

Youth Charter

'22'

# Tenniswise Report...



## Executive Summary

'A social, grass-root, development and  
performance pathway for all...'

"Cultural activity through sport and the arts... social & human development for life."





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- Title, Year, Author (if provided), Organisation, Web Address (if applicable)





Other documents produced by the Youth Charter include:

- Youth Charter '21' Soccerwise Report
- Youth Charter 2012 Games Legacy Report
- Legacy Manifesto 2011
- Youth Charter Muhammad Ali Scholars Report 2010
- Commonwealth "12" Report
- Liverpool Report 2009
- Manchester "12" Report
- Rugbywise "12" Report
- Youth Charter Issue Document 2003
- Youth Charter South Africa Report
- Youth Charter 5 Year Report
- Sport as a Contributor to Social Regeneration
- Youth Charter Quadrennial Report

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For a glossary of terms please visit the Youth Charter website at: [www.youthcharter.co.uk](http://www.youthcharter.co.uk)

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YOUTH CHARTER

## Mission

Helping young people to be fit for life.

YOUTH CHARTER

## Vision

Be a team player in society through sport and social development.

YOUTH CHARTER

## Opportunity

Equip, enable and empower young people to maximise their life potential through cultural integration, physical and mental fitness.

YOUTH CHARTER

## Objectives

Positively deliver peaceful, meaningful and sustainable sporting access activity for the social development and well being of all young people and their communities.

YOUTH CHARTER

## Values

- Positive happiness and fulfilment through active human and social engagement
- Positive mental and physical fitness for all
- Commitment to excellence and collaboration for all young people and communities
- Dignity, honesty, integrity and respect of self in all that we do

YOUTH CHARTER

## Development Goals

1. Education
2. Health & fitness
3. Social order
4. Environment
5. Vocation, training, employment & enterprise





## Report Abbreviations

YC	Youth Charter
LTA	Lawn Tennis Association
UK	United Kingdom
GB	Great Britain
US	United States
CCPR	The Central Council for Physical Recreation
NGBs	National Governing Bodies of Sport
APS	Active People Survey
BHF	British Heart Foundation
NEET	Not in Education, Employment or Training
ITF	International Tennis Federation
GSDF	Grand Slam Development Fund
WTA	Women's Tennis Association
ATP	Association of Tennis Professionals
OS	Olympic Solidarity
IOC	International Olympic Committee
UN	United Nations
ILO	International Labour Organisation
NGO	Non Governmental Organisation
MDGs	Millennium Development Goals





# Contents:

## A. INTRODUCTION AND BACKGROUND

FOREWORD: Tim Henman OBE, former British No.1 Tennis Player.....	1
INTRODUCTION: Geoff Thompson MBE FRSA DL, Executive Chair, Youth Charter.....	2
1.0 TENNISWISE COMMUNITY CAMPUS: Community Development through Tennis and Tennis Development in the Community.....	3
1.1 LOCAL CASE STUDY.....	4
1.2 NATIONAL CASE STUDY.....	5
1.3 INTERNATIONAL CASE STUDY.....	6

## B. LOCAL DELIVERY

2.0 TENNIS IN GREATER MANCHESTER.....	7
---------------------------------------	---

## C. NATIONAL POLICY

3.0 THE LTA's WHOLE SPORT PLAN? OR A FRAGMENTED APPROACH?.....	8
3.1 EDUCATION THROUGH TENNIS ACROSS THE UK.....	9
3.2 HEALTHY LIVING THROUGH TENNIS ACROSS THE UK.....	11
3.3 SOCIAL ORDER THROUGH TENNIS ACROSS THE UK.....	12
3.2 ENVIRONMENTAL SUSTAINABILITY THROUGH TENNIS ACROSS THE UK.....	13
3.3 VOCATION TRAINING, EMPLOYMENT AND ENTERPRISE THROUGH TENNIS ACROSS THE UK.....	14





D. INTERNATIONAL DEVELOPMENT

4.0 GLOBAL TENNIS IN THE 21ST CENTURY: The Challenges and Opportunities.....	15
--	----

E. CONCLUSION AND RECOMMENDATIONS

5.0 CONCLUSION: 21st CENTURY TENNIS.....	17
--	----

6.0 TENNIS PARENTS.....	18
-------------------------	----

7.0 RECOMMENDATIONS FOR...	
a social, grass-root, development and performance pathway for all.....	19

8.0 REPORT POLICY AND PRACTICE RELEVANCE.....	20
---	----

F. APPENDIX

1. YOUTH CHARTER '22' BIBLIOGRAPHY.....	21
---	----

G. SUMMARY

And Finally.....	23
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## Foreword: Tim Henman, Tim Henman OBE, former British No. 1

I first became aware of the Youth Charter whilst still competing and realising my potential as a world-class professional player.

In 1995 at the Manchester Open at the Northern Tennis Club, I was asked by the Founder and Executive Chair of the Youth Charter, Geoff Thompson to meet a group of young people from Moss Side and Hulme. Upon meeting the group, I learned of their exploits as the 'Spirit of Hulme and Moss Side Tour of Los Angeles Tour Group' and how they wished to translate some the lessons witnessed and experienced from the legacy of the 1984 Olympics, the Amateur Athletic Foundation.



In particular, one of the Tour Group members, Darren Orr displayed a prestigious tennis talent. However, his aspirations were dashed as he did not have the means or financial backing to support his dream. I became an ambassador of the Youth Charter following my meeting with that group of young people and since that time have witnessed the agency's development and growth from a Moss Side local inspiration of hope to a global pioneering force for good in the 'sport for development and peace' movement.

This report is one of the most comprehensive and inclusive consultative studies of its kind, reflecting eight years of dialogue and discussion with players, parents, administrators, coaches and tennis enthusiasts. From the raw talent of Moss Side to leafy urban, suburban and rural communities, the Youth Charter '22 Tenniswise Report sets out the challenges and opportunities for the sport to help deliver the 'Inspire a Generation' legacy pledges of the London 2012 Olympic and Paralympic Games.

The challenges facing this sport and its ability to 'inspire a generation' based on the 2012 London Games Legacy pledge to increase participation and healthy and physically active lifestyles is one I know that the LTA and the All England Club are keen to help contribute to. This report provides much by way of added value to the existing strategic considerations being made by the tennis community in its challenges and opportunities to make tennis more diverse and inclusive.

As a young man who was able to fulfill my dreams to become a world-class sportsman and to now give something back to the sport is something that I do not take for granted. I sincerely hope that this report will be read, studied and considered in helping to make the sport I love, played and enjoyed by every young heart and mind that wishes to pick up a racket, from the inner cities, suburban or rural areas where they can fulfill their full potential on and off the tennis court.



TIM HENMAN OBE





# Introduction:

## Geoff Thompson MBE FRSA DL, Executive Chair, Youth Charter

The Youth Charter '22' Tenniswise Report provides a unique social and cultural review of the past, present and future tennis provisions for our young people and their communities, locally, nationally and internationally.

### Social and Grassroots Tennis in the UK

Tennis is a traditional sport in the UK, with the annual Wimbledon Championships providing British Tennis with global prestige and recognition. However, at a social, grass-roots and cultural level, tennis has often been seen as a white middle class sport, lacking mass participation appeal, diversity and inclusion in the UK's most diverse and disaffected communities.



As the National Governing Body for tennis in the UK, The Lawn Tennis Association (LTA) has set about responding to this challenge with a British Tennis Strategic Plan for 2015 to 2018. This new plan is focused on increasing the number of people playing tennis and enriching people's lives through the sport. In order to achieve this the LTA's 'Participation Focus' will:

- Deliver great service to Clubs
- Build partnerships in the Community
- Enhance tennis offer in Education

The shift in focus on developing tennis at grass-roots level is a welcome one, and the key to a successful delivery of this strategic plan will be:

- The willingness of the community tennis coaches, administrators and volunteers to engage with the UK's most diverse and disaffected communities.
- Training for community tennis coaches, administrators and volunteers so that they have the right skills, competencies and confidence to engage, motivate and inspire the UK's most diverse and disaffected communities.

We suggest that it will be difficult for British Tennis to achieve its full potential for social and grass-roots engagement in just three years (2015- 18). Thus, the LTA should set short, medium and long-term targets that are achievable, with a strong focus on changing the culture through governance, clubs and the delivery of community programmes.

### British Tennis producing Champions

At elite level, British Tennis is lagging far behind many other tennis nations of similar or considerably smaller populations with regard to the number of players ranked in the world's top 100 for men's and women's tennis. The next generation of potential tennis champions, who have the hunger to succeed and will to win at the highest level are to be found in the UK's most challenging areas. It is imperative that British Tennis can engage, motivate and inspire a generation of tennis players from these communities.

### The potential of Global Tennis

At a global level, tennis has been leading the way in promoting both gender and disability equality in the sport for 40 years. The Women's Tennis Association has a well-established tour and won the right to equal prize money for women at the major Grand Slam Tournaments. Whilst Wheelchair Tennis, and other forms of disability tennis have been leading the way in making tennis, and sport, more accessible to people with disability, the USA has been leading the way in demonstrating how tennis can reach out to communities who do not traditionally play the game.

British Tennis can help to lead the way in engaging the poorest and most disadvantaged communities in the UK and around the world. In order to achieve this, global tennis must work in partnership with other Olympic and Paralympic sports.

The Youth Charter '22' Tenniswise Report provides case studies, analysis and recommendations as to how tennis can provide credible, sustainable and deliverable social, grass-roots development and performance pathways for all.

The Youth Charter remains excited about the potential of Tennis to contribute social and human development for our youth and communities and looks forward to working with stakeholders and partners to help 'Inspire a Generation'.

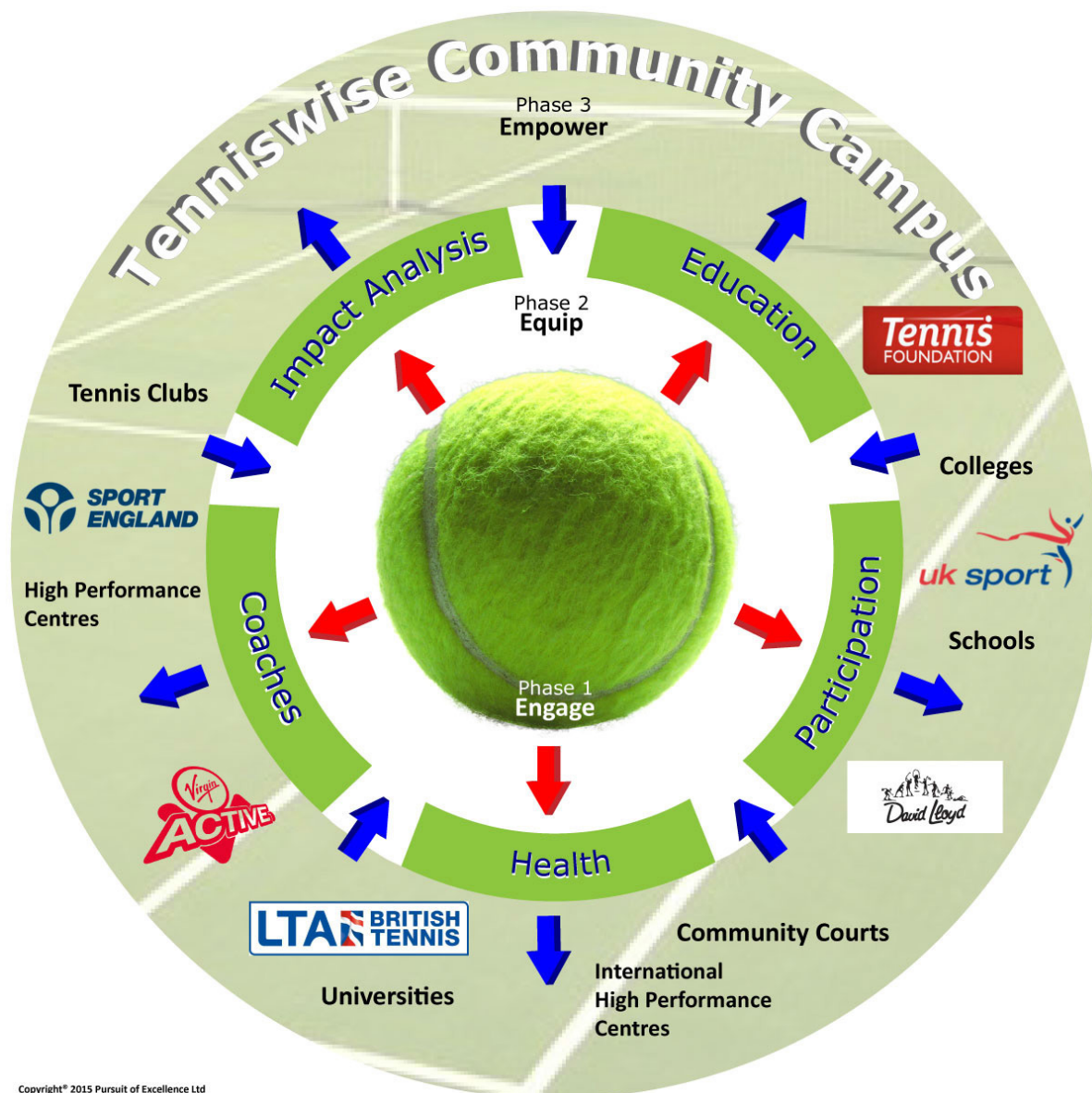
*"Start where you are. Use what you have. Do what you can."*

- The late Arthur Ashe, Wimbledon Champion 1975

# 1.0/ Tenniswise Community Campus: Community Development through Tennis and Tennis Development in the Community

The Tenniswise Community Campus provides a one-stop shop geared towards a centralised marketplace for the user to interactively engage by way of mobile multimedia education, player progression, technical delivery and integrated services without the cost of building one-off multi-layered systems. This offers a host of opportunities for engagement, education and personalized training programmes and linked wholeheartedly to the welfare and development of the player, parent, coach and communities. This unique approach provides a social, cultural and economic impact to establish community development through tennis and tennis development in the community. Please see Fig. 1.

Fig. 1. Tenniswise Community Campus



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## 1.1 Local Case Study



Osmond Rose, Centre Front is joined by LTA, Manchester Sports Development, Youth Service, Chamber of Commerce, City Council and 2002 Commonwealth Games bid representatives.

Over the past 22 years, tennis development in the community of Moss Side and Hulme in Manchester has conflicted with community development through tennis. The seasonal emphasis on pre and post Wimbledon participation, along with facility access challenges, remain one of the biggest barriers in identifying athletic raw talent.

Current tennis redevelopment proposals at Alexandra Park in Moss Side, Manchester, all point in the right direction. However, on going tensions in the community confirm the need for a generation of coaches that are from the community, live within the community and are ever present in the community to provide the social, grass-root and development pathway to the performance centre network. In 1995, the Youth Charter invited Jamaican tennis professional, Osmond Rose to hold a series of tennis coaching clinics at the Northern Tennis Club in Didsbury with the aim of integrating inner city youngsters to the Northern Tennis Club's tennis development programme.

With the support of Youth Charter Ambassadors, Jeremy Bates, Tim Henman and David Felgate, these clinics helped break down the perception of exclusion and reduce class and cultural barriers. However, the levels of inner city youth participation virtually disappeared without the sustained enthusiasm of all concerned.

The more recent reflection locally is the Fletchman family, a case in point with a similar urban inner city experience to the Williams sisters in Compton, near Los Angeles. Identified as a parallel to the Williams sisters in the social and cultural challenging environment that would see normal talent prevented from realising their potential, unlike their suburban and rural counterparts, the Fletchmans were unable to access the support required as part of an LTA development pathway to excellence.

A sporting agency, with strong soccer interests has now invested in the sporting potential in the hope that Fletchman's youngest daughter, Jhonayah, will be able to achieve similar sporting achievements to the Williams sisters across in the USA.

### Social Impact

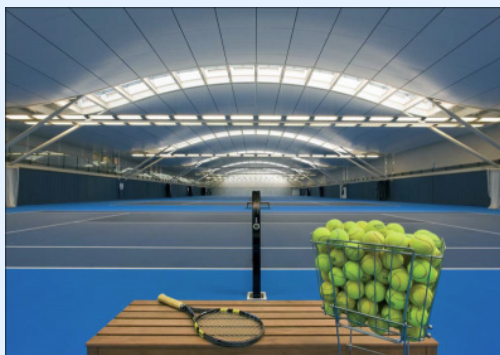
The social and cultural impact of the interest in the Fletchman family would do much to promote the Tennis Foundation's investment in inner city areas. The challenge is how to present tennis as a truly accessible and participative opportunity for all.

### Lessons Learned

The Fletchman's potential would not now be developed to the level and standards currently being realised within the LTA's existing player talent ID system in place. With the recent changes to funding and future investment of resources, the social and cultural development pathway to behaviour and performance on the court and off the court needs to be more integrated, coordinated and sustainable for all.



### 1.2 National Case Study



National Tennis Centre, Roehampton

The national tennis centre was developed to produce the next generation of winners in a world-class environment with world-class support, administration and coaching excellence.

As the catalyst for the LTA development strategy at all levels of the tennis development pathway, a comprehensive programme of tennis performance saw a significant investment resulting from the All England Club profits from the Wimbledon Championships.

The High Performance Centres (HPCs) and International High Performance Centres (IHPCs) would see development squads and tournaments identify talent and potential that could progress young players into the international rankings. Whilst this system worked for the 'haves' (the families with money), it in no way worked for the 'have nots' (the families without money). This resulted in a "selective system". Talent identified from socially economic deprived backgrounds struggle in their ability to adapt and develop their emotional skill sets to match their tennis development skill sets. As a result, this had a knock on effect on behaviour and performance both on and off the court.

#### Social Impact

The social impact of this system was a lost generation of potential winners who were not provided with a behaviour and performance programme that acknowledged the equally important development of behavioural characteristics that would see them competitively resilient in their personal and sporting potential.

There was also a culture of entitlement and too much too soon, which created social and cultural disaffection within the player talent pool of potential that would interact between players, coaches and the wider network of backup staff.

#### Lessons Learned

With the new leadership and strategic focus on participation and satellite investment within the regions, the NTC's culture will be given an opportunity to really establish a tennis opportunity for all with an aspirational standard of excellence that will be reflected in players, coaches, administration staff and parents alike.





### 1.3 Global Case Study



Community Tennis in Soweto, South Africa

The Youth Charter has had a 22-year presence in sub Saharan Africa. The late President Nelson Mandela had a vision for sport in post apartheid South Africa. To help the social and human development of young people and communities, Mandela saw sport as a vaccine and an antidote to not only heal the injustices of the past, but to also inject hope in the potential of the future.

For the Townships, tennis was seen as one of the sports where the breakthrough of a player of colour would realise the legacy of the late tennis great, Arthur Ashe. The Wimbledon champion pioneered community development through tennis during the apartheid regime.

However, 22 years on from the end of apartheid, tennis is still struggling to establish a comprehensive tennis development programme that will provide a social, grass root, development and performance pathway.

#### Social Impact

In post-apartheid South Africa, the impact of taking part in a traditionally white sport and transforming it into a sport for all would have a huge impact. Young people already play a form of tennis by railway lines, even on the roofs of metro trains. However, proper investment is needed in coaches (to teach tennis) and teachers (who can coach). In this way, tennis can combine physical literacy with mental literacy, offering opportunities for a better life. Proper investment in equipment and tennis courts is even more attractive, since South Africa has the ideal climate for sporting participation.

#### Ways Forward

There currently needs to be a greater investment in an educational health participation and active lifestyle tennis development programme that can also see a vocation training and employment development pathway for a new generation of tennis coaches. There also needs to be a new generation of tennis administrators that can develop the provincial and local sport and community development provisions with schools providing a central hub in a tennis community campus model.





## 2.0/ Tennis in Greater Manchester

### Key Recommendations for Tennis in Greater Manchester:

- Local Tennis Strategies for each Local Authority, and a county-wide Greater Manchester Tennis Strategy, linked directly to Greater Manchester Sport and Physical Activity Strategy
- A Greater Manchester Tennis Federation, which includes club, schools and community tennis.

The 2013 Wimbledon victory for Andy Murray broke the 77-year drought in producing a British men's singles champion. Only 24 hours later, Britain's newest national hero was in Lambeth in South London, playing tennis with kids. Instead of elegant lawns, Murray was on a typical inner city tennis court that desperately needed some repairs and a coat of paint. It doesn't take much to inspire the raw, hungry local talent.

The last Englishman to win the Wimbledon was Fred Perry, who won three consecutive titles between 1934 and 1936. He was born in Stockport, Cheshire - now Greater Manchester and the northerner was of working class stock, his father a cotton spinner who was politically active within the Co-operative Party. It was on the public tennis courts near his home Brentham Garden Suburb of London (where he had moved to after his father had become a Co-operative Party Member of Parliament for Kettering in 1929) that Fred learnt to play tennis.

The modest start for England's last Wimbledon champion highlights the importance of developing talent from grassroots environments, which are less privileged, as they will have the hunger and desire to win...if coached properly.

Greater Manchester has a host of public parks, many of which feature tennis courts in various states, some with tennis clubs, some not. However, all have the potential for tennis to be major health and wellbeing activity in urban settings. It is in these parks that future Fred Perrys are to be found.<sup>1</sup>

At present there is no sub-regional/county Tennis Association for Greater Manchester that would provide strategic and administrative direction for tennis in the area. Neither is there a Greater Manchester Schools Tennis Association to develop the game for pupils in the sub-region.

For Tennis to maximise its potential for social and human development in Greater Manchester, Tennis also needs to work in partnership with other sports, in the following areas of delivery:

- Schools
- Clubs
- Communities

With the impact of social and human development through Tennis programmes measured against:

- EDUCATION attainment and achievement
- HEALTH and physical activity
- SOCIAL ORDER discipline and civic responsibility
- ENVIRONMENT vocation training and improved quality of life
- VOCATION TRAINING, EMPLOYMENT AND ENTERPRISE

*"In sport it's easy to quantify success by winning or losing,  
but what's really important is giving 100% in whatever you do."*

- Tim Henman, former British number 1

<sup>1</sup> Fred Perry, (2014), Wikipedia [http://en.wikipedia.org/wiki/Fred\\_Perry#Personal\\_life](http://en.wikipedia.org/wiki/Fred_Perry#Personal_life)



## 3.0/ The LTA's Whole Sport Plan? Or a Fragmented Approach?

### Key Recommendations for Tennis across the UK:

- British Tennis to work in partnership with other sports as part of a 'Whole Plan for All Sport and Physical Activity'.
- British Tennis to provide a 'model for youth development pathways through tennis/sport'.

With new leadership, the LTA has started to take a new approach to developing British Tennis with a focus on increasing participation.

A British Tennis Strategic Plan 2015-2018<sup>2</sup> has been launched this year, with the following Mission, Purpose and Values:

- Mission – Get more people playing tennis more often
- Purpose – To enrich lives through tennis
- Values – Teamwork, Integrity, Passion & Excellence

For 2013-14 to 2016-17 Sport England has allocated Tennis a total of £17.4m, which was **-25% decrease** on the £24.5m allocated for 2009-13.

The Sport England investment in Tennis for 2013-14 to 2016-17 was divided as follows:

- Participation: £2.35m for Year 1
- Talent: £3.75m for four years
- Capital: £1m
- £10.3m is ring-fenced tennis funding for years 2, 3 and 4<sup>3</sup>

For 2014, the Lawn Tennis Association (LTA) had a turnover of £64.3m, of which £39.7m came from surplus of Wimbledon 2012, this was **-11%** of the £35.8m surplus of Wimbledon 2011.

In addition to this, the Tennis Foundation had a turnover of:

- £4.4m.<sup>4</sup>

The LTA has been set an overall target of:

- 450,000 people, aged 14 to 26, saying that they had played tennis once a week for 30 minutes in the Active People Survey 11 (APS 11) (2016/17).

This target participation outcome was set from a baseline figure of:

- 445,100 people, aged 16 to 26, in APS 6 (2011/12).

However, this target is unlikely to be met, with the current trend of falling participation in tennis. Since the APS 6 (2011/12) there has been a **-14% decline** in participation, as follows:

- 445,100 in APS 6 (2011/12)
- **-9%** (406,000) in APS 7 (2012/13)
- **-14%** (384,200) in APS 8 (2013/14)<sup>5</sup>

Sport England's funding programme for youth and community sport for 2013-17 is shaped by its *Creating a sporting habit for life*<sup>6</sup> policy document, which has the following overall aspirations:

- Year on year growth in regular (once a week) participation for all those aged 14+
- An increase in the proportion of 14-25s playing sport once a week
- A reduction in drop off
- Growth in participation by people with a disability

Using this as a guide, National Governing Bodies of Sport (NGBs) then submit their individual Whole Sport Plans to Sport England and funding for these plans is allocated accordingly<sup>7</sup>. However, as Sport England's stated priority is 14 to 25-year-olds it is difficult for National Governing Bodies of Sport to write 'Whole Sport Plans', as many miss out children aged under 14, and those aged over 25.

The LTA's Whole Sport Plan summary provides the following:

- |                   |               |             |
|-------------------|---------------|-------------|
| 1. Priority Areas | 2. Approaches | 3. Products |
|-------------------|---------------|-------------|

The LTA's British Tennis Strategic Plan 2015 – 2018 provides a focus on participation in the following areas:

- Club, Community and Education

The Youth Charter's model for youth development pathways through Sport can add value to these areas of participation and to the development of World Class tennis players. This model provides a structure for:

- Partnership with other sports
- Level of Participation
- Area of Delivery

The Youth Charter provides the following Legacy Development Goal areas to measure the impact of the LTA's Strategic Plan and their Whole Sport Plan:

- EDUCATION attainment and achievement
- HEALTH and physical activity
- SOCIAL ORDER discipline and civic responsibility
- ENVIRONMENT vocation training and improved quality of life
- VOCATION TRAINING, EMPLOYMENT AND ENTERPRISE

*"You need to get all the departments working together, especially as participation and performance are so interconnected."*

- Michael Downey, LTA Chief Executive

<sup>2</sup> British Tennis Strategic Plan 2015-2018, (2015), LTA

<sup>3</sup> Sport England 2013-17 investment in 46 sports, (2013), Sport England  
Lawn Tennis Association (LTA) - 2013-17 WSP Summary Document, (2013), Sport England

<sup>4</sup> British Tennis in Review: Annual Report and Financial Statements 2014, (2015), The LTA

<sup>5</sup> Active People Survey 8, (2014), Sport England

<sup>6</sup> Creating a sporting habit for life: Sport England's 2013-17 Youth and Community Strategy, (2013), Sport England

<sup>7</sup> 2013-17 Whole Sport Plan Investments, (2013), Sport England

<http://www.sportengland.org/our-work/national-work/national-governing-bodies/sports-we-invest-in/2013-17-whole-sport-plan-investments/>



## 3.1 Education through Tennis across the UK

Recommendations for Education through Tennis across the UK:

- Tennis/Sport included as a cross-curricular learning experience/activity on the national curriculum.
- The School Sport System to be put at the centre of Youth Development Pathways for Tennis/sport, with Education at the heart of the development of young people/players/citizens.
- UK Schools Tennis Federation to organise competitive tennis programmes.
- Youth Players to be given apprenticeship contracts until they are 21-years-old.

In order for British Tennis to achieve at the highest level globally it needs to establish clear development pathways from local to national levels. School sport provides the opportunity for a clear youth development pathway to be delivered, as follows:

School ⇄ District ⇄ County ⇄ Regional ⇄ National

However, at London 2012:

- 50% (4) of the 8 Team GB Tennis Athletes had attended an independent school<sup>8</sup>.

This compares to just:

- 7% of the British population having attended an independent school.

Please see Graph 1.

Despite only 7% pupils attending independent schools more than 40% of Team GB medals at London 2012 were won by athletes who were pupils at fee-paying schools. The lack of competitive sport at UK state schools has been recognised by the head of Ofsted, Sir Michael Wilshaw, who has called for schools not to treat it as an optional extra. As part of its assessment of school sport Ofsted has visited 10 Independent Schools, 35 state schools, surveyed more than 500 head teachers and more than 1,000 11 to 18-year-olds. Sir Michael, said:

*"A third of our youngsters who excel in sport across different disciplines come from the independent sector. If you strip away football, it's more like 50%, particularly in national sports like rugby, cricket and swimming. We're saying it's really not good enough."*

The Tennis Foundation has an Education Strategy 2015 - 2018<sup>9</sup>. The success of the Education Strategy will be measured against five key themes of:

- Participation – number of school children and further and higher education students playing.
- Competition – number of school children and further and higher education students competing.
- Venues – number of schools, colleges and universities supported.
- Workforce – number of teachers and students trained.
- Satisfaction – satisfaction levels of the schools, colleges and universities we support.

The Education Strategy lists the following partners that will support the delivery of the strategy:

- |   |  |
|---|--|
| • Lawn Tennis Association                 | • Youth Sport Trust  |
| • AoC Sport Limited                       | • British Universities & Colleges Sport                    |
| • Department of Education                 | • Sport England  |
| • Greenhouse Sports                       | • Pre-School Learning Alliance                             |
| • English Federation for Disability Sport | • Premier League for Sport                                 |
| • The Prince's Trust                      | • Sport England Talented Athlete Scholarship Scheme (TASS) |
| • Tennis Wales                            | • Tennis Scotland  |
| • ZSig                                    |  |

Tennis, as part of a whole sport offer, can provide an active, healthy and participative lifestyle benefit that can improve attendance, attainment, behaviour and performance in the classroom, playground and beyond the school gate.

<sup>8</sup> Over a third of British Olympic Winners were Privately Educated, (2012), The Sutton Trust  
<http://www.suttontrust.com/news/news/over-a-third-of-british-olympic-winners-were-privately-educated/>

<sup>9</sup> Helping more young people to maximise their personal potential through tennis, (2015), Education Strategy 2015 – 2018, LTA British Tennis





The educational attendance, attainment, behaviour and performance of all learning abilities, potential and educational setting, both formal and informal can be greatly enhanced and improved with a cultural offer of sporting, physical and educational activity. This offer also needs to be consistent and delivered within a pre, during and post school environment in school and beyond the school gate. The benefits of a coordinated and integrated school sport, physical activity and cultural offer cannot be under-estimated and is crucial in establishing the personal, social, educational and human development in the behaviour and performance of pupils and teaching professionals alike.

School is said to be the best years of our lives but for many this simply isn't the case, and this is reflected in the attendance, behaviour and ultimate performance of pupils:

With regard to Attendance (absence rates)<sup>10</sup>:

During the autumn 2011 and spring 2012 terms there were:

- almost 110,000 primary school pupils
- more than 200,000 secondary school pupils

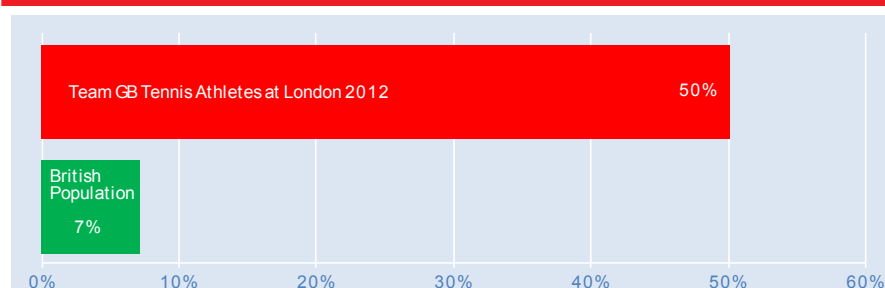
who were persistently absent for more than 15% of the lessons.

And with regard to Behaviour (exclusions rates)<sup>11</sup>:

During the 2011-12 Academic there was:

- 690 primary pupils permanently excluded (13% increase)
  - 230 for persistent disruptive behaviour
  - 200 for assaults on adults
  - 120 for attacking pupils
- 4,390 secondary school pupils were permanently excluded (an increase of 20 pupils)
  - 1,700 for physical assaults
  - 1,050 for persistent disruptive behaviour

Graph 1: Team GB Tennis Athletes and British population that attended an independent schools



*"The more pupils we can engage with, the more chance we have to stimulate a love of our game that will feed our clubs and parks. That's why I'm supporting the Tennis Foundation and LTA with the work they are doing to engage all young people, whatever their background, to enjoy all the benefits that tennis can bring whether playing, coaching, volunteering, refereeing or finding a career in the sport."*

- Judy Murray, launching the LTA's and Tennis Foundation's Education Strategy

<sup>10</sup> Table 7.1: State-Funded Primary, Secondary and Special Schools; Pupil Absence by Type of School 2011/12, (2013), by Local Authority Area and region in England, Department of Education  
<sup>11</sup> Rise in permanent primary school exclusions, (2013), BBC News <http://www.bbc.co.uk/news/education-23449045>



## 3.2 Healthy Living through Tennis across the UK

Recommendations for Healthy Living through Tennis across the UK:

- Tennis to promote Health Living campaigns.
- Professional Tennis to provide funding to local community Tennis clubs to deliver healthy living programmes.

The latest Public Health England data<sup>12</sup> shows that:

- 63.8% of adults are overweight or obese in England.

The most obese borough in the country is Copeland in West Cumbria, where:

- 75.9% of the adult population is overweight or obese.

The North East is most overweight region in England with:

- 68% of adults recorded as being obese or overweight.

And the North-South divide is evident as several affluent London boroughs recorded the least amount of people being overweight or obese:

- 45.9% in Kensington and Chelsea
- 47.6% in Richmond upon Thames.

Gout - a disease historically associated with port and an unhealthy lifestyle - is on a rise again in the UK. The increase has been attributed physical inactivity and obesity, with researchers finding that one in 40 people have been affected by it.<sup>13</sup>

The British Heart Foundation (BHF) has called for a focus on physical activity to help reduce health and social bills. A report from BHF found:

- £4trillion - the cost of preventable health and social outcomes for children and young people over a 20-year period
- 6-10% annual return on investing in interventions early in life
- 4% of health spending in England was on preventative medicine in 2006/07
- £588-686m the estimated long-term cost of child obesity<sup>14</sup>

The number of young people requiring hospital treatment for problems complicated by being overweight has increased from:

- 872 in 2000; to
- nearly 4,000 in 2009.

The number of young people requiring surgery for Obesity increased from just:

- one in 2000; to
- 31 in 2009.

In total 20,885 young people were treated for obesity-related conditions between 2000 and 2009. Dr Sonia Saxena, of the Imperial College London, said:

*"We are seeing - through obesity - an increasing number of children with conditions that we previously diagnosed in adulthood...[and which] are now being diagnosed in childhood"<sup>15</sup>*

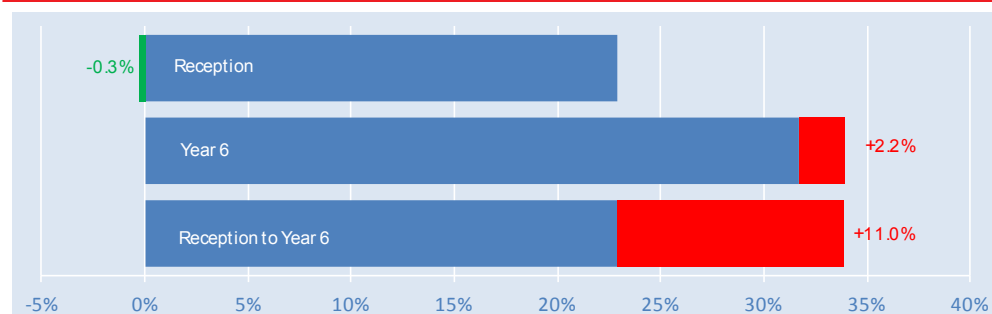
The number of pupils measured as overweight or obese in primary schools has seen a:

- 2.2% increase, from 31.7% in 2006-07 to 33.9% 2011-12 for year 6 pupils
- 11% increase from the reception cohort of 2006-07 (22.9%) to the year 6 cohort of 2011-12 (33.9%)

Please see Graph 2.

In addition to this, children growing up in 10% of the most deprived areas were more likely to be more obese than children growing up in 10% of the most affluent areas.<sup>16</sup>

Graph 2: The rate of increase in child obesity rates between 2006-07 and 2011-12 for Primary School Pupils



<sup>12</sup> England's fattest areas: Copeland 'most overweight borough' (2014), BBC News <http://www.bbc.co.uk/news/uk-england-26037619>

<sup>13</sup> UK gout rates: Sharp rise in number of sufferers, (2014), BBC News <http://www.bbc.co.uk/news/health-25755627>

<sup>14</sup> CMO report highlights shift to prevention, (2013), British Heart Foundation <http://www.bhfactive.org.uk/young-people-latest-news-item/221/index.html>

<sup>15</sup> Rise in child obesity-related hospital admissions, (2013), BBC News <http://www.bbc.co.uk/news/health-22849112>

<sup>16</sup> Obesity more likely in children from deprived areas, (2013), Public Health England <https://www.gov.uk/government/news/obesity-more-likely-in-children-from-deprived-areas> to community Tennis coaches working with disaffected young people across the UK.



### 3.3 Social Order through Tennis across the UK

Recommendations for Social Order through Tennis across the UK:

- Social Coach training provided to community Tennis coaches working with disaffected young people across the UK.
- Community Tennis clubs to work together to promote community cohesion in the UK through Tennis Festivals which Celebrate Diversity and Promote Peace through an Olympic Truce theme.

There are no specific LTA programmes targeted at youth crime and social order.

Educational disaffection, exclusion and expulsion have been identified as a pathway to anti-social, gang related and extreme behaviour in young people. Therefore, there needs to be more coordinated efforts to intervene by the National Governing Bodies, the third sector, and local and voluntary community groups and/or organisations.

We need to prioritise this issue as a policy, which should be part of Sport England's Whole Sport Plan and linked to the Department of Culture, Media and Sport's strategy statement and linked to the Department of Local Government and Communities.

Since 2005 - the year that the London 2012 Games were won - there have been:

- 175 teenagers murdered in London<sup>17</sup>
- the 2011 summer riots which saw unprecedented civil disorder and riots which began in London and spread to other cities across England.
- A young man was murdered during a gang fight in the Olympic Westfield Shopping Centre, a few weeks before the London 2012 Opening Ceremony, whilst IOC delegates visited the Olympic Village. A 19-year-old man has been jailed for 18 years for the murder.<sup>18</sup>
- Meridian Square in Stratford, right next the Olympic Village is the UK's top crime spot, between January 2012 and June 2013. There were 3,440 crimes recorded in the 18 months, which were nearly 1,000 crimes more than the post code with the next highest crime.
- London had six out of the top 10 most crime ridden postcode areas in the country.<sup>19</sup>

For children and young people aged 10 to 17 there were 66,430 Youth Offending Team supervision orders in 2011-12<sup>21</sup> and 49,222 in 2012-13<sup>22</sup>, this represented a 26% decrease. With 4,614 custodial sentences for 2011-12 and 3,338 in 2012-13, this represented 28% decrease.

The adult prison population saw a:

- 27% increase between 2001 (67,056) and 2010 (85,002)

The costs of imprisonment for young people is as follows:

- £76,913 annually for a male prisoner aged 15 to 17-years-old in 2010-11
- 1,290 young people occupying 2,017 places for this category during this period
- £47,137 annually for male prisoners aged 15 to 21 in 2010-11
- 6,731 young people occupying 7,430 places during this period<sup>23</sup>

Within the UK there is also growing social disaffection within our modern multi-cultural communities. This has seen:

- 7/7 bombings - the day after the London 2012 bid was won four young British men blew themselves up in different London locations killing 52 people and injuring around 700 more.
- English Defence League (EDL) - the EDL have been holding increasing numbers of far-right marches across towns and cities throughout England.
- Murder of Drummer Lee Rigby - the horrific killing of Drummer Lee Rigby in broad daylight, and caught on camera, has served to further polarise our multi-cultural communities.

The London 2012 Games passed off quietly as the country mobilised the armed forces for it biggest peacetime security operation, which cost:

- £553m, double the original £282m<sup>24</sup> budget.

And which - on the busiest days of London 2012 - involved<sup>25</sup>:

- 12,500 police officers on duty
- 12,500 soldiers carry venue security searches assisted by 7,000 civilian security workers
- 5,500 troops involved in security operations outside the Olympic Village

<sup>17</sup> Mapping the Location and Victim Profile of Teenager Murders in London from 2005 to 2015, (2015), Citizens Report <http://www.citizensreportuk.org/reports/teenage-murder-london.html>

<sup>18</sup> Teenager gets 18 years for Westfield murder, (2014), ITV News <http://www.itv.com/news/london/story/2014-04-04/three-convicted-over-incident-that-left-a-man-dead/>

<sup>19</sup> UK's worst crime hotspots in London, (2015), BBC News <http://www.bbc.co.uk/news/uk-england-london-23654997>

<sup>21</sup> Youth Justice Annual Statistics 2011-2012, (2013), Ministry of Justice <https://www.gov.uk/government/publications/youth-justice-statistics-2011-12>

<sup>22</sup> Youth Justice Annual Statistics 2012-2012, (2014), Ministry of Justice <https://www.gov.uk/government/publications/youth-justice-statistics>

<sup>23</sup> Cost per place and costs per prisoner by individual prison, (2011), National Offender Management Service Annual Report and Accounts 2010-11: Management Information Addendum, Ministry of Justice Information Release

<sup>24</sup> Budget for London 2012 Olympics could hit £11 billion, warns watchdog, (2012), by Paul Kelso, The Telegraph <http://www.telegraph.co.uk/sport/olympics/9132145/Budget-for-London-2012-Olympics-could-hit-11-billion-warns-watchdog.html>

<sup>25</sup> Fortress London: UK protects Olympics with biggest security plan since World War II [http://worldnews.nbcnews.com/\\_news/2012/07/25/12929477-fortress-london-uk-protects-olympics-with-biggest-security-plan-since-world-war-ii?lit](http://worldnews.nbcnews.com/_news/2012/07/25/12929477-fortress-london-uk-protects-olympics-with-biggest-security-plan-since-world-war-ii?lit)



## 3.4 Environmental Sustainability through Tennis across the UK

Recommendations for Environmental Sustainability through Tennis across the UK:

- Community Tennis/sport clubs recognised and respected as important assets to local community environments across the UK.
- Public park tennis courts to be recognised as part of the UK environmental heritage for health and wellbeing.

The Victorians left a legacy of public parks throughout villages, towns and cities in the UK<sup>26</sup>, and tennis courts have been central to these public spaces. They are often located beside bowling greens or children's play grounds, representing an inter-generational activity for family and communities to participate.

Our parks, tennis courts, bowling greens and children's playgrounds represent important environments for the health and wellbeing of our communities and this importance needs to be recognised through environmental heritage status. This would ensure their long term sustainability.

In the *Turning the tide of inactivity*<sup>27</sup> report from UK Active, it is stated in Key Findings that for:

- Green Spaces
  - There is no significant relationship between the volume of green space in a local authority and its level of physical inactivity.
  - The utilisation of green space, rather than its volume is the determining factor in reducing levels of physical inactivity.

Tennis courts provide an excellent opportunity to maximise the use of green spaces to increase physical activity. In partnership with other sports and local sports clubs, our parks can be brought to life through FREE sport and physical activity.



<sup>26</sup> History of Parks, (2014), Green Space <http://www.green-space.org.uk/resources/aboutparks/history.php>

<sup>27</sup> Turning the tide of inactivity, (2014), UK Active



### 3.5 Vocation Training, Employment and Enterprise through Tennis across the UK

Recommendations for Vocation Training, Employment and Enterprise through Tennis across the UK:

- Coach Education, Officiating and Administration of grass roots Tennis to be recognised as vocation training, employment & enterprise pathways for young people across the UK.
- Tennis clubs in the UK to offer young people apprenticeship opportunities in catering & hospitality, retail, business administration, marketing, and other areas of work.

Tennis, in partnership with other sports, can provide the support young people need to develop the skills and experience required for the employment sector. The tennis business now provides a wide range of job opportunities, not just playing the game. These opportunities include:

- catering & hospitality;
- retail;
- business administration and marketing;
- and many other areas work.

According to government figures, in the first quarter of 2014 there were 775,000 young people aged 16 to 24 who were not in education, employment or training (NEET)<sup>28</sup>, this represented 13.1% of this age group.<sup>29</sup>

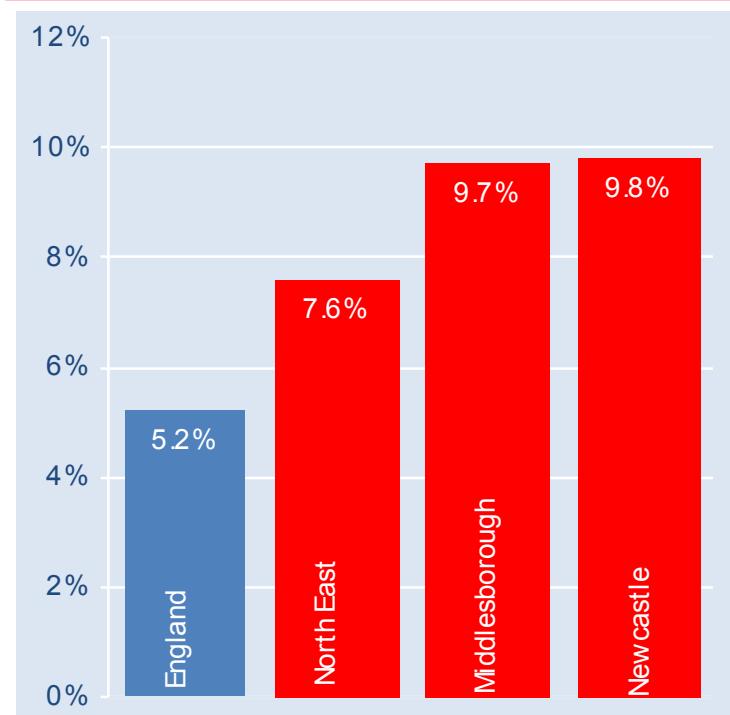
However, the Centre for Economic & Social Inclusion states that in June 2014, there were 1,231,000 workless young people (not in employment, full-time education or training), this represented 17.1% of the youth population.<sup>30</sup>

For young people aged 16 to 18, there were 91,780 young people classed as NEET in 2013, this represented 5.2% of this age group.<sup>31</sup>

The North East region had the highest 16 to 18 NEET rate in England at 7.6%; this region included the two highest Local Authority NEET rates of 9.7% for Middlesbrough and 9.8% for Newcastle.

Please see graph 3.

Graph 3 The NEET Rates for England, the North East, Middlesbrough and Newcastle



<sup>28</sup> TABLE 1: (a) Number of 16-24 year olds Not in Education, Employment or Training (NEET), (2014), UK Government

<sup>29</sup> Table 2: (a) Percentage of 16-24 year olds Not in Education, Employment or Training (NEET), (2014), UK Government

<sup>30</sup> Our labour market analysis, (2014), Centre for economic & social inclusion <http://cesi.org.uk/statistics/labour/june-2014>

<sup>31</sup> 16-18 year olds NEET and not known - summary (End 2013), (2014), UK Government



## 4.0/ Global Tennis in the 21st Century: The Challenges and the Opportunities

### Key Recommendations for Tennis around the World:

- A Whole Sport Plan for Global Tennis
- the ITF to work in partnership with the UN, IOC, and national and local governments, governing bodies of sport, and non-governmental organisations, to deliver social and human development programmes through Tennis/sport
- the ITF to provide a 'model for youth development pathways through tennis/sport' that includes: community, club and school/ college/ university from local to global levels of tennis/ sport
- 10% Social Offset of TV revenues from professional tennis reinvested back into social and human development programmes

The International Tennis Federation (ITF) has been leading the global development of Tennis since the late 1970s. The ITF works with more than 100 National Associations in developing tennis nations through their development department.<sup>32</sup>

The Development Programme is funded by:

- International Tennis Federation
- Grand Slam Development Fund (GSDF)
- Olympic Solidarity Fund

The Grand Slam Development Fund (GSDF) start in 1986 with donations made by The Championships at Wimbledon. It is now supported through donations by all four grand slam tournaments, with the aim of encouraging and increasing competitive opportunities in less developed tennis regions.<sup>33</sup>

The ITF Development programme provides the following:

- |                            |                      |  |  |
|----------------------------|----------------------|--|--|
| • Development Officers     | • Player Development | • Constitution / Structure                 | • Finance / Administration             |
| • Junior Tennis Initiative | • Circuits           | • Staffing                                 | • Tennis Participation                 |
| • Training Camps           | • Training Camps     | • Tennis Performance                       | • Coaching                             |
| • Training Centres         | • Touring Teams      | • Competition (National and International) | • Ranking (International and National) |
| • Travel Grants            |                      | • Officiating                              | • Sponsorship / Fundraising            |
|                            |                      | • Facilities                               | • PR / Communication                   |

In 2013, the ITF donated equipment free of charge to 80 National Associations, including;

- 3,410 rackets
- 1,500 mini-tennis bats
- 95,880 balls.<sup>34</sup>

The ITF/GSDF facility grant has supported the National Associations around the world to establish National Tennis Centres. The funding provided by this grant is a small percentage of the overall building cost but acts as an endorsement for associations to leverage investment from other sources. Recent success stories include:

The ITF Development programme supports National Associations who have to provide a Five-Year Development Plan<sup>35</sup> that includes:

- Burundi
- Cape Verde
- El Salvador<sup>35</sup>

*"In terms of playing ability there is nothing to choose between number one and 100. Instead, it's a question of who believes and who wants it more? Which player is mentally stronger? Which player is going to fight the hardest in the big points? These are the things that determine who is the champion."*  
- Novak Djokovic, World No. 1

<sup>32</sup> Tennis Development, (2014), ITF <http://www.itftennis.com/development/about-development/tennis-development.aspx>

<sup>33</sup> Taking Tennis to the World: Development Programme Annual Report 2012, (2012), ITF

<sup>34</sup> Taking Tennis to the World: Development Programme Annual Report 2013, (2013), ITF

<sup>35</sup> Five-Year Plan, (2015), ITF <http://www.itftennis.com/development/national-associations/five-year-plan.aspx>

<sup>36</sup> GSDF Facility Grant, (2015), ITF <http://www.itftennis.com/development/national-associations/gsdf-facility-grants.aspx>





The GSDF has also provided grants for assistance toward prize money at professional tournaments in developing countries. The grants are between:

- \$1,600 and \$2,500; with host nations expected to contribute
- \$1,275 and \$2,000 to the total prize-money.

During 2013, the fund supported:

- 8 weeks of Men's professional events; and
- 9 weeks of ITF Women's Circuit events.

In the following countries:

- Burkina Faso
- Mauritania
- Mali
- Senegal
- Rwanda
- Togo<sup>37</sup>

The ITF Development programme also supports a global tennis commitment to the Olympic Solidarity (OS) programme, which includes:

- Scholarships for players
- Technical courses
- Scholarships for coaches
- Development of a national coaching structure<sup>38</sup>

Tennis Europe's Solidarity Scheme<sup>39</sup> provides an example of how more affluent tennis nations can support less affluent tennis nations. The Tennis Europe Solidarity Scheme, includes:

- Loans or exchanges of coaching expertise, which can take the form of one-off or regular workshops or the provision of facilities
- Staff exchange programs, which can provide associations with a fresh outlook, and aid in the personal development of staff members
- Tournament play opportunities, such as this special cooperation between Swiss Tennis and the Confederation of African Tennis
- Donations of surplus or second-hand equipment

In 2014 the four tennis grand slam tournaments will give out a total of:

- \$143.8m in prize money.

For each tournament this will be:

- \$33m Australian Open
- \$34.5m French Open
- \$42.3m Wimbledon
- \$34m US Open<sup>40</sup>

By June 2014 the Top 100 WTA and ATP Prize Money Leaders had won:

- \$109.3m<sup>41</sup>

With the Top 10 WTA and ATP Prize Money Leaders for 2013 having won:

- \$97.6m<sup>42</sup>

Whilst the Top 100 WTA and ATP Career Prize Money Leaders having won:

- \$2,231m<sup>43</sup>

The US Open has made a promise to pay out:

- \$50m in prize money by 2017<sup>44</sup>

The US Open has also signed a TV deal with ESPN that will start in 2015 and run for 11 years, and payout:

- \$70m-a-year
- \$770m in total over 11 years<sup>45</sup>

However, despite this vast wealth of International Tennis, just \$4.62m was invested in global tennis development via the ITF Development Fund in 2012, this included:

- \$2.5m from ITF
- \$1.62m from Grand Slam Development Fund
- \$504,865 from Olympic Solidarity /other income<sup>46</sup>

Whilst in 2013 \$4.44m was invested in global tennis development via the ITF Development Fund in 2013, this included:

- \$2.47m from ITF
- \$1.63m from Grand Slam Development Fund
- \$335,619 from Olympic Solidarity /other income

Between 1986 and 2013 the ITF and GSDF have invested:

- \$87m

The ITF and GSDF invested 40% (£1.78m) of their development funding in Africa during 2013.<sup>47</sup>

The ITF has announced a 25% increase to more than \$2million annually from the Grand Slam® tournaments to assist the development global tennis from 2015 to 2017.<sup>48</sup>

The Youth Charter calls for:

- 10% of the TV revenues from professional tennis reinvested back into social and human development programmes.

<sup>37</sup> Professional Tournaments, (2015), ITF <http://www.itftennis.com/development/national-associations/pro-tournaments.aspx>

<sup>38</sup> Olympic Solidarity, (2015), ITF <http://www.itftennis.com/development/about-development/olympic-solidarity.aspx>

<sup>39</sup> Tennis Europe's Solidarity Scheme, (2105), ITF <http://www.tenniseurope.org/page.aspx?id=25434>

<sup>40</sup> Prize money of all Grand Slams, which is highest paying?, (2014), TSM Plug <http://www.tsmpug.com/tennis/prize-money-of-all-grand-slams-which-is-highest-paying/>

<sup>41</sup> WTA Prize Money Leaders, as of: Jun 16, 2014, (2014), WTA & ATP Prize Money Leaders, Rankings date: Jun 16, 2014, (2014), ATP

<sup>42</sup> 2013 WTA Tour: Prize Money Leaders, (2014), Wikipedia [http://en.wikipedia.org/wiki/2013\\_WTA\\_Tour#Prize\\_money\\_leaders](http://en.wikipedia.org/wiki/2013_WTA_Tour#Prize_money_leaders)

2013 ATP Tour: Prize Money Leaders, (2014), Wikipedia [http://en.wikipedia.org/wiki/2013\\_ATP\\_World\\_Tour#Prize\\_money\\_leaders](http://en.wikipedia.org/wiki/2013_ATP_World_Tour#Prize_money_leaders)

<sup>43</sup> Career Prize Money Leaders, as of Jun 16, 2014, (2014), WTA & ATP Prize Money Leaders, Rankings Date: Jun 16, 2014, (2014), ATP

<sup>44</sup> French Open 2014: Prize Money Increase shows Tennis's steady health, (2014), International Business Times <http://www.ibtimes.com/french-open-2014-prize-money-increase-shows-tennis-steady-health-1591348>

<sup>45</sup> ESPN, USTA sign 11-year, \$770 million deal for US Open, (2013), Sports Illustrated <http://tracking.sil.com/2013/05/16/espn-usta-11-year-770-million-deal-us-open/>

<sup>46</sup> Taking Tennis to the World: Development Programme Annual Report 2012, (2012), ITF

<sup>47</sup> Taking Tennis to the World: Development Programme Annual Report 2013, (2013), ITF

<sup>48</sup> Grand Slam tournaments increase funding to GSDF, (2015), ITF <http://www.itftennis.com/news/187083.aspx>

## 5.0/ Conclusion: 21st Century Tennis

21st century tennis now competes along with all governing bodies and cultural activity pastimes for the hearts and minds of the young people that it hopes will develop social and cultural strength and depth that will lead to a tennis pathway to excellence and greater success in grand slams by increased participation.

Whilst there are many great initiatives, projects and programmes, there is a lack of a truly integrated and cohesive approach that will ensure a more efficient and effective use of time, energy, effort and above all resources.

The LTA's revised strategy and policy focus on education, health and physical activity is welcomed with the additional recognition that coaches are the key to underpinning and sustaining a credible tennis opportunity for all. However, in order to achieve this, a tennis development framework must now be established with a delivery model and action plan that is bold, ambitious and achievable.

The Youth Charter's Tenniswise Community Campus provides a model that can ensure that an equal, diverse and inclusive tennis culture is realized. In education, a proposed free school would provide a much-needed footprint for tennis that leads to a pathway of development that has to date been lacking. However, there is a need to take tennis into the classroom, the playground and beyond the school gate, in all schools and all communities. With the benefit of attainment and learning integrated as part of a physical literacy, this would assist healthy and active lifestyle with resilience and emotional development providing all-important life-skills.

Beyond the school gate, there is a greater need for a more multi-cultural diverse coaching culture and representation at all levels of the game to help identify the untapped raw talent of the inner cities that can be complementary to the rural and suburban potential that currently exists.

The Youth Charter's Social Coach Leadership Programme can help fill the LTA's existing coaching gap as well as providing a hammer to break through the economic glass ceiling that holds back community coaches in deprived areas. Whilst the soccer model has been adopted by the Tennis Foundation, this needs to be revisited within a more innovative use of the immense community currency of individuals who have unique life-skill sets but are under qualified in the technical skill related aspects of the game.



Wellacre Academy students visit Wimbledon - 2010



## 6.0/ Tennis Parents

The biggest investors in tennis are the parents. They are the ones who provide the greatest contribution at all levels of the tennis development journey with personal, professional, time, energy, effort and resources contributing to the considerable assets of the LTA in helping to improve the development of tennis in the lives of young people both on and off the court.

However, with the recent LTA revised strategy again aiming to restructure the game and pastime to increase participation, parents have been overlooked as one of the most vital areas of the tennis community. Many hours of parent time is spent travelling up and down the country, observing, watching and in many cases commenting on their children's development and how the game should be adapted or changed in order to improve the overall provisions currently available.

The Tenniswise Report has spoken to parents at all levels of the game and recognised the natural bias they have for their own children to do the best that they can, whilst at the same time seeking an objective contribution on their views of the game.

### Tennis Parents Recommendations:

- 6.1 The LTA should invest in a parent development programme to utilise and maximise the personal and professional skillsets and time that could greatly assist their strategy going forward, the same way that they are investing in coaches.
- 6.2 Many parents invest incredible amounts of money in their children. With the end of the Matrix funding, there should be parental means testing to ensure that funding is provided to parents who cannot afford to support their children.
- 6.3 Encourage parents to become referees and get involved as they do with the mini circuit and all other aspects of tennis development.
- 6.4 Child analysis needs to be established as part of an interactive system. This in turn will provide the ability to map, track and measure the progress and development of the player as well as provide a credible and sustainable participation development strategy.
- 6.5 Too much emphasis on sports science, technology and tennis specific skills and drills. We need to strike a balance in the mental physical and above all emotional development of young players at whatever level of ability, talent or potential.
- 6.6 If equipment, access to courts and coaches are the barriers to a more diverse and inclusive tennis opportunity for all, then we need to do something about making them more easily accessible.
- 6.7 There should be a national tennis parent's forum established. This will improve the relationship with the governing body and the governing body's relationship with the parents. This will in turn help the young players develop as a whole.
- 6.8 There should be a 'raw talent' bursary provided for tennis athletes who have the potential but not the funds to make it. Properly managed and coordinated, this will also provide a more competitive and resilient culture at all levels of the sport's development.
- 6.9 We need to establish 20 Tennis Community Campuses in the UK. The relationship between football and tennis is already established and an education, health and participation, development and performance pathway can provide social, cultural and economic benefits.
- 6.10 A coaches pension plan should be established. This will remove the command and control culture that coaches currently experience and allow a greater trust, confidence and respect that would arise from having long-term security for the sector.
- 6.11 The Arthur Ashe Inner City Tennis Programme should be introduced as the major diversity, inclusion and participation initiative for inner cities supported by the LTA and the Tennis Foundation.
- 6.12 A Black Tennis Association should be established in order to address the numerous cases of equality and diversity failings of the current tennis institutions to address the many instances of racism within tennis at all levels of the sport.



## 7.0/ Recommendations for... a social, grass-root, development and performance pathway

### 7.1 Tennis in Greater Manchester:

- Local Tennis Strategies for each Local Authority, and a county-wide Greater Manchester Tennis Strategy, linked directly to Greater Manchester Sport and Physical Activity Strategy
- A Greater Manchester Tennis Federation, which includes club, school and community tennis

### 7.2 British Tennis:

- British Tennis to work in partnership with other sports as part of a 'Whole Plan for All Sport and Physical Activity'
- British Tennis to provide a 'model for youth development pathways through tennis/sport' that includes: community, club and school/ college / university from local to national levels of tennis/sport

### 7.3 A Global Tennis Partnership:

- ITF to work in partnership with the UN, IOC, and national and local governments, governing bodies of sport, and non-governmental organisations, to deliver social and human development programmes through Tennis/sport
- ITF to provide a 'model for youth development pathways through tennis/sport' that includes: community, club and school/ college / university from local to global levels of Tennis/sport
- 10% Social Offset of TV revenues from professional Tennis reinvested back into social and human development programmes

### 7.4 Education through Tennis:

- Tennis/Sport included as a cross-curricular learning experience/activity on the national curriculum
- The School Sport System put at the centre of Youth Development Pathways for Tennis/sport, with Education at the heart of the development of young people/ players/citizens
- A UK Schools Tennis Federation to organise competitive tennis programmes
- Youth Players to be given apprenticeship contracts until they are 21-years-old

### 7.5 Healthy Living through Tennis:

- The development of community tennis clubs that work in partnership with other sports, and are linked to directly to healthy living initiatives and campaigns from local and national government
- Professional Tennis to provide funding to local community Tennis clubs to deliver healthy living programmes

### 7.6 Social Order through Tennis:

- Social Coach training provided to community tennis coaches working with disaffected young people
- Community Tennis clubs to work together to promote community cohesion through Tennis Festivals with an Olympic Truce theme

### 7.7 Environmental Sustainability through Tennis:

- Free Access to Leisure and Community Facilities
- Community tennis/sport clubs & facilities recognised and respected as important assets to local community environments
- Tennis clubs to ensure regional environmental sustainability through maintaining and regenerating local parks

### 7.8 Vocation Training, Employment & Enterprise through Tennis:

- Coach Education, Officiating and Administration of grass roots tennis to be recognised at vocation training, employment & enterprise pathways for young people
- Tennis clubs to offer young people apprenticeship opportunities in catering & hospitality, business administration, marketing, and other areas of work

### 7.9 Equality & Diversity through Tennis:

- Racial, Gender & Disability Equality through tennis to be actively promoted, and to include: playing, coaching, officiating, administration and club boardrooms
- Racial, Gender & Disability Equality Data for playing and coaching, officiating and administration of tennis, and for tennis club boardrooms

*"If diversity and inclusion is to be achieved in participation, then diversity and inclusion needs to be reflected in administration, coaching and leadership."*

- Geoff Thompson MBE FRSA DL, Executive Chair, Youth Charter



## 8.0/ Report Policy and Practice Relevance

Table 1: Report Policy and Practice Relevance	
Policy	Practice Relevance
Every child matters: Change for children	The Government's aim is for every child, whatever their background or their circumstances, is to have the support they need to: <ul style="list-style-type: none"> <li>• Be healthy</li> <li>• Stay safe</li> <li>• Enjoy and achieve</li> <li>• Make a positive contribution</li> <li>• Achieve economic well-being</li> </ul>
Game Plan 2002	<ul style="list-style-type: none"> <li>• Grassroots participation: a wide range of initiatives are needed, with a focus on economically disadvantaged groups, in particular young people (the focus of much current policy) and women and older people. These initiatives need to tackle all the barriers to participation (such as lack of time, cost, information or motivation), as well as failures in provision (poor coaches or facilities).</li> <li>• Delivery: organisational reform and determining exactly what works is needed before the Government considers further increases to its investment in sport. Less money should go to bureaucrats and more to the end user. Public, private and voluntary sectors need to work more cohesively towards a common goal.</li> </ul>
Independent Sports Review - Raising the Bar	<p>A successful sports policy requires a comprehensive, national network of sporting opportunity. Through this network, every man, woman and child must be able to play their chosen sport at their chosen level. Every child should have their sporting talent identified, and the opportunity to develop it to its full potential. That requires a nationwide system with clearly accountable delivery mechanism.</p> <p>To make this vision a reality, there are certain fundamental principles that have to be embraced and translated into policy.</p> <ul style="list-style-type: none"> <li>• A modern, streamlined and efficient framework</li> <li>• Emphasis on youth</li> <li>• Success by system, not chance</li> <li>• A reduced bureaucracy</li> </ul>
Creating a sporting habit for life Sport England's 2013-17 Youth and Community Strategy	<p>The overall aspiration:</p> <ul style="list-style-type: none"> <li>• Year on year growth in regular (once a week) participation for all those aged 14+</li> <li>• An increase in the proportion of 4-25s playing sport once a week</li> <li>• A reduction in drop off</li> <li>• Growth in participation by people with a disability</li> </ul>
LTA Blue Print 2006	<p>Our new vision for British tennis is 'Winning'....this means British players winning Slams, ATP, WTP, ITF and Tennis Europe tournaments and, ultimately, the Davis Cup and Federation Cup.</p> <p>To achieve this we will focus on three drivers:</p> <ol style="list-style-type: none"> <li>1. Getting the best coaches working with the best talent in the best facilities</li> <li>2. Providing the best technical and sport science support and advice in the most accessible way, to the right people when they need it</li> <li>3. Establishing a straightforward, high quality competitive framework that gives juniors the stimulus they need to get on, and stay on, the winning pathway</li> </ol>
LTA Places to Play Strategy	<p>Our overall aim for the next 5 years (2011-2016) is to ensure that, as far as practicably possible, the British population has access to and are aware of the places and high quality tennis opportunities in their local area. In brief:-</p> <ul style="list-style-type: none"> <li>• Access for everyone to well maintained high quality tennis facilities which are either free or pay as you play.</li> <li>• A Clubmark accredited place to play within a 10 minute drive of their home.</li> <li>• Indoor tennis courts within a 20 minute drive time of their home.</li> <li>• A mini tennis (10 and under) performance programme within a 20 minute drive of their home (Performance Centres).</li> <li>• A performance programme for 11 - 15 year olds within a 45 minute drive time of their home (High Performance Centre).</li> <li>• A limited number of internationally orientated programmes strategically spread for players 16+ with an international programme (International High Performance Centres).</li> </ul>
British Tennis Strategic Plan 2015 -2018	<ul style="list-style-type: none"> <li>• Mission – Get more people playing tennis more often</li> <li>• Purpose – To enrich lives through tennis</li> <li>• Values – Teamwork, Integrity, Passion &amp; Excellence</li> </ul>
United Nations Millennium Goals	<ol style="list-style-type: none"> <li>1. Eradicate extreme poverty and hunger</li> <li>2. Achieve universal primary education</li> <li>3. Promote gender equality and empower women</li> <li>4. Reduce child mortality</li> <li>5. Improve maternal health</li> <li>6. Combat HIV/AIDS, malaria and other diseases</li> <li>7. Ensure environmental sustainability</li> <li>8. Develop a goal partnership for development</li> </ol>
IOC – Sport for All Commission	The most important aim of the Commission is to encourage and support the efforts of sharing the health and social benefits to be gained by all members of society through regular physical activity. This goal is achieved through cooperation with International Sports Federations, National Olympic Committees, national sports organisations and a wide range of other recognised partners.
ITF-ITF/GSDF Player Development Pathway	The ITF/GSDF Player Development Pathway is funded by the ITF and the Grand Slam Development Fund, which is itself funded by the Grand Slams and administered by the ITF Development Department.



# Appendix

## 1. Youth Charter '22' Bibliography

The Youth Charter '22' Bibliography includes:

- a) The Youth Charter Young Citizens Blog;
- b) The Youth Charter Archive Book;
- c) Youth Charter Social and Human Development Reports; and
- d) Reports the Youth Charter has contributed to.

### a. The Youth Charter Young Citizens Blog [www.youthcharter.co.uk/young-citizens/](http://www.youthcharter.co.uk/young-citizens/)

A weekly blog keeping our research up to date with the latest social and human developments locally, nationally and globally.

### b. The Youth Charter Archive Book

The Youth Charter's Archive of its 22 Years of work in creating and delivering social and human development programmes and web based tools, research and services with the overall aim of providing young people with an opportunity through sport, arts and cultural activity to develop in life.

### c. Youth Charter Social and Human Development Reports

The Youth Charter has produced the following social and human development reports and government submissions:

1. The Spirit of Hulme and Moss Side: Tour of LA '94, (1994), Youth Charter
2. Youth Charter 5 Year Report, (1998), Youth Charter
3. Geoff Thompson address to EKGB champions, (1998), Youth Charter
4. Youth Charter Social Centres of Excellence, (2001), Youth Charter/ Strategic Leisure
5. Youth Charter and the impact of sport in the social development of young people and the wider community, (2003) Youth Charter
6. The Youth Charter: 'Commonwealth 12' Report, (2006), Youth Charter
7. The Youth Charter: 'Rugbywise 12' Report (2006), Youth Charter
8. The Youth Charter: 'Manchester 12' Report (2006), Youth Charter
9. The Youth Charter: 'South Africa 12' Report (2006), Youth Charter
- 10 Youth Charter: Muhammad Ali Scholars Tour Report 2010, (2010), Youth Charter
11. Youth Charter: Legacy Manifesto 2012, (2011), Youth Charter
12. Youth Charter: Legacy Manifesto 2013, (2013), Youth Charter
13. Written evidence submitted by the Youth Charter to the Education Select Committee inquiry on School Sport following London 2012, (2013), Youth Charter
14. Written evidence submitted by the Youth Charter to the House of Lords Select Committee on Olympic and Paralympic Legacy 2013, (2013), Youth Charter
15. Written and Oral evidence provided by the Youth Charter to the Youth Select Committee on A Curriculum for Life, (2013), Youth Charter
16. Written evidence submitted by the Youth Charter to the Parliamentary Commission on Physical Activity, (2013), Youth Charter
17. Youth Charter 2012 Games Legacy Report: A Games Legacy for All..., (2014), Youth Charter
18. Youth charter '21' Soccerwise Report, (2014), Youth Charter

The Youth Charter is producing the following Legacy reports that will be launched in 2015/16:

1. Youth Charter '22' United Nations Report
2. Youth Charter '22' Commonwealth Games Legacy Report
3. Youth Charter '22' Learnwise Report
4. Youth Charter '22' Healthwise Report





#### d. The Youth Charter has contributed to the following reports

1. Cape Town 2004 Olympic Games, (1994), Cape Town
2. Youth Sport, (1994), The Leisure Manager
3. Sporting Chances: Sport in the developing world, (1994), Orbit
4. Young People: Fit for Life?, (1996), King George VI & Queen Elizabeth Foundation of St Catherine's
5. Sporting Nation, (1997), The Labour Party
6. The Rise of the Social Entrepreneur, (1997), by Charles Leadbeater
7. Best value through sport, The value of sport, (1998), Sport England
8. Sprint: A report on the relationship between sport and society, education, the arts and gender, (1998), The British Council
9. Report of the Policy Action Team 10: The contribution of Sport and the Arts, (1999), Department of Culture, Media and Sport
10. England 2006 World Cup bid, (1999), The FA
11. Connect: A Guide for voluntary organisations and community groups on working with excluded young people, (2000), DfEE & CEDC
12. Everybody Wins Sport and Social Inclusion, (2000), Manchester 2002
13. A Sporting Chance, (2000), Youth Justice Board
14. Achieving Racial Equality: A Standard for Sport; Guidance on the assessment process for governing bodies and sport organisations, (2001), Sport England/ Sporting Equals/ CRE
15. Bradford 2008 bid for European City of Culture, (2001), Bradford City Council
16. Game Plan: a strategy for delivering Governments sport and physical activity objectives, (2002), A joint DCMS/Strategy Unit Report
17. Primary Schools: Sports Day Toolkit, (2002), Sport England Active Schools
18. Games leave a social legacy, (2002), Manchester 2002
19. Rugby reaching the inner cities, (2002), RFU
20. Primary Schools: Sports Day Toolkit, (2002), Sport England Active Schools
21. EDUCA Sport, (2003), European Union
22. Human Security and Dignity: Fulfilling the promise of the United Nations, 56th Annual DPI/NGO Conference Report, (2003), United Nations
23. Living for Sport, (2003), Sky/ Youth Sport Trust
24. Raising the Bar: The final report of the Independent Sports Review, (2005), Independent Sports Review
25. School sport following London 2012: No more political football, (2013), House of Commons Education Select Committee
26. Keeping the flame alive: the Olympic and Paralympic Legacy, (2013), House of Lords Select Committee on Olympic and Paralympic Legacy
27. A qualitative study of the impact of the London 2012 Olympics on families in the East Midlands of England: lessons for sports development policy and practice, (2014), Chris Makintosh, Natalie Darko, Zoe Ruherford & Hetty-May Wilkinson, Liverpool John Moores University, Nottingham Trent University, Leeds Metropolitan University
28. Government and Mayor of London Response to the House of Lords select committee on Olympic and Paralympic legacy report of session 2013-14: 'Keeping the flame alive: the Olympic and Paralympic Legacy', (2014), UK Government and Office for the Mayor of London
29. Tackling Physical Inactivity: A Coordinated Approach, (2014), All-Party Commission on Physical Activity





## And Finally...

The Youth Charter '22'Tenniswise Report is the culmination of an incredible journey of social, cultural, economic and political challenges and opportunities that have seen a movement, sector and industry inspired over two generations.

Many individuals, organisations, governments and institutions reflecting the global communities, inner city, suburban and rural areas, ghettos, projects, townships, favelas and disadvantaged communities have contributed with real life stories and experiences with the spirit and essence of the Youth Charter philosophy, mission, aims and objectives.

To those who have helped shape the agency from the past into the present in a world of uncertainty and hope, a future where the role that sport and tennis can play in providing a vaccine, antidote and even treatment to the young people and communities, no matter what they look like, where they come from, what they believe in or what they sound like, there is an opportunity to develop through tennis in life...



Former Wimbledon Champion and Youth Charter Ambassador, Pat Cash is joined by Kriss Akabusi, Geoff Thompson and Sir Alex Ferguson at the Opportunity for Youth presentation at the Midland Hotel 1995.





YOUTH CHARTER

## Our Philosophy

*"Sport is an order of chivalry, a code of ethics and aesthetics, recruiting its members from all classes and all peoples. Sport is a truce, in an era of antagonisms and conflicts, it is the respite of the Gods in which fair competition ends in respect and friendship (Olympism).*

*Sport is education, the truest form of education, that of character.*

*Sport is culture because it enhances life and, most importantly, does so for those who usually have the least opportunity to feast on it."*

Rene Maheu

Former Director of UNESCO

YOUTH CHARTER

## Our Vision

*"Vision without action is a dream.*

*Action without vision is merely passing time.*

*Vision with action can change the world..."*

Nelson Mandela



# Sporting Ambassadors

Over the past 22 years, the Youth Charter message has been inspired through teams and sporting ambassadors who have signed the Youth Charter Scroll in support of its work. These include:

Marcus Adam  
Neil Adams MBE  
Kriss Akabusi MBE  
Sir Ben Ainslie CBE  
Carlos Alberto  
Rob Andrew MBE  
Mike Atherton OBE  
Lord Archer  
Ossie Ardiles  
Chris Bailleu MBE  
Jeremy Bates  
Jamie Baulch  
Bill Beaumont OBE  
David Beckham OBE  
Franz Beckenbauer  
Chris Boardman MBE  
Lorna Boothe  
Toby Box  
Julia Bracewell OBE  
Nicky Butt  
Kevin Cadle  
Darren Campbell MBE  
Pat Cash  
Gill Clark MBE  
Ben Challenger  
Sir Bobby Charlton CBE  
Linford Christie OBE  
David Coleman OBE\*  
Gary Connolly  
Sir Henry Cooper MBE\*  
Lord Cowdrey\*  
John Crawley  
Mark Croasdale  
David Davies  
Sharron Davies MBE  
Anita DeFrantz  
Phil de Glanville  
Rob Denmark  
Lisa Dermott  
Karen Dixon  
Tony Dobbin  
Sandra Douglas  
Tony Doyle MBE  
Paula Dunn  
Thomas Richard Dunwoody  
Tracy Edwards MBE  
Mike England  
Farokh Engineer  
Chris Eubank  
Nicola Fairbrother  
Nick Faldo MBE  
John Fashanu  
Sir Alex Ferguson CBE  
Janice Francis  
Richard Fox MBE

Kristina Gifford  
Ryan Giggs OBE  
Eugene Gilkes  
Dame Mary Glen Haig DBE\*  
Duncan Goodhew MBE  
Sally Gunnell MBE  
Jane Hall  
Susan Hampshire OBE  
Gary Hardinges  
Eddie Hemmings  
Tim Henman CBE  
Kate Hoey MP  
Dame Kelly Holmes  
Robert Howley  
Norman Hunter  
Paul Ince  
Colin Jackson CBE  
David Johnson  
Michael Johnson  
Simon Jackson MBE  
Mary King  
Jürgen Klinsman  
Sir Robin Knox Johnston  
Sir Eddie Kulukundis OBE  
Sonia Lawrence  
Jason Lee  
Rob Lee  
Denise Lewis OBE  
Lennox Lewis CM, CBE  
Clive Lloyd CBE  
Lisa Lomas  
Helen Lonsdale  
Devon Malcolm  
Gary Mason\*  
Diane Modhal  
Adrian Moorhouse MBE  
Nathan Morgan  
Dewi Morris  
Fiona Murtagh  
Ally McCoist MBE  
Mark McCoy  
John McEnroe  
Mike McFarlane OBE  
Barry McGuigan MBE  
Steve McMahon  
Mick McManus\*  
Phil Neville  
Prince Naseem MBE  
Martin Offiah MBE  
Wayne Otto OBE  
John Parrot MBE  
Alan Pascoe MBE  
Lenny Paul  
Michel Platini  
Stuart Pearce

Dame Mary Peters CH, DBE  
Terry Phelan  
Karen Pickering MBE  
Sir Matthew Pinsent CBE  
Nicky Piper  
Paul Reaney  
Sir Steven Redgrave CBE  
Derek Redmond  
Annika Reeder  
Sir Craig Reddie CBE  
Cyrille Regis MBE  
Peter Reid  
Sir Dave Richards  
Mark Rowland  
Louis Saha  
Tessa Sanderson OBE  
Greg Searle MBE  
Jon Searle MBE  
Teddy Sheringham MBE  
Judy Simpson OBE  
Lynn Simpson  
Jane Sixsmith MBE  
Phyllis Smith  
Sarah Springman OBE  
Ian Stark  
Ray Stevens  
Athole Still  
Dame Sarah Storey DBE  
Mike Summerbee  
Iwan Thomas MBE  
Neil Thomas MBE  
Baroness Grey Thompson DBE  
Dennis Tueart  
Terry Venables  
Maurice Watkins  
Lee Westwood  
Fatima Whitbread MBE  
David Wilkie MBE  
James Williams  
Paul Zetter CBE  
Dutch Soccer Squad  
England Rugby Squad  
England Soccer Squad  
Ghanaian Under 17 Soccer Squad  
South African Soccer Squad  
South African Rugby Squad  
Lancashire County Cricket Club  
Manchester United Football Club

Ambassador's honours correct at date of publishing.

Other international signatories available on request

\*Deceased



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