

# Mission 2025

THE 10-YEAR PLAN



How will we ensure everyone is talking about table tennis?

#TableTennis



Playing



Supporting



Watching



Engaged

**Proud and passionate...**  
you can't help but notice it!





# Table tennis...

a sport for all,  
for life!



This document is a short summary of the values, aims and ambitions we have set for ourselves as a National Sport Governing Body to drive table tennis forward for all levels and all ages in England.

Here you will see the challenges and targets for the coming years. This includes defined figures and clear detail for where we will take table tennis in the future.

#### **Participation:**

We will increase participation among adults, disabled people, in schools, and our own membership;

#### **Places:**

We will grow the network of clubs and facilities within competitive league table tennis and at a social level;

#### **People:**

We will increase the number of qualified coaches; provide support for table tennis 'activators'; and grow the number of volunteers and officials and provide additional training and support;

#### **Performance:**

We want our elite athletes performing at a world class level; and will provide the support and competitive structure at domestic level for all our players to achieve their potential.

Our targets are bold and ambitious. They are also clearly set out and, I believe, they are attainable over the next few years.

Working together we can make table tennis a sport for all, for life.

#### **Sandra Deaton**

Chairman, Table Tennis England

# Our purpose

Table Tennis England exists to create an increasing number of outstanding and exciting opportunities for everyone to enjoy and achieve in table tennis.

## Our vision

**Everybody is talking about table tennis.**

Table Tennis England aspires to be recognised as a world leading National Governing Body, delivering a diverse and dynamic sport that transforms lives, connects communities, achieves excellence and inspires medal-winning performances.

## Our values

**Respect**

**Ambition**

**Inclusion**

**Teamwork**

**Focus**

**Excellence**

## Our strategy

Our strategy is based on four pillars that underpin the whole purpose of Table Tennis England.

Our four P's are:

- 1. Participation**
- 2. People**
- 3. Places**
- 4. Performance**

Each pillar supports the structure – if one is weak, the others will wobble.



**Places and people are enablers; Participation and Performance are outcomes.**



## Guiding principles

### We will:

Listen and respond

Be participant-centred

Be continuously insight-driven

Work in partnership with other organisations

Embrace the use of technology where possible

Strive for continuous improvement in what we do



# Participation

Growing the sport is fundamental to what we do.







## Participation

We will aim to achieve an increase in regular adult participation to more than 200,000 individuals by 2025 by making the sport accessible to everyone, where and when they want to play.

Specifically, working with partners, we want to increase the number of disabled people regularly participating to 25,600 by 2017.

## Schools & Young People

We believe getting schools and young people to embrace table tennis is key to long-term growth.

We will work to get table tennis offered for young people in 500 additional community venues and played in 1,000 more schools than in 2015.

We will re-launch a new school-club link programme to provide a vital and sustainable partnership.

## Membership

We would like 40% of regular table tennis participants to be members of Table Tennis England.

We need to ensure that membership is adding value to enjoyment of the game.

Through carrying out regular customer satisfaction surveys year on year, we will know if we are listening to you.



# Places

## Clubs & Leagues

**By 2025 there should be a club and/or league within 30 minutes' drive of 80% of the population.**

- We will grow the network of clubs and leagues so that best practice and sharing of ideas can take place.
- Working with grant-making bodies such as Sport England we will re-launch a facilities strategy to assist club and league development.



## Social & Recreational

Table tennis is flexible and accessible and has always been played in a wide variety of locations. We will increase the number of vibrant, social and recreational venues offering table tennis.

- Building on the successful Ping! project of the last five years, we will focus on a long-term table placement programme.
- We will introduce a funded strategy to create and support more places to play so that everyone can have fun.



# People



## Coaching

**We believe that coaching is fundamental to players of all levels who are looking to improve. The player-coach relationship is a very special one that must be nurtured and supported.**

- We will launch a campaign to highlight coaching as a career opportunity.
- Not everyone wants to be a qualified coach, so we will provide additional support for more table tennis 'activators'.

We know that a lack of coaches holds back growth and development. Therefore, we will double the number of active, qualified, licensed coaches to more than 1,000 of sufficient quality to support the growth and ambition of players.



## Volunteers & Officials

**At every level, table tennis would not even exist, let alone thrive and grow, without the army of volunteers working countless hours every week. But we need more of every age group and geographical spread.**

- We will actively seek to increase the number of officials and volunteers supporting the sport that reflects the demographics and needs of table tennis and all its participants.
- We will provide training, recognition and support to volunteers and officials of all ages and levels.

# Performance



**Very few players will become part of the elite system, but those who do become important role models. By 2025 we want to be achieving medals consistently on a world stage at senior, junior and cadet level.**

- We will aim to have seniors, juniors and cadets in the world top 20 consistently.
- By 2022 we will top the Commonwealth Games table tennis medal table.
- At the base of the pyramid we will have a national network of Talent Development Centres supported by performance coaches.



## Competition

**It is very important that every player who wants to play competitive table tennis has access to competitions at the right level for them to perform and achieve their goals.**

**To support the performance pathway, the domestic table tennis competition structure must support elite player development.**

- We will re-establish England as a host of a major international event.
- Our domestic competition structure will replicate international standards.
- Our competition structure will provide the right level of opportunities for all players.



# Core objectives

Alongside the strategic pillars sit a number of objectives running through our decision-making.

## Revenue

**We cannot continue to rely heavily on public funding. Table Tennis England must be capable of meeting the cost of its own core operations.**

To do this, we will explore all commercial and sponsorship revenue opportunities, as well as membership revenue and grant funding.



## Influence

**Our aim is for Table Tennis England to be acknowledged as a well run, high-performing Governing Body with influence in the domestic and international arenas. Table Tennis England is seen as a great partner to work with by other organisations.**

## Image & profile

**We must continue to build the image of table tennis as a current, engaging sport for all.**

- We will ensure we have an effective and current communications operation.
- We will invest in a current and engaging website and campaigns to support all aspects of the sport.
- We will bring table tennis to the fans through television, the internet, in print and all other avenues.



## Staff

Our staff are important to us. We will maintain an enthusiastic and expert staff workforce through providing a rewarding environment in which to work and professional development opportunities.

Our staff will work hand in glove with the volunteer workforce to support each other.







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## Contact information

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