

# Management Reporting 2022/23



<b>Presented by:</b>	Adrian Christy, Chief Executive
<b>Presented to:</b>	Board of Directors
<b>Date:</b>	8 September 2022
<b>Outcome:</b>	For Discussion

## Purpose of paper

This paper provides a management scorecard and commentary, to date, by the Senior Leadership Team against the Business Plan 2022 - 23. It provides a RAG rating against 'What we said we would do' and informs how we are on progressing towards the KPIs. The RAG rating is as follows:

	Not started yet
	Is a priority area of work currently needing attention
	On track to achieve or at the point expected to be
	Achieved / Completed
	Not Achieved

Against each objective, commentary is provided sharing what has worked well, areas needing attention, what's holding is back, where we can improve etc.

Objective 1	Increase regular, sustained participation	RAG
Our Goal(s)	1. Engaging a minimum of 450 new participants through the TT Kidz programme with at least 40% being girls, retaining 60% of participants	Green
	2. Engage new adult participants to better reflect the population in England	Yellow
	3. Complete the Competition Review with recommendations approved by the Board and informing the competition programme from 2023	Green
	4. Understand the transition from programme activity (participation / coach education) into regular participation	Brown
	5. Complete a data insight project informing a detailed 'heat map' of demographic profiling, competition entries, coaches by qualification, engaged schools and public facilities, affiliated clubs, and members	Yellow
What we said we would do	1. Engage new coaches and volunteers through a volunteer recruitment campaign, with a strong focus on increasing the diversity of the workforce.	Green
	2. Support clubs and leagues that have yet to return to restart activity	Blue
	3. Develop clear sustainability/growth plans with clubs	Green
	4. Undertake a data mapping exercise to identify focused areas of growth/opportunity for diversifying the TT community	Yellow
	5. Grow the number of clubs, leagues & partners engaged with TTE programmes, focusing on diversifying the participant base	Yellow
	6. Establish a broader competition offer that sustains existing and reaches new more diverse audiences	Green
	7. Better understand delivery of the Street TT model and the opportunities to engage new, more diverse audiences	Green
	8. Support clubs to develop, sustain or access/build new facilities	Green

Commentary:

- Delays in recruitment for the Adult Participation Officer role and the Adult Participation Lead being on secondment to B2022 has meant the work to grow engagement in adult participation programmes and diversifying our audience has been delayed in these areas. This has now been started with a focus on understanding how the adult programmes engage audiences and where there are opportunities to build e.g. B2022 legacy.
- TT Kidz programmes are beginning to be delivered nationally from start of October.
- 20 new applications for our 2<sup>nd</sup> round of the Level the Table grant scheme have now been received to help diversify our audience
- Club action planning work has commenced, and Club Support Officers will work closely with clubs to support them set out their future ambitions and how they can support our ambitions of gender parity and tackling inequalities across the sport
- A partnership has been developed with easyfundraising to help clubs generate unrestricted income without asking for additional donations from volunteers and members
- A partnership has been created with Street TT to deliver 10 new projects across England over the period July 22 – July 23, specifically utilising Ping Pong Parlours for the delivery of key activations and the targeting of a female audience. The personal data of all new signups will be shared with us to enable direct communications and new content will be created for use on our website and social media channels that intends to engage a more diverse audience
- Proposal for Competition Review key principles and vision agreed by Board in May and presented to MAG and National Council; subsequent phase currently developing outline model and competition formats for submission to Board in September.
- Work on TT Fast Format had been put on hold whilst Chris Newton (Adult Participation team) was on secondment to Commonwealth Games, we will use the programme to work with community groups, universities, and other partners to provide competitive opportunities. Work is now re commencing focusing on development and opportunities in the existing leagues and developing TTFF community.
- There has been a significant increase in coaches from ethnically diverse communities taking coaching qualifications, up from current levels of 6.2% to 19.1%

Objective 2	Create gender parity across the sport	RAG
Our Goal(s)	1. Women and girls feel valued, visible, and represented	Green
	2. x number of new female volunteers and coaches recruited (numbers will be added when KPI's set as part of the volunteer recruitment campaign due to run in Jan 23)	Brown
	3. Improve our understanding of how we reach, engage, and sustain participants in the sport	Yellow
	4. Establish 10 pilot clubs to test and learn women and girls only sections, engaging x new participants and deliver five number of projects across targeted intervention areas	Green
What we said we would do	1. Complete feasibility study for Women's pro league	Yellow
	2. Gather, and log, regular insight from women and girls on their perceptions and experiences of taking part in table tennis	Green
	3. Have a clear communication plan to demonstrate why and what change is needed and the opportunities available	Brown
	4. Volunteer and coach recruitment campaign	Brown
	5. Review the brand and image needed to attract more women and girls	Green
	6. Collaborate with partners and communities to test and learn new ways of delivering our programmes in different environments	Yellow
	7. Continue our learning to create more women and girls only spaces in clubs and leagues	Green
	8. Working with clubs and leagues and coaches to educate and share insight and data to improve experiences	Green
Commentary		

- The Women and Girls Facebook page now has 280 members. Focus will be on creating organisation wide content plan to maximise opportunities in this group for insight and sharing TTE news.
- Rebrand work – we have a new 'look and feel' for our women and girls' work, which has been developed by Hopscotch Consulting and rolled out during and after the Commonwealth Games in our 'It's Time to Play' campaign. We will continue to develop the new branding ourselves now and we have appointed a new female photographer to build up a bank of new images of women and girls which will complement the new branding.
- 8 new women and girls projects have been funded so far as part of the 2<sup>nd</sup> round of the Level the Table grant scheme
- Volunteer and Coach recruitment campaign planned for January 2023 with a focus on increasing the number of women and girls in all roles across the sport
- Delays in recruiting for the W&G's post means slower progress than hoped with some of the targeted intervention work with women and girls but work now commenced to identify partners and communities to connect with, particularly around engaging East Asian communities.
- 10 club locations have now mainly been identified to carry out pilot work to create women and girls only pathways throughout their club settings
- Eight clubs are running girls only TT Kidz programmes from October.
- MLS asked to delay the Women and Girls Pro league feasibility study to September due to other projects they were involved in, report expected to now be with Board for the December Board meeting
- There has been a small increase in women and girls taking coaching quals up from current levels of 17% to 19% that have taken qualifications this year. This has increased slightly to 19.4% with two female-only courses being planned for the start of 2023.

Objective 3	Deliver medal winning performances at Birmingham 2022	RAG
Our Goal(s)	1. Win a minimum of 6 medals at the Commonwealth Games in Birmingham	Red
What we said we would do	1. Improve ranking profile of players to maximise the chances of having the best seeding positions in each event	Blue
	2. Increased contact time with a wider squad of players to build the team ethos and cohesion and increase training time in team and doubles scenarios.	Blue
	3. Set out individual plans with clear areas of focus to maximise the chance to deliver their best performance at the Games;	Blue
	4. Off table team building / group work to build the strong team ethos	Blue
	5. Work closely with GB Para programme which includes England players who will be involved	Blue
<p>Commentary</p> <ul style="list-style-type: none"> <li>Final medal total was five medals in total: 2 x Gold (Mens Doubles / Mens Wheelchair Class 3-5), 1 x Silver (Mens Singles), 2 x Bronze (Mens Team / Mens Para Class 8-10);</li> <li>Positive performances from in Mens Doubles (Liam Pitchford / Paul Drinkhall), Mens Wheelchair Class 3-5 (Jack Hunter-Spivey), Mens Singles (Liam Pitchford – highest singles medal achieved at a Commonwealth Games)</li> <li>Mens Team were disappointed following the Team Semi Final defeat to Singapore, however recovered well to beat Nigeria 3-0 in the Bronze medal match. Performances in Mixed doubles, Mens Para class 8-10 and Womens Wheelchair 3-5 did not meet our expectations.</li> <li>A full debrief and wash up of the Games will take place in September between the key staff to fully reflect on the performances of the players and learnings from Games to influence / impact our work moving forward, which will be shared with board once completed;</li> <li>We would like to thank all of the staff and board members for all of the support they gave the team overall, which was hugely appreciated by the players. We would also like to thank BPTT who allowed us to utilise two of their staff members for the duration of the games.</li> </ul>		

Objective 4	Develop future medallists	RAG
Our Goal(s)	1. Increase squad players time on task and time with national performance staff by 30%	Green
	2. Two players (min) will reach the performance standard to be considered for GB Junior Squads	Green
	3. Improve gender balance of Hopes Squad (reach 50/50 by 2024/5 season).	Brown
	4. Create an England Para Squad.	Brown
	5. Improve awareness and understanding of the England (&GB) pathway.	Brown
What we said we would do	1. Increased number of camp days across all squads	Yellow
	2. Individual plans for all England Junior Squad players with regular reviews	Yellow
	3. Leverage GB programme to provide additional opportunities for England players to increase time on task	Green
	4. Create a new girl only programme.	Brown
	5. Work closely with BPTT to create a Squad within the BPTT/England programmes.	Green
	6. Continue to develop and promote the performance pathway from TT Kidz to England Junior Squads;	Brown
	7. Publish the England Pathway Handbook	Brown
	8. Host Squad open days	Brown
Commentary		

- Following an incredibly busy quarter across both youth / senior programmes and following the Commonwealth Games and European Championships, the attention can now be refocused on the other key strategic aims of the talent and performance department;
- Squads for the new season are currently being finalised. Following the uncertainty that the pandemic brought, larger training groups were in place to give players the opportunity to prove themselves over the course of the 2021-22 season, with the intention of selecting smaller, more focused training groups from the start of this season. This allows at least two training groups to work alongside each other, creating greater opportunity adaptive transitioning to occur more organically, and also by then opening up more weekends to help increase the amount of time the performance team can spend with the players;
- Players who have been able to access more daily training with the performance team have been the players who have shown the greatest amount of development over the last 12 months, which reiterates the need to have more time with the players and the need to pursue a full-time national centre. This is key if we are to consistently develop players who can compete on the world stage and in a sustain way;
- We continue to work closely with the GBTT programmes and staff in supporting our players which are currently involved and to continue to promote other players which could achieve the performance standards which the GB programme is looking for;
- Through the work with BPTT, initial discussions have taken place regarding the potential England Para pathway / squad and ways we could approach this. With the Games now completed, the priority will be to increase these discussions and progress this further.
- On the back of the Commonwealth Games, players and staff had 1 day rest before travelling Munich for the European Championships.
- All unseeded England Players won through their respect groups in the singles. Doubles performances were below expectations.
- Despite fatigue following back-to-back events with WTT Summer Series, Commonwealth Games and then European Championships, the players overall performed well in the Singles events;
- The ongoing uncertainty of WTT events at a senior level is very concerning, and has been and continues to be impossible for players and staff to plan in any way. These feeling were shared by all European Coaches to the ETTU at a coaches meeting at the European Championships;
- The World Team Championships is a significant concern for all, with significant increased costs, strict covid protocols and risks associated with travel to China at the present time. These concerns were again shared by all European Coaches to the ETTU. Some staff members have expressed there concerns and requested that they do not travel to the event as a result;
- The World Team Championships have presented a number of concerns due to this taking place in China with the strict zero tolerance approach the government have in place to deal with any positive cases and possible outbreaks. This was discussed at length by all the coaches at the European Championships and subsequently discussed by the Table Tennis England Board. ITTF have worked hard to ensure the safety of all involved, and a number of discussions took place to share these concerns, however some risks remained. With the support of the Table Tennis England Board, with staff and welfare at the forefront, each individual were able to make a decision to attend. In conclusion, three players (Liam Pitchford, Samuel Walker and David McBeath) were happy to attend and represent England on this occasion.



Objective 5	Reach, and engage, our audience	RAG
Our Goal(s)	1. Understand our wider audience, who they are and how to engage them	Yellow
	2. Make the image of table tennis more relevant and attractive to priority audiences	Green
	3. Establish a methodology for capturing the personal data of our programme participants and our transient recreational market to allow for direct engagement	Green
What we said we would do	1. Identify an insight partner	Green
	2. Undertake additional audience insight, with a particular focus on women and girls and use this insight to; - evolve the image of the sport and the TTE brand - test new ways of engaging priority audiences with relevant digital content - develop a PR and Comms plan	Green
	3. Use our learning to develop a Digital Strategy and a Brand Ambassador/Influencer Strategy capable of reaching and engaging priority audiences	Green
	4. Utilise the increased visibility of our sport created by Birmingham 2022 to engage new audiences	Green
	5. Identify the tech and method for data capture for new audiences and develop Sport80/create a system to centrally store and manage this	Green
	6. Review the value of our current membership proposition	Yellow
Commentary		

- Appointed *Winners* to undertake a full audit and review of our 'identified' (personal to an individual) data, enabling us to see all of this in one place so that we can start to understand more about our audience and consequently how to engage them more with our products and services through the creation of segments and customer personas
- Data share Agreement being created with new partners StreetTT to enable us to access the personal data of new subscribers to the App. An announcement of our partnership will also go to all existing users and they will be invited to join a Table Tennis England mailing list to enable us to communicate directly with them. App is being updated to include the Table Tennis England logo and branding, with the intension that this will start to resonate more with users of the App, who are predominately a new recreational audience
- Exploring with Sport England if there is the opportunity to survey the 400,000 Active Lives contacts who sited that they played table tennis regularly, to obtain greater detail on their playing behaviours
- The Have A Go Zone at The Commonwealth Games provided opportunity for data capture, and digital customer journeys have been created to collect identifiable data from those inspired by, but not in attendance at, The Games.
- Work with *Hopscotch* has been completed and we now have a marketing strategy which includes the collection of additional insight to help us to understand the barriers new audiences have to participation, as well as potential triggers to drive behaviour change. The 'look and feel' for women and girls has evolved and was rolled out in our *It's Time to Play* campaign which was activated for the Commonwealth Games. We are awaiting new imagery and we have found a new female photographer to work with.
- Insight from Katy Blake who led on social for the Commonwealth Games said that Table Tennis was one of the top traffic pages throughout the Games; and it did brilliantly in terms of general engagement, too. This is great data for reinforcing the belief that there's a big appetite for the sport across the UK; and there was a pretty good gender split, as well.
- Social media content across TTE's four social channels, in the lead up to, and during the Games (22<sup>nd</sup> June – 10<sup>th</sup> August), totalled 2.284M impressions, 91.7K engagements and a 5.09% engagement rate. This nearly doubles the impressions compared to the previous period; there is less engagements but a higher engagement rate. Our women & girls' specific content which forms part of our 'It's Time to Play' campaign did incredibly well when benchmarked against a similar campaign, with more impressions, engagements, and a higher engagement rate. We have utilised paid media and to give one example, a sponsored post using our new women and girls content received 35K impressions and 248 link clicks, whilst another had 23.5K impressions with 501 post engagements. This highlights the need to continue with paid ads if we want to extend our reach and engage a new audience.
- We have created an automated email 'nurture' series using the data we have captured throughout the Games period. This is aimed at reaching and engaging a new audience, with a focus on women and girls. We are seeing a high open rate of around 50-60% from the emails that have already been sent (OTN is around 25-30%). Once the recipients have received all the emails in the 5-week series, providing they haven't unsubscribed, they will move into our 'engaged females' address book. We are then planning to send them a short survey before the next series of engagements.
- We created a content creators plan to establish how we would engage with new content creators who could help us to reach a new audience during and post games. This has got off to a good start and is something we will continue to develop, in order to reach a new women and girls'

audience. We also rolled out a Team England series leading up to and during the Games and we continue to evolve this with reflective pieces post Games.

Objective 6	Protect our financial stability	RAG
Our Goal(s)	1. Deliver against the goals set in accordance with our Sport England and UK Sport investment	Green
	2. Develop a long-term financial plan for the period 2022-27	Green
	3. Establish a revised financial model enabling affordability and sustainability of activity and investments	Yellow
	4. Develop a plan for 'owned' revenue generation	Red
What we said we would do	1. Ensure that grant income is spent accordingly to our contracted commitment	Green
	2. Compile budgets for 2022-27 and ensure that they are sustainable.	Yellow
	3. Look at current reporting and modify if necessary to identify non ring-fenced income streams.	Green
	4. Develop a revenue generation strategy, to increase our income streams.	Red
<p>Commentary</p> <ul style="list-style-type: none"> <li>Continue to provide quarterly updates to Sport England and UK Sport, as well as Finance Committee and Board to evidence awards are spent as intended.</li> <li>Development of a long term financial plan and a revised financial model must be developed alongside the strategy, it can't be done in isolation and will be presented to Finance Committee and the Board as the 'reset' evolves.</li> <li>While we have a template for a revised financial model, we need to understand what the strategy goals are to ensure that we have the available funds to meet/achieve those priorities.</li> </ul>		

- While we initially created budgets for 22-27 these will need to be revised, alongside the strategy and revised financial model.
- The activity to support Goal 4 will begin in Q3.

Objective 7	Increase the visibility of Table Tennis in England	RAG
Our Goal(s)	1. Capitalise on the opportunities created by Birmingham 2022, before, during and after to reach new audiences	
What we said we would do	1. Collaborate with colleagues to understand the activities being delivered as part of the games identifying the opportunities for marketing and comms	
	2. Develop a PR Plan and Content Plan to proactively increase the sport's exposure and attract new audiences including potential new partners and sponsors	
	3. Look at other sports and available research to see what's spiking interest and experiment with different types of content and channels/platforms	
	4. Engage with a younger and more diverse audience through innovative digital marketing and advertising campaigns	
	5. Work with an Agency/Consultant to create additional capacity and bring in specific expertise to reach new audiences, whilst also providing opportunities for learning and more formalized training for staff	
<p>Commentary</p> <ul style="list-style-type: none"> <li>• In the lead up to and during the Games, enormous effort was made to ensure a wide range of content was visible and available on our website to ensure that all new visitors could see something relevant to them. We will continue to ensure our website and social channels 'talk' to a much wider audience than just our membership. We commissioned several new content creators from different areas of the sport and have seen success with the amount of engagement they have had via our website, Over the Net and on our socials as well as their own personal channels. We will continue to monitor the effectiveness of this and intend to bring in specific expertise to help us to continue to reach new audiences. Between the 22<sup>nd</sup> June and 10<sup>th</sup> August, which was the lead up time and duration of the Games, our website had 291K page views, which was up 23% from the previous period. We also had 245K unique page views. The table finder had 10.5K page views, whilst the B2022 landing page we created had 6.8K page views.</li> </ul>		

- We have been monitoring what other sports are doing in and around the Games and will continue to do this post Games. Many sports have created a similar campaign to ours, so we will engage with them to understand their next steps.
- A content plan for Facebook and Instagram for during and post Games using our new messaging and assets is being implemented to try and engage with younger and wider audiences. There are further ideas for us to action, within our plan and a messaging matrix.
- Our media monitoring shows that, during the date range from the team announcement (June 7) to the weekend after the Games finished (14/8), there were 8,795 online articles which mentioned table tennis and Commonwealth Games. Of these, 4,857 were published during Games time (27/7 to 8/8). The total combined Reach (number of potential eyeballs on each article) was just under 62 billion. The AVE (Advertising Value Equivalent – the amount it would have cost to buy the exposure) comes in at just under £4.7 million. Across the full date range, the AVE was more than £6.5 million.
- See Annex 1. for a summary of the Commonwealth Games Media Coverage of table tennis

Objective 8	Be a well governed organisation	RAG
Our Goal(s)	1. To be fully compliant with the Code for Sports Governance	Yellow
	2. To educate and support the table tennis community about what diversity and inclusion means and how inclusive environments can be created.	Yellow
	3. Establish a new organisational strategy	Green
What we said we would do	1. To review Committees and their behaviours to ensure an effective structure is in place to run the organisation	Green
	2. Review each requirement of the revised Code and create an action plan to achieve compliance	Green
	3. Work towards clearer processes to ensure the delivery of an effective organisation	Yellow
	4. Survey Board members to get an understanding of EDI and where their learning is best focused	Yellow
	5. Design and deliver introductory EDI training, including those in Governance positions	Green
	6. Draft resolutions that will deliver required changes and update Articles	Green
	7. Consult the representation of the table tennis community to identify the future strategy for the sport in England	Yellow

## Commentary

- Full review of Code for Sports Governance has been undertaken and action plan developed and approved by the Board in March 22
  - Resolutions were presented at this years AGM and those presented were approved.
  - Skills Matrix was reviewed and completed by the Board including Diversity – An Appointed Director has been recruited using the new matrix and the upcoming Elected Director will be advertised promoting other areas that have been identified to compliment the current Board
  - Board Member to be responsible for welfare of employees, participants, and volunteers on Agenda for May Board meeting – this was presented at the May meeting but currently no volunteers to undertake this role so will be looked at once the new board members have been embedded.
- The consultation and construction of a new organisation strategy is well underway and will be presented to the Board on 8 September. The proposals will include a series of governance reforms including a revised Committee structure that is fully aligned to the strategy.
- Numerous processes have been completed but there are still a significant amount to be reviewed and developed
- Introduction to Inclusion training being developed. Intro to EDI training has now been delivered to Board and National Council are scheduled for October 22. This will then be rolled out to clubs, leagues, counties and coaches throughout 22-23
- Equality, Diversity and Inclusion introductory training has been developed and was delivered to the Board at the end of May, a follow up of an individual survey will be sent in the next quarter.

## Other relevant matters:

1. TT Clubs updated release went live in August
2. Level the Table 12 month report published [A 12-month #LevelTheTable strategy update - Table Tennis England](#)
3. Updates to competitions and rankings for the new season have been announced [SBL Premier Cup headlines new features for 2022/23 season - Table Tennis England](#) including increases to British league entry, and increased para integration
4. New TT Leagues functionality for online team entry/ payment developed and launched with British League in June. Additional developments in progress.
5. TT Leagues use extended to include County Championships in 2022/23, and also supporting results/ tables/ stats for NCL & NJL (e.g. all national leagues)
6. Online tournament entry/ payment launched for all national events in 2022/23
7. 'Test environment' phase of Rankings Project scoped and costed with IT developer; currently on hold until Q2 outturns inform financial priorities
8. International Strategy  
A meeting of the International Relations Investment Strategy (IRIS) Group was held on 12 August to review progress against the stated objectives. The meeting discussed a review of our 'People' (e.g. senior postholders, pathway candidates, committee members) at an International and/or Continental Federation level, across Great Britain and an action was for each home nation to consider their future representation, and the individuals with relevant skills

and experience who might seek to secure future international / European / Commonwealth positions. This list of potential candidates will be discussed at the IRIS meeting in December.

Board is asked to consider potential candidates and inform Sue Wressell.

9. We have had a few leavers in this period, we wish them every success in their new careers.
  - a. Greg Yarnell – Development Director

We also welcomed

- a. Nicole Flaherty as Woman & Girls Project lead
  - b. Bekki Shaw – EDI Support Officer
  - c. Sue Wressell – Executive Assistant
  - d. Kevin Taylor – B2022 Project Manager fixed term
  - e. Alan Lane – Adult participation officer
  - f. Kate Nixon – Competitions Administrator
10. Membership renewals opened in this period with the uplifted Affiliation Fees, breakdown can be found in the governance and risk report.
  11. Safeguarding
    - a. The Whyte Report has been reviewed and an action plan is being developed, a paper will be brought to the December Board with recommendations for safeguarding governance.
    - b. CPSU completed their annual assessment and we have met the requirements of their standard

## 12. Annual Review/AGM

Completion and publication of Annual Review, plus supervision of Q&A process from our members

Creation of honours booklet

Video guides to strategy reset and resolutions – recorded with Adrian

All publicity concerning AGM resolutions, plus updating of website

Input into end-of-season video

## Annex 1.

### Commonwealth Games media summary

#### Games time

Our media monitoring shows that, during the date range from the team announcement (June 7) to the weekend after the Games finished (14/8), there were 8,795 online articles which mentioned table tennis and Commonwealth Games.

Of these, 4,857 were published during Games time (27/7 to 8/8). The total combined Reach (number of potential eyeballs on each article) was just under 62 billion.

The AVE (Advertising Value Equivalent – the amount it would have cost to buy the exposure) comes in at just under £4.7 million. Across the full date range, the AVE was more than £6.5 million.

During Games time, among the biggest media groups to cover table tennis were:

- BBC online (reach 601 million)
- Mail online (336 million)
- Express.co.uk (111 million – though all table tennis mentions were in articles on ‘what the Royals were doing’)
- Guardian online (102 million)
- ITV online (92 million)
- The Independent (77 million)

Most of these are flagged several times, hence the total Reach of 62 billion.

There was also a host of other national and regional media, ranging from the local media of our specific athletes to national or international groups such as The Times, The Sun, Daily Star, BT Sport and Yahoo.

Many of the articles flagged are round-up/where to watch pieces which may only have mentioned table tennis (or the name of an England player) in passing. It is very hard to weed these out without removing other key articles which draw on the same keywords (often a player name). The only way to do this with complete accuracy is to go through the spreadsheet line-by-line.

However, I can say there was a very large number of articles with direct coverage of table tennis and/or individual England players.

This was headlined by the daily BBC coverage, which you can find by [clicking here](#).



Much of the rest of the coverage can be traced directly back to the flash quotes which I was collecting and forwarding on to the Team England news service to push out to the media.

Examples of national coverage resulting from the flash quotes are in the [Daily Mail](#) and [The Independent](#).

These flash quotes were also picked up by the athletes' local media, and formed the basis for syndicated articles sent out around the regional media. A good example was after the first match in which Emily Bolton played. Her local newspaper in Cumbria carried an article [here](#), but more than 100 other outlets all over the country carried the same article as part of their Games coverage, even though Emily has no direct connection with them. For example, the Wimbledon Times, [here](#).

I could give countless other examples involving several of the England squad. The men's team bronze, for instance, was covered by 100+ local media outlets from Falmouth to Glasgow.

While we will struggle for cut-through when up against household names and bigger sports, such as Adam Peaty and athletics, this shows there is appetite for table tennis news – at least when connected to a multi-sport event. Medal-winning performances also help.

## **Pre-Games**

Looking at the pre-Games period, a number of high-profile articles can be directly attributed to the team announcement event we organised at the UoN and journalists who either attended or arranged calls/Zoom meetings with athletes.

For example, [this article](#) about Tin-Tin Ho on the BBC website, [this one](#) about Charlotte Bardsley on the ITV website and [here](#), with Jack Hunter-Spivey on ITV.com.

In addition, the Press Association's chief sports writer, Mark Staniforth, interviewed Liam Pitchford and subsequent articles were published by [Mail Online](#), [The Independent](#) and [BT Sport](#).

There were also several local media features, including Northern Echo, Teesside Live and Surrey Advertiser (Paul Drinkhall, reflecting his birthplace and current home town), various Lincolnshire media (Tom Jarvis), the Express & Star (Charlotte Bardsley), Lynn News (Mollie Patterson) and the Worksop Guardian (Sam Walker).

Again, this shows that the national media are interested in our athletes' stories around major championships – we need to provide access opportunities for them. Local media tend to cover their athletes at any time.

## Other

We do not include broadcast media monitoring in our package, but in addition to those who attended the team announcement, a number of broadcast interviews with athletes were also facilitated by us before, during and after the Games, including an appearance by Jack Hunter-Spivey on the Naga Munchetty show on 5 Live after his gold medal.

The BBC streamed table tennis on a number of occasions, though not always England matches. I am trying to find out viewing figures from BBC contacts but have had no reply (possibly because they are engaged at the European Championships).

There were also a number of Games umpires who were featured in their local media – this was a direct result of us sending out press releases. They included Jo Outhwaite, Josh Reynolds, Lynda Reid, Lester Smith, Beate Nicol, Matt Pryke and Harry Jutle.

In addition, Karen Tonge (referee) was featured in her local media – she contacted them herself – and Birmingham umpire Immad Qureshi featured in both printed media and on radio locally.