



LTA Tennis Awards Guide

Overview

The LTA Tennis Awards celebrate the achievements made by outstanding individuals and venues in tennis throughout the past year. They present us all with a great opportunity to say “thank you” to the amazing 25,000 volunteers and other individuals who generously give their time to our sport.

WHAT HAS CHANGED FOR THE 2019 PROCESS

The Tennis Development Committee alongside LTA Category Leads reviewed the previous year’s processes and have delivered the following enhancements for 2019:

1) CRITERIA

The criteria for all categories has been reviewed and amended 1) in line with the new LTA strategy and 2) to be more accessible/easier for people to submit a nomination. There is less emphasis, for example, on nominees needing to provide statistics, which we hope will open up the process.

2) CATEGORIES

The categories are broadly the same with a few tweaks:

- Community Award – this has been changed to the Communities and Parks Award, and has been better defined to make it more distinctly different from the Club Award
- Coach of the Year - judging panels have the option to split this category to award both a Clubs/ Communities Coach and a Performance Coach at a County, Regional and National level where they have two outstanding individuals in each field.
- Education Award – Counties will continue to award one County Education Award winner, who will in turn be put forward to the Regional awards. However, in addition, the Regional panels will receive all nominations for Universities (whether or not they were a County winner) to consider awarding a Regional (and then National) University of the year

3) NOMINATION FORM

We will continue to use SurveyMonkey for this year (although please note this is to be reviewed for the 2020 Awards as the LTA seeks alternative business-wide solutions). The following changes have been made to the online form:

- Improved information “up front” so it’s clear what the nominee needs to provide
- Improved questions that are more accessible and have less jargon
- The ability to move back and forth through the form
- Improved guidance – for example drafting the nomination in Word before entering onto SurveyMonkey

4) SUPPORT

General support for the awards process, including for Counties and for nominees, has been transferred to the newly formed Participation Support Team. All enquiries should be directed to awards@lta.org.uk and a member of the team will answer the enquiry. Each County will have a dedicated person within that team as their first line of support.

CATEGORIES AND CRITERIA

There are 10 publically nominated LTA Tennis Award categories:

- | | |
|-------------------------------|--------------------------------|
| 1. Lifetime Achievement Award | 6. Club of the Year |
| 2. Volunteer of the Year | 7. Communities and Parks Award |
| 3. Young Person of the Year | 8. Education Award |
| 4. Coach of the Year | 9. Disability Award |
| 5. Official of the Year | 10. Competition of the Year |

The winners of the above categories will go forward for Regional consideration. A number of Counties have additional categories to the above which are awarded at a County level only. National Player Awards are not publically nominated and awarded at a national level (although most Counties will give County Player Awards).

Where a judging panel feels appropriate, the Coach Award can be “split” to be given to both a Clubs and Communities Coach and a Performance Coach. This applies to the County, Regional and National Awards.

At a Regional and National level, the judging panel can split the Education Award to award both a University of the Year and a School of the Year.

Last year over 1,500 nominations were received. Guidance for submitting a good nomination is included on the website and it’s worth encouraging people to pay close attention to this when nominating.

Counties are responsible for forming a judging panel to decide their County winners but can of course seek advice and guidance where needed.

Stage 1

NOMINATIONS PROCESS / SEPT- DEC

The awards will be launched nationally on 3rd September. The default and latest closing date for nominations for all Counties/Wales and Scotland is 30th November. However, some Counties elect to have a closing date earlier than this to fall in line with their County Award ceremonies, and can request this by emailing awards@lta.org.uk.

HOW TO NOMINATE?

Nominations can be submitted online at www.lta.org.uk/awards

ENCOURAGING NOMINATIONS

There are lots of good reasons for people to nominate, such as:

- To thank and value someone (sometimes just being nominated is enough)
- There are some great rewards at a county, regional and national level (please see page 12)
- To shine the light on the unsung heroes at a County, Regional and National level

WHAT HAPPENS DURING STAGE 1?

- **Nominations** – nominations come in. Nominees receive confirmation that their nomination has been received and timescales for what happens next
- **Tracker** – each County and LTA Category Lead will be given a link to track their nominations online, so they can check whenever they like

- **Bi-weekly nomination updates** – each County and LTA Category Lead will be sent a bi-weekly email giving a breakdown of nominations received – this will allow everyone to track progress and see where greater promotion is needed
- **Mid-point** – each County and LTA Category Lead to receive their full nominations to date – this will allow Counties and LTA Category Leads to see exactly who has been nominated to target specific people/venues which have not yet nominated
- **2 weeks before closing** – each County and LTA Category Lead to receive a 2nd update with full nominations to date
- **30th November** – nominations close and form taken off the website
- **Early December** – all nominations will be subject to a safeguarding and coach accreditation check. Counties will need to wait for confirmation before announcing winners



Stage 2

COUNTY AWARDS / OCT - MAR

During this period, Counties will receive their County nominations to judge their winners and will present their County Awards. Nominations are sent to Counties in a Word format.

WHAT HAPPENS DURING STAGE 2?

- 1 week after nominations close – Counties to receive their nominations
- October - January – Counties to form their judging panels and decide their winners (see guidance in the following section)
- By 31st January 2020 – Counties to send their results to the LTA using the standard template form (to be provided). Please send to awards@lta.org.uk
- 1 week after receipt of County results – the LTA will send the County their vouchers or cash and certificates (as agreed with each County)
- County Awards – Counties will present their awards

Stage 3

REGIONAL AWARDS / MAR - JUNE

During this period, Regions will receive their Regional nominations to judge their winners and will present their Regional Awards. Nominations are sent to Regions in a Word format.

- By 28th February – Regions receive their nominations and to have formed panel
- By 23rd March - each Region to have decided their winners and notified the national team. Arrangements for forming judging panels will be discussed nearer the time
- April – Regional winners to be announced and invited to a Major Event to collect their trophy; Regions to notify Counties of outcome of regional judging; Regions to notify all nominees of outcome
- June – Regional teams deliver the Regional Awards with support from the National team

Stage 4

NATIONAL AWARDS

During this period, the National judging panel is formed and they judge the National winners and finalists. The National ceremony is delivered.

- Mid-April - National panel meets to decide national winners; National panel informs Regions and Counties of winners; National panel informs nominees
- July - National Awards ceremony at The Championships, AELTC

TIMELINES

The key dates are listed below. These timelines are based on Counties closing on 30th November.

	ITEM	ACTION REQUIRED	WHO: COUNTY, REGION OR NATIONAL	DEADLINE
Stage 1	Closing / Ceremony Dates	Confirm County awards closing and ceremony dates	County	ASAP
	Nominations open	Promote Awards / track nominations / chase	ALL	3 September
	Nominations close	Remove nomination form	ALL	30 November
	County judging	Counties receive their nominations	National	3 December
Stage 2	County winners	Counties judge winners and notify LTA	County	31 January
	Cash and Vouchers	Counties inform LTA re: voucher or cash prizes	County	After County judging
	Cash and Vouchers	National send Counties certificates & vouchers	National	Before county awards
	County Award ceremonies	Hold County awards ceremony	County	December - March
Stage 3	Notifying nominees	Notify nominees on outcome of County Awards	County	After Awards ceremony
	Regional judging	Regions receive their nominations	National	28 February
	Regional winners	Regional panels to select winners & notify national	Regions	23 March
	Notifying people	Notify Counties of regional judging outcome	LTA	Early April
Stage 4	Notifying nominees	Notify regional nominees of outcome	Regions	Early April
	Regional Awards	Deliver Regional Awards	Regions	June
	National judging	Select National winners	National	Mid-April
	Notifying nominees	Notify National finalists, nominees, regions and counties of outcome	National	Mid-April
	National Awards	Deliver National Awards	National	July

PROMOTION

The promotion of the LTA Tennis Awards is a joint approach and involves close working from national to county level. The below sets out the main ways the awards are promoted.

VENUE FORUMS

The autumn Venue Forums provide an excellent opportunity to promote the awards, taking place during the nomination period. The awards will be promoted by the lead presenter, and club posters are available to Counties to hand out.



PROMOTION FROM THE LTA

The LTA will be promoting the awards via the following channels:

- Emails and newsletters – various communications will go out to BTMs, volunteers, clubs, coaches, players etc. during the course of the nomination period
- Social media – the awards will be promoted on social media throughout the process
- Counties – Counties will receive regular updates and reminders
- Videos – the LTA will distribute video to promote the awards
- Website – the awards will be promoted on the LTA website
- Posters and digital assets – are available on request, and downloadable on the website
- Partners – LTA Category leads will promote to their partners as appropriate



COUNTY PROMOTION

There are a number of ways in which Counties can increase awareness:

POSSIBLE ACTIONS	COMPLETED
Contact all registered venues within the County to encourage nominations	
Contact external partners, organisations, schools, colleges, Universities etc. to encourage nominations	
Promote the awards on social media channels	
Promote the awards at events including coach and venue forums	
Promote in newsletter and email communications	
Distribute the posters as you see fit	
Announce at any events you host or attend during the nomination period	
Send a media release to local newspapers, TV, radio and online news websites (email awards@lta.org.uk for template)	
Send an e-mail to all your County contacts	
Ask your management committee/board/council to spread the word.	
Get your previous County winners to spread the word / be an ambassador for the awards	

SOCIAL MEDIA TIPS

Social media is a free and simple way to drive interest and nominations. News and updates on the awards will be posted regularly on the LTA's Twitter and Facebook pages and we encourage you to get involved in the conversation.

- Follow @LTA on Twitter and Instagram or Facebook: www.facebook.com/lta
- Tweet to encourage others to follow.
- Add a link to @LTA (Twitter & Instagram) or www.facebook.com/lta on your Facebook or website
- Use imagery where possible. Tweets and posts with images get around 40% more engagement than those without (examples of this could be of people volunteering, venues or people just having fun on the tennis court)
- Encourage partners of sponsors to post on their social media channels
- Use the LTA Tennis Awards “banner” (email awards@lta.org.uk if you do not have this)

PROMOTING THROUGH PARTNERS

It is worth letting your partners or sponsors know about the awards to drive further nominations. Here are some examples of partners to contact:

- County Sports Partnerships
- Local authorities or Local Leisure Trusts
- County Sponsors
- Schools, colleges, universities

COUNTY AWARDS JUDGING PROCESS

GUIDANCE FOR SELECTING COUNTY WINNERS

Each County is responsible for assembling their panels and ensuring a fair and timely judging of each category. Exact arrangements will depend on County needs, but we'd recommend a healthy mix of people from a range of backgrounds as follows:

- Chair – usually the lead County Awards contact
- County Committee members
- At least one independent panellist – such as from the local authority
- Past County award winners

To save time on the day and to encourage an informed debate, it is advised that the Chair distributes the category criteria and nominations before the meeting is held.

To enable Counties to base their decisions on achievements made, rather than simply the quality of a nomination, the County may choose to obtain further information about the nominees before the meeting. This may be to verify the details of the nomination and provide further context.

It's recommended that where any panelist has a close association with a nominee, or could be deemed to have a bias towards a nominee, that ideally they abstain from voting in that particular category. This may be difficult in practical terms (i.e. where a nominee is well known to several panelists), so just use common sense with this.

When County winners have been selected, the County will need to write a summary of the winning nomination using the provided template, and submit to awards@lta.org.uk. This submission will be put forward to the Regional Panel as a nomination for regional consideration.

COUNTY PRIZES

Counties will receive £25 in cash or vouchers for each winner, together with a certificate, which will be distributed in time for the County Awards ceremony.



COUNTY AWARDS CEREMONIES

HOSTING A COUNTY AWARDS CEREMONY

Many Counties have long-established award ceremonies. They offer a fantastic opportunity to congratulate achievements at a County level and publicise tennis in the community.

There are many different ways to present County winners with their awards:

- Individual presentations at the relevant venue
- Presentation at an event or County AGM
- Medium-sized ceremony (between 50-100 people) or large ceremony (100+) at a suitable local venue with buffet/dinner/disco.

Sharing past experiences with other Counties may generate new ideas, so we'd encourage you to speak to other Counties if you're looking to do anything differently this year. Email awards@lta.org.uk if you'd like to be put in touch with anyone.

The LTA can offer support by providing the following:

- Advice and support with all the above (e.g. by providing examples from other Counties)
- Help with someone to present the awards
- Certificates and small voucher/cash prize (one voucher per award)
- Media release template (see appendix 3)

PHOTOGRAPHY

Some Counties have asked for photography advice for their awards ceremonies. The LTA Comms team can offer further advice but we've summarised some key points for you to consider:

- Aim to take one or two stand-out photos that could be sent to local media and the LTA – perhaps the winners with their story or a well-known figure handing out awards
- You can often source a reliable photographer from your local newspaper

Here are a few tips for if you're taking the photos yourself:

- Get close-up photos (head, shoulders and waist) of between 1-3 people. This is better than a wide group shot with lots of people
- Try to include something relevant to the winner in the photo - i.e. the sign of the venue they volunteer/play, or holding a tennis racket or their prize
- Take at least one photo in landscape format and one in portrait format so that any newspapers can make the photo 'fit' any spaces they may have
- Keep the file size as big as possible – anything over 1MB is good
- Look in your local paper to get an idea of what sort of photos the paper likes
- Make sure you add a note at the end of your press release to let the journalist know that you have photography to accompany your story.

Please send your images with a press release or topline information through to awards@lta.org.uk and we will feature the best ones in our PR work and website.

REGIONAL JUDGING

The Regional panels will need to meet to select regional winners once all County winners have been submitted to the national team. Panels will be formed by each Region and we recommend the following members:

- Chair - an LTA Regional team member or a nominated volunteer
- LTA Head of Region
- County representatives
- 1 or 2 independent panelists
- Past regional award winner

Regional winners will be chosen based on the summary information provided by the Counties.

All Regional panels must have completed their judging by 23rd March.

Tennis Scotland and Tennis Wales will manage their respective judging processes and put nominations forward to the national panel.

- After the panel has made their decision, the chair (unless otherwise agreed) will inform the winners, the Volunteering Team and the Counties of the outcome (see appendix 7).
- Template press releases (appendix 4) are available for Counties to promote any County winners who have gone on to win regionally

REGIONAL AWARDS

Regional winners will receive tickets and their trophies to the following events:

- Fuzion 100 Manchester Trophy
- Nature Valley Open, Nottingham
- FeverTree Championships at The Queen's Club
- Nature Valley Classic, Birmingham
- Nature Valley International, Eastbourne

All regional winners will receive complimentary court tickets, on court presentations, on court interviews, coin toss opportunities, and lunch.

NATIONAL AWARDS

A national panel including the LTA President, Chair of the Tennis Development Committee, Executive Directors, players, specialists and independent panelists will decide the national winners shortly after the regional panels have all met. The decision will be based on the summary information provided by the Counties and any further information provided by the regions.

The LTA will contact national winners to inform them of the outcome and invite finalists to attend the national awards ceremony. The national ceremony will be hosted by the LTA President at Wimbledon in July. Further details will be communicated nearer the time.



SUMMARY OF PRIZES FOR AWARD WINNERS

County, Regional and National winners receive the following prizes:

COUNTY	REGIONAL	NATIONAL
Certificate + £25 prize in cash or vouchers (plus anything additional as provided by County)	Certificate + Trophy x2 Major Event tickets with on-court presentation The Young Person of the Year has the opportunity to do a coin toss	All finalists receive a certificate and 2 tickets at Wimbledon. Winners also receive a trophy In addition, the National Club and National Communities and Parks Award winner receive a £5k LTA grant

In addition to the above, the LTA will reward County, Regional and National winners as further opportunities come up throughout the year. Examples of rewards given to winners over the past few years include:

- A large percentage of all nominees (volunteer category) received a “thank you” phone call during National Volunteers Week including calls from former players
- All County Volunteer and Coach of the Year winners were invited to an LTA Presidents Lunch at Wimbledon and given Centre Court tickets
- Counties invited various County Volunteer winners to the LTA Presidents Cocktail Party at Wimbledon or to the LTA Ball
- A number of County Volunteer winners were invited to a celebration day at the National Tennis Centre
- The Young Person of the Year has been given the opportunity to volunteer at Wimbledon (this opportunity was sadly not available in 2019)
- The Coach of the Year Regional winners have received a free place at the National Coaches Conference
- 10 volunteer winners were invited to a champagne reception with the US Ambassador

Whilst these additional rewards cannot be guaranteed at the time of launching, it is highly likely similar opportunities will emerge in 2020, so there’s a major incentive for nominating.

EXTERNAL AWARDS FOR VOLUNTEERS

As an extension of the LTA Tennis Awards, there are a number of local, regional and national external awards in which to recognise volunteers and it’s worth considering nominating for these too. Look out for local awards run by County Sports Partnerships, the local BBC or local newspapers who may advertise local sports or community hero awards. Universities and colleges often run awards for volunteers too.

Some of the key national volunteer awards are listed below.

- Sports Personality of the Year (Unsung Heroes)
- Points of Light
- The Queen’s Award for Voluntary Service
- Queen’s Honours
- Torch Trophy Trust Award

Please email awards@lta.org.uk for further information if required.

LTA TENNIS AWARDS: 2019 JUDGING CRITERIA

Nominations will be judged against the criteria and, with the exception of the Lifetime Achievement award, are for achievements made in 2019.

YOUNG PERSON OF THE YEAR - THE NOMINEE:

1. Is aged 13 to 18 on 31st December 2019
2. Has made a positive contribution to tennis in 2019, on or off court - helping others to enjoy tennis
3. Has developed their own skills in some way during 2019
4. Has shown excellent teamwork and/or leadership
5. Has shown an awareness of diversity, inclusion and safeguarding

The individual’s contributions can be in any voluntary or paid capacity including (but not limited to) as a club volunteer, tennis leader, assistant coach, competition organiser, or administrative helper. This could be in any setting including in a club, community, school or park venue.

COACH OF THE YEAR – THE NOMINEE:

1. Holds LTA Accreditation or Accreditation +
2. Has made a significant contribution to a successful programme and/or to the development of a player or group of players in 2019
3. Has made tennis more welcoming and accessible with consideration of diversity, inclusion and safeguarding
4. Has shown excellent and innovative on-court delivery and customer service with a commitment to personal development
5. Has shown great teamwork and leadership skills, developing other coaches or leaders

The individual could be a coach working at a club or community level, or could be a performance coach (or both).

LIFETIME ACHIEVEMENT AWARD – THE NOMINEE:

1. Has made a significant contribution to tennis over a number of years
2. Has opened up tennis to enable more people to play and enjoy tennis
3. Has shown excellent teamwork and/or leadership
4. Has shown consideration of diversity, inclusion and safeguarding

The individual’s contributions can be in any capacity including (but not limited to) within a club, community, school, University or park venue. Their contributions will likely have been largely in a voluntary capacity but may include some paid work. Examples may include (but not limited to) within club leadership or administration, coaching, competitions, events.

VOLUNTEER OF THE YEAR – THE NOMINEE:

1. Has done something of note in 2019 to benefit their club, community, school, University or park venue in a voluntary capacity at any level
2. Has directly or indirectly helped or inspired others to play or get involved in tennis
3. Has shown great teamwork and/or leadership
4. Has shown consideration of diversity, inclusion and safeguarding

The individual’s contributions can be in any voluntary capacity including (but not limited to) in club leadership or administration, coaching, competitions or events

CLUB OF THE YEAR - THE NOMINEE:

1. Is an LTA registered venue which has met Safeguarding Standards
2. Has provided quality tennis opportunities and has achieved something of note in 2019*
3. Has opened up tennis to new players and made it welcoming, accessible and inclusive
4. Is well managed and is creative in its approach

The club could be a traditional members club, a commercial club, a community tennis centre or a club on a park site. The key is that it has a membership and behaves and feels like a club.

* examples of achievements might include (but not limited to): facility improvements, more members, more non-member players, better financial position, raising funds, more community links, additional activities, leadership in safeguarding practices

COMMUNITIES AND PARKS AWARD - THE NOMINEE:

1. Is a venue, group, organisation, programme or individual that has provided tennis opportunities to a community or park
2. Has opened up tennis in 2019 and made it welcoming and accessible to players of all ages, abilities and backgrounds, demonstrating excellent safeguarding standards
3. Is creative in approach and has achieved something of note in 2019*

The delivery of tennis could be within any setting including (but not limited to) a community centre, an education or religious establishment, a SERVES site, a park or recreational ground, or across sites or venues

* examples could include (but not limited to): facility improvement, more players or members, player success, new links with local groups, clubs and schools, raising funds, additional activities



EDUCATION AWARD – THE NOMINEE:

1. Is an educational establishment
2. Has offered a significant and varied programme of tennis coaching and competitions in 2019 to a large proportion of students/pupils
3. Has offered students/pupils the chance to develop their (life) skills through tennis and given them opportunities to achieve success
4. Has shown great teamwork and leadership
5. Has developed great links with the community and local tennis venues

The nominee can be any educational establishment including schools (primary or secondary), colleges or universities.

DISABILITY AWARD – THE NOMINEE:

1. Any venue, group, organisation or programme that has made a significant contribution to opening tennis up to players with a disability in 2019
2. Has made tennis relevant and accessible to people with a disability or long-term health condition, taking either a pan-disability approach or an impairment specific one
3. Has made an impact on the community and achieved something of note in 2019*
4. Has shown strong leadership and demonstrated excellent safeguarding practices

* examples could include (but not limited to): facility improvement, more players or members, player success, new links with local groups, clubs and schools, raising funds, additional activities

OFFICIAL OF THE YEAR – THE NOMINEE:

1. Is an LTA Licensed Official (Referee, Umpire or Court Supervisor)
2. Shown an outstanding contribution to tennis, going above and beyond their role
3. Is a role model who showed quality delivery and/or customer service in 2019
4. Has shown consideration of diversity, inclusion and safeguarding
5. Has shown personal development

COMPETITION OF THE YEAR - THE NOMINEE:

1. Is any type of tournament or competition of any level that has been outstanding in its organisation and delivery in 2019
2. Has been welcoming and enjoyable for players, spectators, and/or fans, whilst demonstrating excellent safeguarding practices
3. Has been well organised, with strong leadership and teamwork;
4. Has shown innovation with good promotion, off court ideas and activities, and linked up well with local clubs, groups, coaches and communities

The competition could be an event or series of events for players of any age or ability including (but not limited to): Team Challenge, Quorn Cup or inter-club leagues; club or park-based competitions such as Local Tennis Leagues; higher level junior or adult events including County Championships, seniors tennis or a professional tour event.

