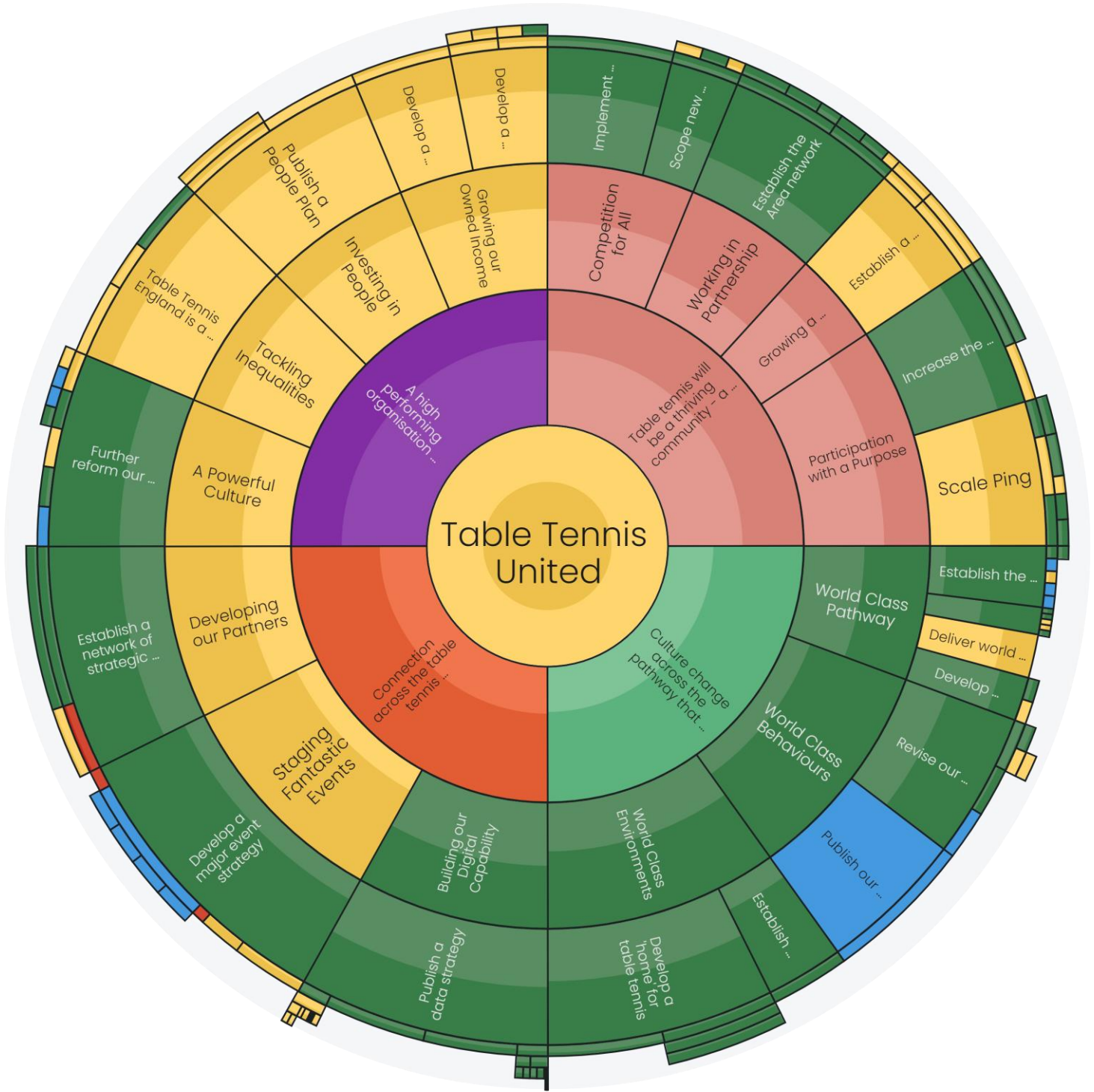


# Table Tennis United

Thursday, September 21, 2023



● Working on it 
 ● Not Started 
 ● On Track 
 ● Complete 
 ● Keely Armitt 
 ● Andrew Wilesmith 
 ● Jo Keay-Blyth 
 ● Gavin Evans

# TABLE TENNIS WILL BE A THRIVING COMMUNITY – A SPORT FOR EVERYONE WITH NO BARRIERS TO TAKING PART

Progress 44.97 %

## Competition for All

Progress 45.52 %

### Implement the Competition Review

Progress 40 %

Color ● On Track

Q2 During this Quarter:

- Phase III paper has been developed and taken to Competition Review Working Group
- Phase III discussed at Competition Committee
- Paper drafted ready to go to Board for approval

Q3 During this Quarter, we will seek to:

- Get Board approval on the Competition Review
- Start to prepare the Implementation Plan for the Competition Review

### Scope new competition formats

Progress 55.56 %

Color ● On Track

Q2 During this Quarter:

- Local clubs have been identified across England that can become host clubs for local competitions
- Developed a list of clubs that wish to undertake Tournament Organiser courses
- Plotted out a draft plan of local development and 1\* competitions across England which will be included in the Local Delivery Plans. 23 1\* and development competitions planned for 23/24 season.
- TT Kidz festivals have been planned to align with TT Kidz courses to provide exit routes and playing opportunities
- Area Managers have undertaken the Tournament Organiser course so they have the knowledge to support competition delivery - to help upskill clubs.

- Q3 During this Quarter, we will seek to:
- Publish the competition opportunities and start delivering them
  - Start to form a local competition calendar to coordinate this offer
  - Deliver TT Kidz festivals aligned to the TT Kidz courses starting

## Working in Partnership

Progress 67.4 %

### Establish the Area network

Progress 67.4 %

Due 2024-03-31

Color ● On Track

- Q2 During this Quarter:
- Local Organising Group Chairs have been appointed for all Areas except the North West and East. There was no applications for the North West. Being pursued.
  - Local Organising Groups being formed with applicants and appointed people to these groups. Work on this continues.
  - Draft Local Delivery Plans being formed. Presented to Development Committee for input and oversight. Aim for an October release.
  - Increasing visibility of Area Managers: 15 counties engaged since July with more planned Regular contact with counties being lined up with monthly engagement to update on Area Manager work 74 clubs visited and engaged 21 Leagues visited and engaged 27 external partners and stakeholders engaged
  - £10,000 leveraged in to local clubs with support from the Area Managers
  - Darlington LI coaching course going ahead with 11 people due to support and promotion from Area Manager
  - Jack Petchey funding application successful - £211,000 investment into Table Tennis England to deliver the schools and youth club programme and associated competitions
- Q3 During this Quarter, we will seek to:
- Release the Local Delivery Plans for each Area
  - Appoint Local Organising Group Chairs for the North West and East
  - Appoint East Area Manager
  - Appoint Senior Area Manager replacement
  - Start delivery of Local Delivery Plans
  - Meet with counties not yet engaged in Q2

## Growing a Grass Roots Workforce

Progress 32.88 %

### Establish a programme of training for officials

Progress 32.88 %

Color ● Working on it

Q2 During this Quarter:

- LI Umpire courses identified in the draft Local Delivery Plans linked to feedback from the Area Audits on demand. 10 LI Umpire courses identified delivering 100 - 150 new umpires.
- New Umpire courses being planned in line with local competitions and TT Kidz festivals to provide appropriate experience post course.

Q3 During this Quarter, we will seek to:

- Work with TOC to identify a development plan for the development of officials, focussed on: growth in numbers, retention of existing officials and improving standard of current officials
- Start delivery on Officials courses

## Participation with a Purpose

Progress 36.15 %

### Increase the number of Under 9's playing

Importance 50 %

Progress 24 %

Responsibles Andy Wilesmith, Jenny Leach

Color ● On Track

Q2 During this Quarter:

- TT Kidz programmes identified across England with local clubs. To date 39 courses are planned to deliver between 390 - 700 new primary aged players
- 20 TT Kidz festivals planned to run post-TT Kidz courses to encourage retention and membership sign up
- Area Managers engaging with School Games Organisers and schools to look at TT Kidz programming in education
- TT Kidz 4-7 yr olds programme has been tested and preparing for rollout - cross department engagement with Pathway team engaged in development and implementation

- Q3 During this Quarter, we will seek to:
- Deliver TT Kidz courses and festivals
  - Plan TT Kidz courses in for schools to supplement the club courses
  - Roll out TT Kidz 4-7 yr olds programme
  - Engaging currently with a couple of big Multi Academy Trusts, get them signed up and TT Kidz programmes starting delivery
  - See TT Kidz participants start to move into the local competitions programme
  - Use MyTT to capture TT Kidz participants to get data capture and build an understanding of the market

## Scale Ping

Progress 48.3 %

Color ● Working on it

- Q2 During this Quarter:
- Created a full profile of Ping activity and future demand modelling for the West Midlands Combined Authority. This included: Mapping parks and open spaces to population demand potential for each local authority in West Midlands to understand demand. Looked at current performance and where growth potential is
  - Developed new modelling for Ping as an investible programme by partners. Paper written that has gone to DCMS and offer also presented to West Midlands Combined Authority as part of the Major Events presentation.
  - 7 new Ping Pong Parlours have opened - total now open 23.
  - 13 new Ping in the Community programmes started. Over 150 new people playing table tennis.
  - Good activity with a club has happened at Walsall. Good model.
  - Ormesby and Swerve engaged with the new Parlour at Middlesborough due to open in the next 6 weeks. Activation being planned.
  - Discussions with Cornilleau about sponsoring a new Parlour in Windsor. Ongoing.
- Q3 During this Quarter, we will seek to:
- Continue discussions with Big City Partners about investing in Ping
  - Continue conversations with DCMS on future investment for Ping
  - Open another 12 Parlours
  - Finalise the plans for revenue generating activation across 7 Parlours and start delivery
  - Develop competition offers from Parlours across England
  - Plan for further local club engagement in Parlours to reach new audiences

- Develop a plan to use TT Fast Format and MyTT platform (under development) to move Ping participants into more regular activity and capture data

## CULTURE CHANGE ACROSS THE PATHWAY THAT INSPIRES WORLD CLASS PERFORMANCES AND MEDAL SUCCESS

Progress 66.73 %

Color ● Gavin Evans

### World Class Pathway

Progress 51.94 %

#### **Establish the 'Start, Potential, Podium' structure**

Progress 87 %

Color ● On Track

Q2 During this Quarter:

- Player development Framework is nearly complete, we are working with the engagement team to from and edit the videos.
- Pathway handbook is at final draft stage and will be released in November
- We have ran some really successful parent workshops that were delivered as part of our in auction process for new athletes into our squads
- The performance standards have been published, however these will adapted as we progress and start to be better and better

Q3 During this Quarter, we will seek to:

- x

#### **Show progressive improvement at junior and senior level**

Progress 52.2 %

Color ● On Track

Q2 During this Quarter:

- Liam, Paul and Tom are tracking well and showing upward trajectory in performance
- European youth championships saw 2 5th place finishes with Ralph Pattison narrowly missing out on a medal.
- Our average ranking progress in our start and potential squad is at 26% increase.
- We are on track with two English players tracking for academy standard by 2026.
- All priority athletes have holistic athlete development plans, they all now have a tailored periodised plan so we can track what they are doing everyday and the training and practice design become much more focused.
- We are starting to work with an analytics company to track and create metrics on how we can beat the Chinese. There is a series of scenarios we are looking at from, what style will be most beneficial in 10 years, to how quick the ball travels with how much spin, to when the Chinese lose what is the common dominator etc .

Q3 During this Quarter, we will seek to:

- x

### **Deliver world class sparring in our training Environment**

Importance 25 %

Progress 30 %

Responsibles Emma Sutherland

Color ● Working on it

Q2 During this Quarter:

- World class sparring have been at all our camps and have raised the training standard consistently.
- As we seek to move into a full time training centre our ambition is to bring over longer term world class sparring as part of the strategy to build a world class training centre

Q3 During this Quarter, we will seek to:

- x

### **World class behaviours**

Progress 81.25 %

Color ● On Track

## Revise our coach education and learning programme

Progress 62.5 %

Color ● On Track

Q2 During this Quarter:

- We were delighted to receive £20k from Sport England to support our SheCoaches initiative that is designed to find the next super coach that currently operates in our talent space.
- Our new coaching strategy is now ready to scope out our implementation of it. We have formed a working group from influential coaches from each area of our area network. We will seek to change the way in which we licence our coaches and to offer different grades of licensing dependant on how much learning a coach would like to undertake. A coach licence will become a badge of honour. We will phase this in from April 2024.
- Our coaches have submitted all personal development plans and a high performance coach programme will now be developed to support the coaches with the latest data and insight of our sport along with advanced periodisation for our players.

Q3 During this Quarter, we will seek to:

- x

## Publish our core behaviours we will demand of our athletes and staff.

Progress 100 %

Color ● Complete

Q2 During this Quarter:

- Our behaviours are fully published with a program called BetterMe to support these behaviours are fully operational with athletes and staff really committing to them. We must push this area as focus as we need to convert our near chances to wins through positive culture that is delivered through high performing behaviours.
- TTE values and staff behaviours to be reviewed and redefined, building on the work developed for the athletes and the BetterMe programme to be scoped to support staff and workforce well-being.
- The DiSE (Diploma in Sporting Excellence) programme has been designed and recruited, with 6 weekends of delivery planned across the coming year, including a full educational programme
- We are undertaking a research project with Loughborough university around talent ID practices within Table Tennis and we are also working with a researcher at edge hill university looking at a project around junior to senior transition in Table Tennis

Q3 During this Quarter, we will seek to:



- x

## World Class Environments

Progress 61.38 %

Color ● On Track

## Establish Pathway Development Centres

Progress 80 %

Color ● On Track

Q2 During this Quarter:

- We have 4 confirmed PDC's, Kingfisher, Ormesby, Greenhouse and Plymouth. SLA's are being agreed now with the view to be operational by October. We have scope out a further 3 more PDC's that we have given targets to be hit by April with the view of becoming a PDC.

Q3 During this Quarter, we will seek to:

- x

## Develop a 'home' for table tennis

Progress 55 %

Color ● On Track

Q2 During this Quarter:

- We are in advanced discussions with 2 partners for our home of table tennis with both partners desperate to have us.
- Our environment and the support services will be a key part in our LA funding submission
- Adrian and I are meeting UKSI Sheffield in October with the view to progress to an agreement stage.

Q3 During this Quarter, we will seek to:

- x

# CONNECTION ACROSS THE TABLE TENNIS COMMUNITY

Progress 65.49 %

Color ● Keely Armitt

## Building our Digital Capability

Importance 33 %

### Publish a data strategy

Q2 During this Quarter:

- Digital Engagement Strategy is being well progressed
- Improved standardisation of data capture and introduced more marketing opt ins
- Ensured data compliance across our various platforms
- Working with Joymo to track behavioural data of contacts across the TTE.TV platform
- Finding ways to aggregate data sources
- Building new content strategy based on more detailed customer understanding and insights. Using test and learn techniques. Developing segmentation within our email marketing and starting to develop more personalised content for our Over The Net campaign. Using insights to determine strategies.
- Looking at new software, particularly AI to see how this can enhance what we do and drive efficiencies.

Q3 During this Quarter, we will seek to:

- Finalise our Digital Engagement Strategy
- Turn this into an implementation plan and educate the business on this
- Appoint a neutral Technology consultant
- Continue to deliver actions with the Data Plan

Color ● On Track

New Note Working with Winners and using a VMOST framework, an intelligent DES is being developed. Deadline for completion is October 2023. The foundations for its delivery are being developed alongside the strategy. Sept - majority of work is completely, now need turning into document and consultation and review

## Staging Fantastic Events

Progress 81.51 %

### Develop a major event strategy

Progress 81.51 %

Color ● On Track

Q2 During this Quarter:

- We won the bid to stage the WTTTC2026
- Meetings have taken place with the ITTF to finalise the draft long form Heads of Terms for the NewCo
- A proposal to Birmingham City Council to host a WTT event was presented
- The operational plan (via the LOC) for the WTT Manchester event is in development
- Confirm an opponent to stage an England international event

Q3 During this Quarter, we will seek to:

- Finalise the NewCo governance structure
- Secure BoD approval to establish the NewCo
- Begin to build the staffing structure for the NewCo
- Complete the operational plan for the WTT Manchester event
- Finalise the 10 year financial model

Q4 During this Quarter, we will seek to:

- Deliver a successful WTT Manchester event
- Finalise arrangements for the NewCo
- Confirm the commercial investment model and go to market

## Developing our Partners

Progress 61.82 %

### **Establish a network of strategic delivery partners**

Importance 100 %

Progress 61.82 %

Due 2024-03-31

Responsibles Andrew Wilesmith, Adrian Christy

Color ● On Track

Q2 During this Quarter:

- Identified key Big City Partners. These are (but not exhaustive); Birmingham, Manchester, Sheffield, Bristol.
- Met with West Midlands Combined Authority to present opportunity around Major Events and the social impact programme wrapped around Ping.
- Working with Birmingham City Council on large investment into Ping Pong Parlours by Council in the city. New model being developed.
- Met with Sheffield City Council about £40,000 investment for Euro Para Legacy Fund and how to deliver this. Plan being submitted this quarter.

- Met with Sheffield to discuss initial Ping opportunities
- National partnership being established with Sported to provide closer working between their Area teams and our Area teams. Will provide greater local support for clubs and enable table tennis to be placed in local groups to help expand the sport.
- Sported building an insight piece on behaviours towards the sport within their membership in Birmingham and Manchester.
- Local Organising Committee identified as a result of World Team Championships bid success in London; London Sport, GLA, Sported, Greenhouse

Q3 During this Quarter, we will seek to:

- Establish a social impact plan in Manchester for the WTT Feeder to run alongside and after the event.
- Sported to deliver insight piece which we can then use.
- Move relationship along with West Midlands on Ping to investment
- Finalise bid for Birmingham's funding for Ping Pong Parlours and receive outcome
- Receive Euro Paras Legacy funding and start delivery working with BPTT
- Move conversations along with DCMS on potential Ping investment

## A HIGH PERFORMING ORGANISATION THAT IS NOT JUST FIT FOR TODAY BUT IS FIT FOR THE FUTURE

Progress 37.14 %

### A Powerful Culture

Progress 61.38 %

### Further reform our governance structures and practices

Progress 61.38 %

Color ● On Track

Q2 During this Quarter:

- **Tier 1 structures** all in place and first meetings have been held. Review of Governance committees has been undertaken and paper approved at Governance and Risk Advisory Committee.
- **Establish the supporting working groups** - Terms of Reference for several advisory committees completed for Board approval in September. Consultation with Process Review Group, Rules Committee and Standing Orders Committee taken place and those recommended for the committee have agreed to be part of it. Terms of reference completed for Article Review Working Group completed for Board approval and consultation will start for those we wish to join it over the next 4/6 weeks when the Governance Operational Committee consultation has been finalised.
- **Review the Voting system** No further progress on this but will form part of the articles review working group.
- **Be compliant with the public assurance requirements** Code for Sports Governance - All initial compliance requirements have been completed and Board have signed it off, the 7 new areas are being worked on and will be completed by the end of 2023 beginning of 2024 as dates have been pushed back slightly by Sport England. Initial meetings have been completed for the development of the People plan and Environmental Social Governance (ESG), where we have partnered with BASIS who have and are supporting numerous Governing Bodies in this workstream. There are a few areas that need to be addressed in the other requirements such as Board recruitment to lead on Integrity, Safeguarding and Welfare and is an agenda item for the September Meeting. We have now successfully recruited a Strategic Financial lead in Mark Boote following the key skills advertised in the last Appointed Director recruitment in July 2023. UKAD Assurance Framework - All UK Framework documentation has been updated and resubmitted for approval and the 13 areas were all approved at the beginning of August. There are ongoing requirements throughout the year and an update on UKAD is within the Governance Report paper but a key area of a Board representative still needs to be addressed for our ongoing compliance.
- **Introduce a national programme of safeguarding training** - Due to the departure of our Deputy Safeguarding Lead this area of work has been delayed but we have now recruited a replacement that will start in the middle of September.
- **Safeguarding Adults in Sport Framework - Ann Craft Trust Assessment** - As part of our Sport England Funding an additional assessment is required to be compliant to the new Adults in Sport Framework. Safeguarding Lead, and Head of Governance have attended the the initial briefing session and will be working on this over the coming months

Q3 During this Quarter, we will seek to:

- Complete the merger of operational committees Rules Committee and Process Review Group (look at options with SOC)
- Complete a schedule of change for regulations
- Develop recommendations for Resolutions to improve articles for December Board Meeting
- Develop Articles Review Working Group with a cross section of the membership
- Develop our Sustainability Policy and Strategy
- Look to start the development of our Insurance tender for 24/25
- Develop our Safeguarding annual training plan

## Tackling Inequalities

Progress 23.82 %

### **Table Tennis England is a more diverse and inclusive sport**

Progress 23.82 %

Color ● Working on it

Q2 During this Quarter:

- Review of DIAP with AKD Solutions to review proposed activity in support of Level the Table and People Strategy submission. and reinvigorate
- Draft Local Delivery Plans have started to include actions to address EDI elements, including Women and Girls, ethnic minority groups, deprivation
- Work ongoing with Sheffield City Council on legacy funding and programme from Euro Paras
- Tier 2 working group of Development Committee being established to focus on disability table tennis

Q3 During this Quarter, we will seek to:

- Finalise the DIAP in conjunction with AKD Solutions
- Publish the DIAP and engage the TTE community with the detail
- Start to deliver on Euro Para legacy programme
- Re-convene W&G Ambassador programme and implement local female working groups in Area Networks
- Start to deliver W&G competitions and activity

## Investing in People

Progress 27.5 %

### **Publish a People Plan**

Progress 27.5 %

Color ● Working on it

Q2 During this Quarter:

- Terms of reference for the proposed People Committee have been drafted and sent to the Governance & Risk Committee to be reviewed. These are awaiting Board approval.
- A role profile for a "People Assistant" role has been drafted for consideration and to commence in Q3/4
- Scoping of the People Strategy has commenced considering the Investors in People framework as a base structure.
- Funding secured for Board Training

Q3 During this Quarter, we will seek to:

- Establish the People Committee
- Advertise and commence recruitment for the People Assistant
- Draft, socialise, publish and submit a People Plan
- Scope and deliver Board Training
- Launch the half yearly review process with Staff to support retention by:- identifying development considerations and needs- providing information to develop Succession plans

## Growing our Owned Income

Progress 35.86 %

### Develop a commercial strategy

Progress 34 %

Due 2024-03-31

Color ● Working on it

Q2 During this Quarter:

- We received a draft commercial approach to growing revenues based on Ping and Major Events
- The approach is focussing:
  - Asset valuation based on World Table Tennis Championships held in London
  - Determination of optimum sponsorship package design and appropriate sectors for partners
  - Participation and commercialisation opportunities
- We also received the first draft of the social media content and commercial roadmap which will focus on:
  - Understanding our audience and recruitment of a new audience
  - Engaging regularly; creating a community
  - Monetising our audience

Q3 During this Quarter, we will seek to:

- Finalise our commercial strategy – this is dependent on the confirmation of commercial rights for our major event
- Develop the roadmap for commercial sales
- Undertake Step 1 of the Social Media Content and Roadmap – growing our audience and enlarging our organic reach

### **Develop a new membership scheme**

Progress 37.75 %

Color ● Working on it

Q2 During this Quarter:

- Two internal working groups have met to further conceptualise and develop a new Membership Scheme and the supporting technology, with good alignment of thought. Some financial modelling is being done to understand risk and opportunity. A more thorough update is provided to Board in a separate paper
- MyTT development progressing well and a MVP ready to be piloted in a small number of projects will be rolled out at the end of Sept. MyTT is a platform developed through a JV with Rocca Creative with the primary objective of collecting first party data and creating an initial relationship with U9 and regular recreational player by providing access to a bookings platform for TT Kidz and Ping Pong Parlour initiatives and, a gateway to TT Fast Format Community
- TTE.TV access has been linked to Membership of TTE to see how a valued membership benefit can impact renewals, acquisition and engagement

Q3 During this Quarter, we will seek to:

- Consult externally on new Membership scheme Proposal
- Assess the impact of a new scheme on Governance, Competition, finance, existing products and programmes
- Appoint a Technology Consultant who can help with understanding the required tech for a new membership scheme, aligned to other business priorities
- Develop conversations with S80 and Rocca Creative on their respective abilities to deliver a new Membership Scheme
- Pilot MyTT