



IMPLEMENTATION PLAN

2023-24

Table Tennis United

tabletennisunited.co.uk
tabletennisengland.co.uk



OUR APPROACH

- Measure the impact of 'What Matters Most'
- Lead growth and success through clear goals paired with progressive measures that are agile
- Ensure that every objective connects to an audience or an environment
- Get the best from everyone in the sport



WHAT MATTERS MOST

- Establish the Area Network
- Increase the number of under 9's playing
- Increase the number of women and girls taking part in table tennis
- Implement the Competition Review
- Remodel the pathway and performance programme
- Revise our coach education and learning
- Develop the capability to enable year on year customer acquisition and retention
- Develop our approach to increasing revenue
- Demonstrate high performing organisational behaviours

PLEDGE 1:

Table tennis will be a thriving community – a sport for everyone with no barriers to taking part

Working in Partnership

- Establish the Area Network

Growing a Grass Roots Workforce

- Establish a programme of training for officials

Participation with a Purpose

- Increase the number of under 9's playing
- Scale the Ping! project

Competition for All

- Implement the Competition Review
- Scope new competition formats



PLEDGE 2:

Culture change across the pathway that inspires World Class performances and medal success

World Class Pathway

- Establish the 'Start, Potential, Podium' structure
- Show progressive improvement at junior and senior level

World Class Behaviours

- Revise our coach education and learning programme

World Class Environments

- Establish Pathway Development Centres
- Develop a 'home' for table tennis

PLEDGE 3:

Connection across the table tennis community

Building our Digital Capability

- Publish a Data Strategy

Staging Fantastic Events

- Develop a Major Event Strategy

Developing our Partnerships

- Establish a network of strategic delivery partners



PLEDGE 4:

A high performing organisation that is not just fit for today but is fit for the future

Tackling Inequalities

- Table tennis is a more diverse and inclusive sport

Investing in People

- Publish a People Plan

A Powerful Culture

- Further reform our governance structures and practices

Growing our Own Income

- Develop a Commercial Strategy
- Develop a new Membership Scheme



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