you provide an update and feedback on these?

It is not possible to cover every single area of work in the Annual Review. We aim to ensure that it provides an overall account of activity.

We have just received back the analysed data connected to the Big Conversation, and we will report on the findings shortly.



In addition to the above, a small number of inquiries were received relating to the design of the Annual Review, or pointing out minor omissions or typographical errors. These were responded to individually and corrections made where necessary.