

ESLTA AGM 2024 ...



Welcome - Chair Viki Mendelssohn



Agenda

- Welcome – VM
- 2024 Season events and statistics – VM
- Finance & presentation of accounts – IG
- County Tennis – MG
- Strategy – VM
- Marketing & Sponsorship – MC
- Formal AGM Business
- Questions



League & County numbers

Figures to Nov 24:

Adult & Junior players 24, 650 an increase of 3500 on 2022

VMH Solicitors Leagues teams

109 (+5 mens, 94 (+4) womens, 137 juniors)

Summer League teams - 17

Winter League Cup - 22

Inter Club Singles - 41 Teams

Vets - 58 Teams

SuperVets - 10

Winter Junior League 51

East Lothian Youth League - 13

Pringle Cup - 16 couples



East of Scotland Roll of Honour 2024 - Senior Leagues

	Women		Men	
Division 1	Braid 1		St Serfs 1	
Division 2	Braid 2		Dunfermline 1	
Division 3	David Lloyd Newhaven	Longniddry 1/Gullane	St Serfs 2	Thistle 2
Division 4	Drummond	Mortonhall 2	Braid 2	Corstorphine 1
Division 5	St Serfs 1	Braid 4	Murrayfield 1	Hatton 2
Division 6	St Serfs 2	Dalgety Bay	Merchiston 2	Abercorn 1
Division 7	Lomond Park 3	Blackhall 3	Dean 2	David Lloyd Corstorphine 3
Division 8	Lomond Park 4	David Lloyd Newhaven 2	Drummond 3	Corstorphine 2
Division 9	Braid 5		Musselburgh 3	Priestfield 2
Division 10			Dean 3	David Lloyd Shawfair

East of Scotland Roll of Honour 2024 - Youth Summer Leagues

Red	David Lloyd Corstorphine	Dunfermline/Brucehaven	Kirkton Park	
Orange	Joppa	Colinton	Merchiston	
Green	Joppa	Merchiston 1	Thistle 2	Corstorphine
11U Boys	Mortonhall			
12U Boys	Dunfermline/Brucehaven	Thistle 2	Mortonhall	Falcon
12U Girls	Joppa/Musselburgh/Dalkeith		Blackhall	
14U Boys	Thistle 1	Lomond Park	North Berwick	Barnton Park
14U Girls	Thistle	Hatton	Barnton Park	
18U Boys	Hatton 1	Colinton	Hatton 2	Dalgety Bay
18U Girls	Hatton	Dalgety Bay		

East of Scotland Roll of Honour 2024 - Events

Summer League	Barnton Park			
Inter Club Singles	Men Barnton Park		Women Braid 1	
Vets League Men	DL Corstorphine 1	Lomond Park	DL Newhaven	Mortonhall 2 Barnton Park 2
Vets League Women	Musselburgh 1	Hatton	Merchiston 1	Dunfermline 2 Merchiston 2 DL Newhaven
SuperVets	DL Corstorphine			
Pringle Cup	DL Newhaven			
Youth Winter League & East Lothian Youth League	Ongoing To be completed by 31st December.			
Winter League Cup	Meadows City			

East Junior County Cup Results

Team	Girls	Boys
8U	2nd Regional	3rd Regional
9U	3rd Regional	3rd Regional
10U	n/a	Regional Champions. 8th National
11U	Regional Winners Division 2	3rd Division 1 P/O
12U	Regional Winners/ 8th National	Regional Winners/ 7th National
14U	Regional Winners	Regional Winners
18U	Regional Winners Division 4	2nd Division 3



East Senior Results - UK Competitions

Team	Captain	Results
Summer Men	Alan MacDonald	Division 1
Winter Men	Euan McIntosh	Division 3
Summer Women	Ama Nisbet	Division 5
Winter Women	Ama Nisbet	Division 5

East of Scotland Senior Vets

East represented in the Seniors UK and Scottish County Cup by 7 teams (6 Female and 1 Male Team).

Huge thanks to Mary Byrne Leitch for coordinating the teams.

New volunteer required for men's teams



East Senior Ladies Results - UK Competitions

Team	Captain	Results
Women 35+	Mhairi Beattie	Division 5A 2nd
Women 40+	Ally Campbell	Division 1 2nd
Women 50+	Lorna Lettice	Division 3A 3rd
Women 70+	Carol Hunter	Division 3 1st



East Senior Ladies Results - National Competitions

Team	Captain	Results
Women 50+	Lorna Lettice	2nd
Women 60+	Caroline Newton	2nd
Women 65+	Sybil Booth	1st
Men 65+	William McMillan	4th



East Men's Seniors Results

Team	Captain	Results
Mens 35	Neil McPhee	Division 4A 2nd

Finance & Governance Committee

- Significant increase in activity
- Upgraded accounting software
- Moving processes to e-records
- Improved management information
- Outlook: improving efficiency & cost management



Finance Update - 2024 Accounts

	2024* £	2023 £
Income	164,839	133,825
Expenditure	163,617	(127,524)
Surplus (Deficit) for Year	1,222	6301

* Preliminary unaudited figures for FY24 (year to end Sept 2024)
adjusted to account for FY2023/4 activity only

Finance Update - 2024 Accounts

	2024* £	2023 £
Fixed Assets	28	28
Current Assets	99,098	54,580
Current Liabilities	(26,062)	(19,723)
Net Assets	73,091	34,885

* Preliminary unaudited figures for FY24

Summary of Last Five Years

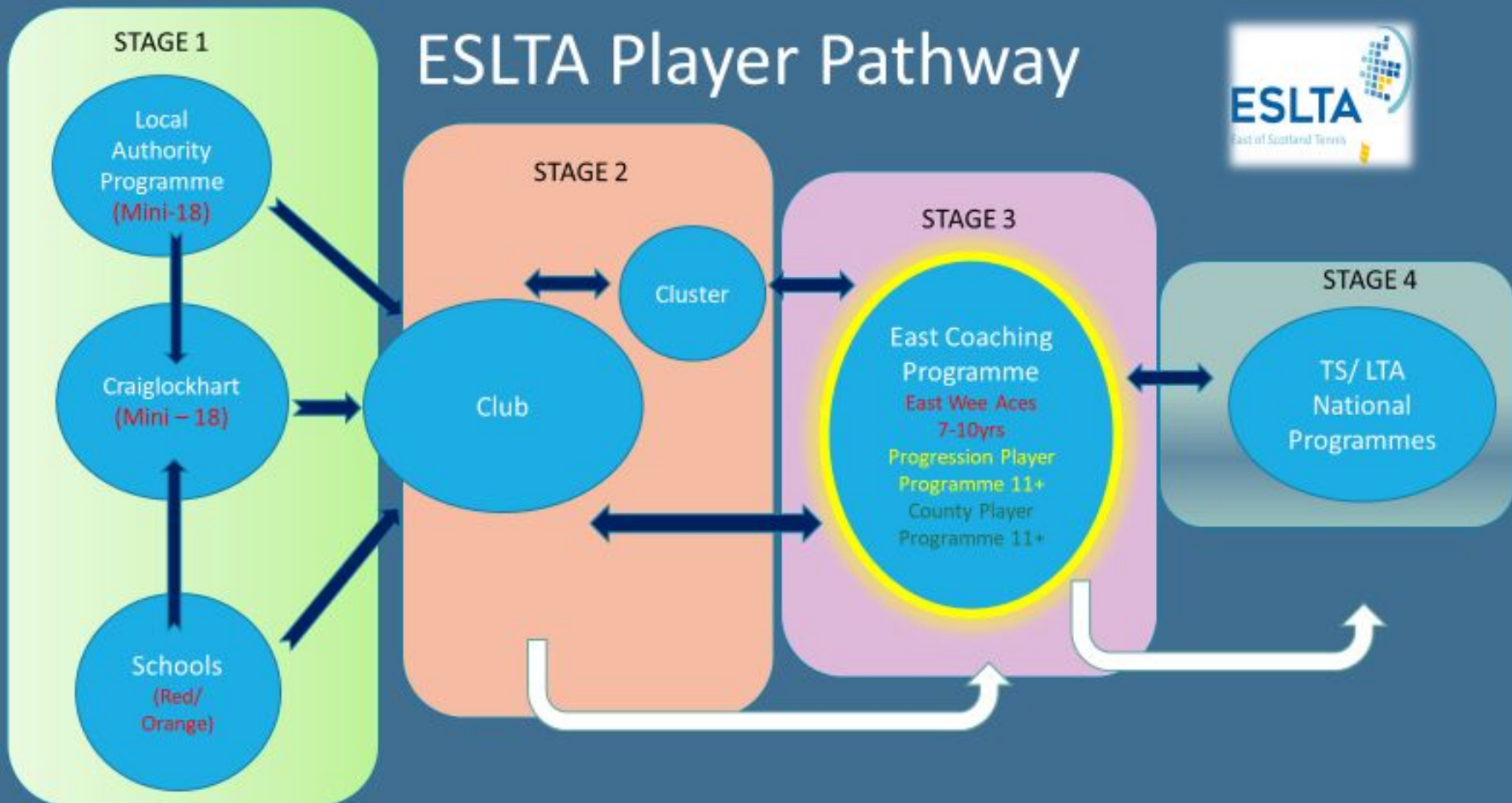
	2024* £	2023 £	2022 £	2021 £	2020 £
Income	164,839	133,825	130,698	94,623	64,624
Expenditure	(163,617)	(127,524)	(123,150)	(95,101)	(74,346)
Surplus (Deficit)	1,222	6301	7,548	(478)	(9,722)

* Preliminary unaudited figures for FY24

ESLTA Coaching



ESLTA Player Pathway



Coaching

Coaching, Competition & Engagement

Tennis First, Get Ready! Programme

Comprehensive programme across age groups

- Wee Aces 8 -10:
- County Players 11+:
- Progression 11+:

Secure ESLTA Base

Link Clubs to County Programme

National recognition

National success



Key Recommendations from Get Ready Report

- Programme support
- Establish a training base
- Red ball Development Programme
- Develop S&C Programme
- Strengthen the wider Performance Team



ESLTA Competition



Competitions 2024

Competition

- Three x Grade 3 events
 - ROGY Edinburgh Open, Baillie Gifford East Open and East Lothian Open. (20+ events in each, juniors to vets)
- Padel
 - Grade 5 (15), Grade 4 (5), Grade 3 (14)

Total events 296 (2024) vs 198 (2023) vs 145 (2022) Vs 115 (2021)

MORE CLUBS TO BE SUPPORTED TO RUN COMPETITIONS.

Team Competitions

- Running 6 Red Team Days in 2024
- More exciting news coming soon...



Competitions Cont..

East Open 2024

Huge thanks to Baillie Gifford as their 3 year sponsorship comes to an end

- Entries 71 adults and 379 Juniors over 26 events
- Highlights of 2024
 - Onsite Free Massage Therapy
 - Padel (26 entries, 13 pairs) First G3 tennis event to incorporate Padel into it.

Looking ahead

- More regular Red team days
- Assimilate East Lothian Open into ESLTA.
- New exciting events coming soon...



Engagement

Mini Tennis Red: Fun Session

Increase in 8U competitions

Increase in Team Days

Club Forums & Coach Steering Group

Celebrating Success!



Marketing & Sponsorship

Existing Opportunities

- Vets
- Winter Cup
- Robin Welsh Cup
- Inter-club singles
- Pringle Cup
- Senior Vets League (over 55)
- East Open
- Balls sponsor (currently Dunlop for 1 more year)



Marketing & Sponsorship...

VMH Solicitors sponsored again in 2024:

- Title sponsorship of the adult & junior leagues
- East Junior Squads
- **HUGE THANKS TO ALL CLUBS WHO SUPPORTED OUR SPONSORS BY PUTTING UP BANNERS AND SHARING THEIR NAME ON SOCIAL MEDIA**

Olium Financial Management - new sponsors of the Summer Leagues



Social Media

We want to engage with as many players, future players, parents, coaches, and clubs as possible

- Twitter/X - up by 26 to 535 followers (aiming for 750)
- Instagram - up by 28 to 302 followers (aiming for 400)
- Facebook - up by 72 to 972 followers (aiming for 1200)

CAN DO BETTER!

