



Chief Executive's Report

4th December 2021

Paper: 11c

Author: Sara Sutcliffe

It is with great honour that I am writing my last National Council report after 8.5 years as your Chief Executive Officer. I would like to take this opportunity first and foremost to thank National Councillors for their support, feedback and friendship over this time.

As I reflect on the changes that have been made over that time, Table Tennis England is on a journey, a journey that is now 100 years old and one that should never stop. Continuous change and improvements are always needed to keep relevant and ensure a high level of governance and a commitment to transparency and accountability against an every-changing landscape.

It is important not to stand still nor to go backwards. Likewise, it is important to understand and appreciate the past but to put it into context of how sports governance, participation and performance operated in the past. The world has changed and will continue to change.

Table Tennis England is a Governing Body. It operates a membership system that not only brings in vital revenue to support membership services, marcomms and talent/performance in the main, but it provides a structure that is represented in voting privileges. But it is important to differentiate that it is not a membership body in the sense that it does not exist solely to work for or act in the best interest of its members. The role of a Governing Body is wider – to govern the sport as a whole as well as its members who are of course key stakeholders. Certain parts of the business exist to serve the membership, not least membership services, competitions and events and talent/performance. Our membership structure is focused on league and national players not the wider base of participants. Whilst there are efforts to broaden the membership base with club players and social players, significant growth in those membership numbers is difficult as the Governing Body needs to be relevant to their table tennis experience which isn't always the case. I urge National Council to reflect on whether the current membership structure is the optimum model for Table Tennis England and to have an open mind to potential changes for the benefit of the sport and to help prepare it for the future.

It is fantastic to see table tennis activity resuming and our recent club audit and league audit are helping us to paint a reasonably accurate picture of the state of play and where we can best support clubs, leagues and counties. You have in the staff a dedicated and passionate team working hard to take the sport forward and providing support to the membership. Resources are limited and even more so than in the past. With membership numbers still down (but steadily recovering) and membership fees having been frozen for 4 years there is increasing pressure to deliver more with less. The Senior Leadership team has been working very hard in recent weeks to prepare balanced budgets for 22/23 but with a flat award from Sport England (which was a positive result), a reduction in membership numbers and increased cost of delivery, coupled with high inflation, we are facing challenging times.



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So whilst it is time for me to pass the baton to my successor in due course, I leave with very fond memories and experiences and I will always follow the fortunes of Table Tennis England. There are exciting times ahead with the Centenary, the Birmingham Commonwealth Games, the bid to host the 2026 World Championships, improving performances in the younger ranks as well as the development programmes like TT Kidz and a focus on women and girls aiming to bring new generations into the sport. The Level the Table strategy to tackle diversity and inclusion is powerful and emboldening. Table Tennis is truly a sport for all, for life.

I know that the future is bright and the association is well positioned to go from strength to strength although challenged by limited resources. It leaves me simply to express my deep gratitude to the staff, Sandra and the Board, the dedicated volunteers, the members, the partners and everyone I have had the pleasure of working with during my time at Table Tennis England. Our 'purpose' is 'to positively impact people's lives through table tennis' and that is certainly my experience.

With my best personal wishes to you all,
Sara



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Operations & Governance Report

4th December 2021

Paper: 11d

Author: Joanna Keay-Blyth

4th December 2021

Paper:

Information/Activities - Last Period

Objectives for period:

1. Prepare budgets for new Sport England Funding cycle
2. Undertake an AGM Survey
3. Work with Lawyers to review Articles once amendments confirmed following the AGM
4. Finalise Terms of Reference for all Committees
5. Complete Internal Board Evaluation
6. Review of the Governance Action Plan and IRP to ensure on going compliance (moved from Q2)

Summary of Progress:

1. Prepare budgets for new Sport England Funding cycle

All drafts budgets have been completed and submitted to Sport England

2. Undertake an AGM Survey

As this was an extraordinarily long and complex AGM that was again virtual, it was not felt appropriate to undertake it on this occasion and we will look to do this following next year's AGM.

3. Work with Lawyers to review Articles once amendments confirmed following the AGM

It again was not deemed the right time to undertake the full review and only changes agreed at the AGM were made

4. Finalise Terms of Reference for all Committees

Most terms of reference have been completed and the remainder will be done in the first quarter of 2022

5. Complete Internal Board Evaluation

Draft evaluations have been completed and will be undertaken in December, and individual Board evaluations in the first quarter of 2022, along with the chairs by the Senior Independent Director

6. Review of the Governance Action Plan and IRP to ensure on going compliance (moved from Q2)

Code of Sports Governance has still not been released by Sport England so this will be undertaken in the quarter following its release.

Work undertaken during this period outside the Annual Plans

Other focuses this period

- The key focus during this period has been to continue to process memberships and to achieve our minimum target of 75% of 2019/20. Summary break down below: -

MEMBERSHIP			
21/22 SEASON MEMBERS			
ALL MEMBERS: 22,863	2020-21 Season (YTD)	17,544	▲ 30%
	2019-20 Season (YTD)	27,706	▼ 17%
PAID MEMBERS: 19,241	2020-21 Season (YTD)	13,656	▲ 41%
	2019-20 Season (YTD)	23,791	▼ 19%

This now sits at 77% of all members for pre pandemic year 2019/20 and nearly 81% of the same period in that year.

- TT Leagues continues to expand with TT Clubs, British League both being run through the system. We will also expand to trialing NJL/NCL in the first quarter of 2022. We have also on boarded TT Wales who are also now using TT Leagues.
- We ran the first in person National Council meeting off site that worked well, due to some softly spoken members some members on zoom did find that they struggled to hear so we have purchased roaming mike's and we'll be trialing these over the next few months to aid in this clarity. We also need to ensure all participants have their volume up as this was not an issue for all.

- We advertised 2 vacancies for a member of Standing Orders Committee and the Chair of the Disciplinary Committee.
- Three Board Strategic Training sessions have also been undertaken this period and a financial training session by Hays Macintyre our Financial Auditors. We also have a Board training session on Risk scheduled at the December Board Meeting.

Enablers, positive impacts:

- Members continue to renew and return to play
- Successful implementation of British League using TT Leagues

Issues, challenges or roadblocks:

- Manpower to administer memberships and leagues as clubs no longer renew for members so there has been a significant uplift of individual members contacting who haven't used the system previously. An unknown change occurred with an update that removed the administration rights of League and Club administrators that added to the workload whilst it was rectified.
- Poor behavior of some players at a VBL event, where the facility insisted on additional restrictions that were inhibiting for staff, players and spectators. Our staff and volunteers were subjected to verbal abuse for something that was out of their control and this was totally unacceptable.

<u>Action</u>	<u>Owner</u>	<u>When</u>
Meeting to be scheduled with AR (Cleveland) and SS (CEO) DP (Board)	SS	On-going
Send Good Practice Guide to National Council	GY	completed
Send MAG Break out room feedback to VW & EW	ALL	completed
Finance Committee to review Jockey Cub vfm/arrangement	SS	Ahead of next contract renewal process

In Memoriam

Connie Warren: <https://tabletennisengland.co.uk/news/archived/obituary-connie-warren-england-international/>

Performance

4th December 2021

Paper: 11d

Author: Matthew Stanforth

Information/Activities - Last Period

• SENIOR

- Liam Pitchford competes in the European Top 16 Championship in Greece reaching the last 8
- <https://tabletennisengland.co.uk/news/archived/recharged-pitchford-ready-for-crack-at-the-top/>
- <https://tabletennisengland.co.uk/news/archived/europe-top-16-gets-underway/>
- <https://tabletennisengland.co.uk/news/archived/pitchford-off-to-a-great-start/>
- <https://tabletennisengland.co.uk/news/archived/pitchford-knocked-out-of-the-euro-top-16-cup/>
- Liam Pitchford, Paul Drinkhall & Tin-Tin Ho compete in the WTT Contender event in Doha, with Liam reaching the men's singles semi-final, Liam and Paul reaching final in the men's doubles, Tin Tin and Karoline Mishek (AUT) reaching the semi-finals of the women's doubles and Liam and Tin Tin reaching the quarter finals in the mixed doubles
- <https://tabletennisengland.co.uk/news/archived/the-wtt-star-contender-doha-is-back-next-week/>
- <https://tabletennisengland.co.uk/news/archived/wtt-star-contender-event-underway-in-doha/>
- <https://tabletennisengland.co.uk/news/archived/quarter-finals-await-for-english-athletes/>
- <https://tabletennisengland.co.uk/news/archived/english-trio-impressing-in-the-wtt-star-contender-event/>
- <https://tabletennisengland.co.uk/news/archived/big-day-for-pitchford-and-drinkhall-at-the-wtt-star-contender-event/>
- <https://tabletennisengland.co.uk/news/archived/pitchfords-hopes-of-the-mens-singles-title-slashed/>
- <https://tabletennisengland.co.uk/news/archived/drinkhall-and-pitchford-fall-short-of-doubles-title/>
- England men's and women's team compete in the European team Championship in Romania, with the men's team reaching the quarter finals.
- <https://tabletennisengland.co.uk/news/archived/england-aiming-high-in-the-european-team-championships/>
- <https://tabletennisengland.co.uk/news/archived/england-unable-to-build-on-tin-tins-victory-at-euros/>
- <https://tabletennisengland.co.uk/news/archived/pitchford-seals-win-after-walker-fights-back-from-the-brink/>
- <https://tabletennisengland.co.uk/news/archived/england-into-quarter-finals-with-3-0-victory-over-slovakia/>
- <https://tabletennisengland.co.uk/news/archived/english-hopes-ended-by-denmark/>
- Great performances in the WTT Contender event in Slovenia with Paul Drinkhall beating the WR no. 7 Lin Gaoyuan
- and David McBeath, recently back after injury, beating Brian Afanador who is inside the world ranked top 100 players.
- <https://tabletennisengland.co.uk/news/archived/mcbeath-shoots-down-top-100-player/>
- <https://tabletennisengland.co.uk/news/archived/drinkhall-earns-crack-at-top-10-ace/>
- <https://tabletennisengland.co.uk/news/archived/brilliant-drinkhall-sinks-chinese-star/>
- <https://tabletennisengland.co.uk/news/archived/drinkhall-edged-out-in-deciding-game/>
- <https://tabletennisengland.co.uk/news/archived/tsapinos-and-bolton-fall-at-first-hurdle/>

- <https://tabletennisengland.co.uk/news/archived/walker-picks-up-double-in-slovenia/>
- **YOUTH**
 - England youth players compete in the first WTT events of the season and the first international open event for nearly 18 months. Notable performances from many of the young players, including Kacper Piwowar who reach the final of the u11 boys and Connor Green & Joseph Hunter reaching the last 16 in the u15 boys
 - <https://tabletennisengland.co.uk/news/archived/fighter-kacper-has-to-settle-for-silver/>
 - <https://tabletennisengland.co.uk/news/archived/six-are-still-contenders-after-reaching-knockout-stage/>
 - <https://tabletennisengland.co.uk/news/archived/england-youngsters-reach-knockout-stages-at-wtt-events/>
 - Kacper Piwowar selected for the ITTF World Hopes and Challenge in Jordan
 - <https://tabletennisengland.co.uk/news/archived/kacper-piwowar-is-heading-to-jordan/>
 - Connor Green takes part in the first WTT Star Contender event of the season
 - <https://tabletennisengland.co.uk/news/archived/positive-performances-from-connor-green-on-the-wtt-stage/>
 - More youth players compete in WTT events in Serbia and Hungary
 - <https://tabletennisengland.co.uk/news/archived/no-joy-for-england-duo-in-serbia/>
 - <https://tabletennisengland.co.uk/news/archived/english-youngsters-reach-ko-rounds-at-international-events/>
 - European U21's & Home Countries selection and results
 - <https://tabletennisengland.co.uk/news/archived/young-england-players-selected-for-international-events/>
 - <https://tabletennisengland.co.uk/news/archived/english-duo-go-out-in-group-stage/>
 - <https://tabletennisengland.co.uk/news/archived/gold-star-mari-leads-england-to-home-nationals-title/>
 - Mari Baldwin reaches the quarter finals of the u17 girls and Kacper Piwowar wins another medal in the WTT Youth Contender, Italy
 - <https://tabletennisengland.co.uk/news/archived/kacper-bags-semi-final-spot-in-italy/>
 - <https://tabletennisengland.co.uk/news/archived/baldwin-reaches-quarter-finals-in-italy/>
 - English Players move up the world rankings
 - <https://tabletennisengland.co.uk/news/archived/english-youngsters-move-up-world-rankings/>
- **GB**
 - GB Squad moves closer
 - <https://tabletennisengland.co.uk/news/archived/gb-junior-squad-moves-a-step-closer/>
- **BPTT**
 - Fliss Pickard takes gold in Spain, with Martin Perry and Alex Bland making the podium as well
 - <https://tabletennisengland.co.uk/news/archived/spanish-gold-for-resilient-pickard/>
 - <https://tabletennisengland.co.uk/news/archived/bland-perry-make-the-podium-in-spain/>
 - Fliss Pickard Strikes gold again!
 - <https://tabletennisengland.co.uk/news/archived/fliss-strikes-gold-again/>

- Four team medals for BPTT in France
- <https://tabletennisengland.co.uk/news/archived/four-team-medals-for-gb-in-france/>
- **OTHER**
- Paul Drinkhall re-elected to the ETTU Athletes' Commission
- <https://tabletennisengland.co.uk/news/archived/drinkhall-remains-on-athletes-commission/>
- Ryan Jenkins selected by ITTF for Coach mentoring Role
- <https://tabletennisengland.co.uk/news/archived/england-coach-jenkins-picked-for-international-mentor-role/>
- Kacper Piwowar selected for Euro Talent Squad
- <https://tabletennisengland.co.uk/news/archived/englands-kacper-picked-for-elite-euro-squad/>

Information/Activities – Current/Future

- The World Table Tennis Championships take place in Houston, USA from the 22nd November. Through the international quota and ranking parameters set by the ITTF for the event, Liam Pitchford, Paul Drinkhall Sam Walker and Tin-Tin have all qualified.
- Liam Pitchford has earned a place in the EWTT Cups Finals which take place in Singapore on the 4th to 7th December
- Hopes – three camps have taken place so far, with a further camp taking place on the 18th / 19th December. Following this camp, a final selection will be made, with those selected players invited to attend the remaining Hopes programmes for the 2021/22 season
- Aspire – three camps have taken place so far, with a further two camps taking place before Christmas. Some players will be selected to attend an international training camp and competition shortly, with the remaining players invited to an international training and competitions opportunity shortly after.
- Junior – three weekend training camps have taken place so far, and the last 4 months have seen a high number of international events attend and supported by the performance team. A number of the Junior group players recently attended a training camp with the Italian national team prior to the WTT Italy event. Following the recent release of the WTT youth events dates for the remainder of the season, the team are review which events will be attended.
- World Rankings – the last four month have been incredibly busy with multiple players attending international events. This has been incredibly important with the loss of events that has been experienced over the last 18 months. This increased amount of competitions, and the performances of the players has a significant impact on the English players world ranking profile and highlights the necessity to be able to support these events for our players moving forward.

Challenges/Issues

The issues continue:

- The unknown international calendar for future senior WTT events is prohibiting the ability to plan ahead as effectively as is needed, and continue to monitor the situation carefully.
- WTT youth events dates for the second half of the season have now been released, and the team will now review these dates to identify which events will be attended.

Marcomms

4th December 2021

Paper: 11d

Author: Hannah Holland

Objectives from Ops Plan (Q3)

- Investigate broadcast/streaming options for Nationals
- Initiate conversations with Mark Bates Ltd. about how we integrate promotions in the lead up to the event
- TT Kidz promotional support for phase 3 and in schools and preparation of associated insight
- Implementation of Centenary marcomms plan
- Creation of marcomms plan for B2022, in line with activity that has been confirmed at this point in time

The following objectives from Q2 have also continued to progress in Q3:

- Development and delivery of new website
- Support and creation of the Return to the Table campaign
- Support the delivery and promotion of the Diversity and Inclusion plan

Summary of Progress

- **Investigate broadcast/streaming options for Nationals**
We are currently in the planning stage. 1080 Media have agreed to do the production and the BBC are interested in showing the finals again. With Recast now on board, we plan to livestream to Recast on the Friday and Saturday. We will use 1080 Media to ensure the quality of the stream, and in order to have the live scoring. We hope to then show finals day highlights and/or complete matches on Recast the day from Monday.
- **Initiate conversations with Mark Bates Ltd. about how we integrate promotions in the lead up to the event**
We have had our first meeting and we are currently in the planning stage. They have fed back on last year's event so we will take their feedback into account as we move forward. We are also discussing creating a more robust marketing and communications plan in general and in the lead up to the event. We are already starting to review their content and adverts on our website and in email communications.
- **TT Kidz promotional support for phase 3 and in schools and preparation of associated insight**
For the October phase., we created and monitored Facebook ads, trialled google ads for the first time, created organic social posts, produced numerous articles around TT Kidz - particularly during TT Kidz focus week of Return to the Table, produced various email communications to our members/clubs/coaches etc and built TT Kidz participant journey emails.

How did we do?

- Nearly 400 children participating in TT Kidz
- 28 clubs delivered TT Kidz
- Emails since September: 10.5K opens; 57.15% open rate; 1.3K link clicks
- Facebook Ads: 400,000 unique people reached on Facebook; 1.264 million; impressions; 4.2K landing page views
- Social posts – 78K impressions, 0.9K engagements

We are about to start promotion for the February intake.

- **Implementation of Centenary marcomms plan**

We are planning our marketing and communications activity around the nine key projects. The Centenary Celebrations kicked off with the launch of the Centenary on the 7th November.

Centenary Launch – we supported with the lead up to the launch and the launch itself through video creation and marketing across our channels and communications. Progressing on from the Centenary Conversation, we have extended to a separate survey which targets those who attended the launch event.

Centenary Book – Substantial progress made working with Blue Green to ensure delivery of the Centenary book project including the completion of initial designs.

Centenary Reach – initial discussions have taken place to get this project started.

Centenary Fundraising – we will support with a social media led fundraising campaign, video creation and graphics.

- **Creation of marcomms plan for B2022, in line with activity that has been confirmed at this point in time**

This is being progressed in line with our organisational B2022 activation plan. We have also got behind the B2022 comms team on the ‘Bring it home’ campaign and helped communicate the main ticket ballot/public sale of tickets.

- **Development and delivery of new website**

The marcomms team continue to populate the site alongside their other work, whilst JASK finish off the site development. We are in the final stages now; the large majority of content has been uploaded and we are now reviewing all pages for brand and design consistency. We will prepare for launch in December, with a view to launch in the New Year.

- **Support and creation of the Return to the Table campaign**

The marcomms team supported with the continuation of the Return to the Table campaign, which included promotion of the Celebration Fortnight, where around 70 events were delivered to mark the campaign and give people the confidence, motivation and passion to return to the sport.

How did we deliver? Overall, the Return to the Table campaign was a success across our digital channels. It managed to engage and inspire, and helped clubs entice people back to playing. Producing different videos for each focus week, and gender specific worked really well. Particularly for the different brand social channels (i.e., Ping/Development) having specific social play focus videos for example. Email open rate was very good. Average is usually 45% but the Return to the Table campaign achieved an average of 69.9%.

- **Support the delivery and promotion of the Diversity and Inclusion plan**

The marcomms team supported with the creation and promotion of #LevelTheTable, which launched at the end of September in line with National Inclusion Week. Also in line with National Inclusion Week, and throughout the month of October, the marcomms team supported with the Black History Month podcast series. On a similar theme, the marcomms team have helped push news about changes to clothing rules for women and girls, the relaunch of the Women and Girls Ambassador programme and the #LevelTheTable grant scheme.

Digital Reporting – please see Appendix 1: Digital Reporting

Challenges/Roadblocks

We continue to work on the new website alongside other work. This is not taking up so much time now however as most of the work is with Julie on brand and design consistency. We now have a marcomms planner to help us plan our workload, but also to provide departments with a template to request marketing support. The planner highlights the sheer number of launches, campaigns and general activity taking place across the organisation and where marketing, communications and insight is needed. It also allows us to gain a clearer picture of where we are focussing our efforts and potentially where there are gaps.

Additional Items outside of the annual plans

- Press stats: all mentions of table tennis in the UK press (not broadcast) this quarter had a combined reach of 7.5 billion and an Advertising Value Equivalent of £69 million. Most of this is accounted for by daily Paralympics updates across multiple national and regional media. Press releases sent by us which generated regional or sports industry media coverage included Sam Walker's Czech Open win, Kelly Sibley coming out of retirement, Kacper Piwowar's WTT success and Sara stepping down.
- Sport England reporting - the marcomms team supported with Sport England Reporting, which was submitted at the end of October, providing metric and progress updates on work to date from across the organisation.
- Support with launch of Level 2 coaching including video currently in production.
- Support Competition Review with marketing, comms and survey creation.
- Started work on plans for the Senior National Championships, including sponsor support and ticketing.
- Launch Pride of Table Tennis – nomination stage.
- Club Audit 2021 - the marcomms team supported with the creation and report of findings from the Club Audit 2021, which aimed to get a view on club operations and the challenges being faced by clubs.
- Event programmes – VBL, WBL, JBL and two Grands Prix, plus County Championships Handbook, plus event coverage including Parkinson's championships.
- International event reporting including Paralympics and Sam Walker winning Czech Open doubles.
- Ongoing newsletters – club, schools, coaching and OTN.
- Leagues Audit 2021 - the marcomms team are supporting with the creation of a survey which will provide insights into the current league landscape. A report of findings will be in place by early December.

- Jack Petchey - the marcomms team are supporting with promotion around the Jack Petchey programme, which includes the creation of a survey for applications, as well as producing media releases for Jack Petchey qualifying competitions.

Appendix 1: Digital reporting

Summary: Please note the period of these metrics is **from 1 August 2021 to 31st October** and compare to the quarter before (May – July).

Social media, email and website:

Channel	Followers	Impressions	Engagements	Engagement Rate
FACEBOOK	21,786 (+2.5%)	4.025M	119.54K	7.95%
TWITTER	15,967 (+0.3%)	317.5K	4.16K	2.2%
INSTAGRAM	10,740 (+0.9%)	329.9K	11.94K	5.92%
LINKEDIN	2,115 (+1.5%)	33.3K	1.92K	6.29%
YOUTUBE	10,887 (+0.2%)	608.8K	6.1K	6.3%
TOTAL	61,496 (+2.2%)	5.314M (+92.8%)	143.66K (-42%)	5.73% (-2%)

Emails sent	Unique Opens	Open Rate	Link Clicks
117 (+160%)	137K (-30%)	54.88% (+23%)	47.7K (-11%)

Total sessions	Total pageviews	Bounce Rate	Time on page
231,016 (+23%)	583,507 (+21%)	54.68% (-7%)	02:21 (+6.7%)

Highlights

This quarter has seen an impressive increase in impressions, mainly due to live streamed events and Inside Team England content on Facebook. Comparatively to the same period in 2020 which saw our social media channels achieve 192.6 thousand impressions from August – October, this year that has risen to 5.314 million. Obviously, events such as the Paralympics and British League starting again has contributed to this increase, but also engaging content like highlights packages, behind the scenes training with the England squad and campaigns such as Return to the Table have proved very successful.

Engagements and engagement rates are slightly down this quarter compared to last which can be attributed to August – October being highly busy for the Marcomms team with other priorities which didn't allow for a more creative and forward-thinking approach to digital content planning.

Email rates are also slightly down, but emails sent has increased dramatically. This is mainly due to the personalised TT Kidz participant emails which are sent on different dates, to different segments which has increased the number sent overall.

A very successful quarter for website performance with all metrics increasing by 6 - 23%, which can be attributed to the astronomical amount of news stories published over this period (190 in total), and also the return to play and more content being available to share with our audience.

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.

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.

Competitions & Events

4th December 2021

Paper: 11d

Author: Neil Rogers

Information/Activities - Last Period

- Mark Pinder is a [new starter as Competition & Events Officer](#)
- The [National Rankings & Ratings](#) successfully restarted with 1,676 ranking matches in August, increasing to 4,284 ranking matches in September, and projected at 5k+ in October
- After 18 months suspended, the resumption of active/ inactive periods, transition to new annual age-groups, change to U19 at Junior level, and new ITTF-TTE equivalents have all been implemented without issue
- [The consultation phase of the Competition Review has launched](#), together with extensive supporting documentation in order to share full details of the project and background information. A significant number of forums and 1:1 'insight interviews' are currently taking place to support this process
- [National events have begun in Season 21/22](#), with successful delivery of the first rounds of SBL (Senior British League), VBL (Veterans), WBL (Women's), JBL (Junior), Grand Prix 1 (Crawley), GP2 (Preston) and three rounds of SBL Premier Division
- A bumper crop of entries in VBL has supported the welcome addition of a new [VBL men's Division 5](#), hosted concurrent to the main event (which is at full capacity), with the kind support of Draycott and Long Eaton TTC
- The development of functionality to support [British League on the TT Leagues platform has launched](#), which has been a sizeable project over the last 6 months. All BL fixtures/ results/ tables/ statistics can now be seen online
- Detailed planning has begun for the [Senior National Championships at University of Nottingham, 25-27 March](#), and the project team are meeting monthly. Following a detailed feedback and review process for 2020, the core team has been supplemented by project leads appointed to specific areas (volunteering, accreditation, FanZone and sports presentation)

Information/Activities – Current/Future

- Several unconnected incidents at events, together with evolving requirements of the national anti-doping assurance framework, have prompted an ongoing exercise to refine [future requirements for Coach licensing and attendee/ participant Codes of Conduct at events](#)
- Structure and content have been drafted for the Competitions and Rankings sections of the soon-to-launch [new TTE website](#)

- Initial discussions have been prompted with BUCS to create a Partner Organisation Memorandum of Understanding (in lieu of the previous 'Organisations in Good Standing' regulations) - which will define working practice and respective responsibilities across events, membership, ranking, technical officials, sanctions, representative teams etc.
- The Rankings Project remains ongoing, and UK Sport are continuing to support a modelling and simulation process. The project team are meeting regularly with UK Sport to move this forward, albeit slowly. We have most recently met to discuss potential frameworks for bonus/ participation point awards to suit TTEs range of individual and team formats, and have provided the processed ranking outcomes from August and September to feed into the evolving UK Sport model

Challenges/Issues

- Ongoing Sport:80 delays to refinements in the Online Tournament Entry/Payment system following pilot use for events in June and July
- We acknowledge that COVID restrictions in place at Derby Arena for VBL in October, whilst not unexpected, were not ideal for our members and placed constraints on teams, players and their families. This was not TTEs decision or choice, and was mandated by the venue in order for the event to proceed; we have not had the same restrictions at other events before or after. We recognise from feedback that some sections of the membership would have appreciated more explicit notification from TTE on what the venues' delivery of Gov't COVID advice might practically entail for them at this particular event. Unfortunately, we also received multiple reports of extremely unpleasant incidents where volunteers and staff were subjected to personal abuse by a small number of players and by teams. This was wholly unacceptable, irrespective of any frustrations of participants. The reports of the incidents are being reviewed by the Chair and Chief Executive.
- Carol Miles, Competition & Events Manager has resigned and leaves on 23 November. We are currently recruiting for a replacement. The Department administrator has also left after only a few weeks after receiving another job offer closer to home. This will leave the department short-staffed in the coming weeks/months. We have established essential staff cover for events in this period, but general capacity and ability to be agile to new or emerging issues is significantly reduced



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Development, Volunteering & Mass

4th December 2021

Paper: 11d

Author: Greg Yarnall

Summary of Progress:

- **TT Kidz:**
 - TT Kidz 8-week programmes have now commenced with **360 bookings across 28 club programmes**. An average of 13 brand new participants per club.
 - Invites are being opened for clubs looking to run an 8-week programme in February, 48 clubs have signed up 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 launch in September 2022
- **TT Clubs** (online club management tool) has now launched
- Table Tennis England is up for another award, this time the **Sports Business Awards**, as a finalist for the 'Best Covid-19 Response by a sport. The awards take place on the 18th November.
<https://tabletennisengland.co.uk/news/archived/awards-recognition-for-our-covid-response/>
- 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/>
- **COVID-19 response funding** – staff have now supported table tennis organisations to bring in over £519,000 in return to play funding support from SE
- **Jack Petchey Foundation** – we were successful in receiving funding for the Jack Petchey programme based across London and Essex, taking our partnership into its 11th year
- **A Club audit** targeted at Premier and Associate clubs has been completed, with results being analysed. We will be sharing a report, recommendations and actions to inform a revised Club Action Plan
<https://tabletennisengland.co.uk/news/archived/club-audit-2021-what-you-told-us-and-what-we-are-doing/>
- A **league audit** has been completed to understand the current position for leagues across the country, which will help identify any leagues finding it difficult to re-start, leagues that need support to be sustained and those keen to explore shorter format options. Results of the audit will be shared soon.
- **9 Ping Pong Parlours** are currently open with at least 3 more due to open from January
- Following our latest Q2 reporting to Sport England, the **Ping! programmes** have continued to engage over **1 million participants**



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- The **Level the Table, EDI strategy** launched on the 27th September at the end of the Return to the Table campaign and the start of National Inclusion Week (National Inclusion Week is a national initiative, not TTE specific). <https://tabletennisengland.co.uk/our-sport/about-us/equality-diversity/>
- Following the launch of the **Level the Table strategy**, **Table Tennis England and British Para TT** have met twice to discuss a set of shared goals across the two organisations to grow disability participation.
- The **Level the Table grant scheme** launched on 3rd November, which is focused on delivering the priorities set out in the Level the Table strategy, alongside supporting new clubs to start and those that may need support in delivering participation programmes, such as TT Kidz, Bat and Chat and Back to TT. <https://tabletennisengland.co.uk/news/archived/level-the-table-how-to-apply-for-grants-up-to-2500/>
- A significant rule change domestically has taken place to provide more choice for players when competing. This rule change has been driven most notably from feedback from women and girls in the TASS report and our own membership survey, where clothing is identified as a key barrier to ongoing participation. <https://tabletennisengland.co.uk/news/archived/clothing-rule-change-helps-female-players/>. Table Tennis England also put a proposition to the ITTF AGM for a relaxed ruling of clothing to be adopted internationally <https://tabletennisengland.co.uk/news/archived/why-we-are-proposing-changes-to-international-kit-rules/>.
- The Women and Girls Ambassador programme was re-launched in October <https://tabletennisengland.co.uk/news/archived/women-and-girls-ambassador-programme-relaunched/>
- The new **Level 2 coaching course** has now launched with the first 'new' course being held on the weekend of 6th/7th November with 18 attendees.
- We have been conducting a **review of all partnerships** across the team to ensure we are aligning with our priorities within the Level the Table strategy and our recent funding bid to Sport England



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