



CANDIDATE BRIEF

Independent Non-Executive Director: Performance



TENNIS
FOR BRITAIN

DUNLOP

elevate

Overview

Responsible to

LTA Board Chair

Location

Board and Council Meetings are held at the National Tennis Centre in Roehampton

Remuneration

Unremunerated. Reasonable expenses are reimbursed, and Directors receive access to tickets and hospitality at LTA events, including Wimbledon.

Commitment

Around 24 days per year (roughly two per month), covering Board and Council meetings, sub-committee service, the Performance Advisory Group and event attendance. The pattern is lighter around Wimbledon and busier through the rest of the year

Term length

Three years, renewable twice, to a maximum of nine years in line with the Code for Sports Governance





About the LTA

The LTA is the national governing body for tennis in Great Britain, the Channel Islands and the Isle of Man, and for padel in Britain. It is a not-for-profit organisation that reinvests its income in the game, and it is unusual among governing bodies in the breadth of what it runs: a national participation programme, a facilities investment programme, an elite performance player pathway, and a calendar of domestic events featuring top international players.

2025 was a record year. Adult annual participation in tennis reached 5.8 million, the highest figure recorded, and more than four million children now play tennis each year, with monthly play among children up 15% and weekly play up 26%. Padel participation doubled within the calendar year to 860,000 and has since passed one million, supported by more than 1,500 courts. Membership of the LTA's Advantage programme grew by 25% to 2.5 million.

Continued investment in facilities, participation and the elite performance player pathway remains a strong strategic priority for the Board.

The LTA owns and stages a grass-court season restructured from 2025 to give men's and women's tennis equal billing at every event: the HSBC Championships at The Queen's Club, the Lexus Birmingham, Nottingham, Eastbourne and Ilkley Opens, and the Lexus British Open at Roehampton. The return of professional women's tennis to Queen's after more than fifty years drew over 62,000 spectators, and the LTA has committed to equalising prize money at the HSBC Championships and the Lexus Eastbourne Open no later than 2029.

The LTA is led by Chief Executive Scott Lloyd and chaired by William Jackson, founder of Bridgepoint, who took up the role in July 2025.

About the Role

The LTA's vision is "Tennis Opened Up" and its mission is to transform communities through tennis by making it welcoming, enjoyable and inspiring to everyone. We have a similar approach to developing and promoting padel, one of the fastest-growing sports in the country.

The LTA Board plays an important role in the governance of Tennis and Padel and leads the organisation to deliver its vision, through determining the strategy by working with the executive team and consulting with LTA Council. The Board, chaired by William Jackson, is currently made up of 12 members, with 4 Independent Non-Executive Directors, 4 Directors appointed from the LTA Council, 1 Board appointed Director, and two appointed from the Executive. Each Director plays a crucial role in helping to deliver the LTA's vision and mission across Great Britain.

We are committed to increasing the diversity of skills and experience across the organisation. It makes for better decisions and allows us to represent every community in Britain. We therefore welcome applications from candidates of all backgrounds.



About the Role

For this appointment we are seeking elite performance expertise. Duties specific to the role are to:

- Contribute to the monitoring of strategic objectives.
- Advise, guide and support the Executive team, and the Performance Director in particular, on performance matters.
- Provide board-level oversight of safeguarding, working with the Executive to ensure appropriate structures and expertise are in place.
- Provide board level oversight of anti-doping and integrity matters as an integral part of the role.
- Provide board level oversight of wellbeing across athletes, coaches, the performance team and colleagues more widely.
- Serve on the Performance Advisory Group (PAG), which meets twice yearly and more frequently as required.
- Bring an external perspective to the Board's deliberations, offering fresh thinking and testing assumptions.
- Act as subject matter expert on elite performance, and as a sounding board across all Board matters.
- Provide independent judgement to the Chief Executive and Performance Director on performance matters.
- Bring informed challenge to plans, proposals and budgets across all aspects of the LTA's activity, not only elite performance.

Duties common to all LTA Non-Executive Directors are to:

- Actively contribute to the Board's leadership of the organisation, setting and upholding its vision, values, and strategy.
- Work with the Executive leadership team to determine and refine the strategy, supporting initiatives and required ways of working and engaging with the LTA Council as needed.
- Apply independent judgement in supporting the Executive team across the strategic and operational issues arising from delivery of Tennis Opened Up, and of the mission to make tennis and padel relevant, accessible, welcoming and enjoyable.
- Support compliance with the UK Code for Sports Governance, including monitoring robust governance structures and processes.
- Promote increased participation, inclusion and diversity, and new thinking.
- Support the organisation in building effective relationships across a broad and complex stakeholder group.
- Contribute to the governance of tennis and padel across Great Britain, ensuring the financial viability of the LTA, accountability for performance and effective ways of working.
- Serve on Board committees as required.
- Role model the LTA values of Teamwork, Integrity, Passion, Excellence and Inclusion.

Each year, Directors attend approximately four Board meetings and five Board calls, serve on Board sub-committees, attend Council meetings on a rotational basis (typically once a year), and support tournaments and participation activities around the country.

We welcome applicants from any sport; a background in tennis is not required. If you can bring new thinking to our mission, we would be glad to hear from you.



Performance Context

Elite performance sits alongside participation and events as one of the LTA's principal areas of investment, and it is the area in which the Board most needs independent expert challenge.

This is an important period for the Performance Team as it works to deliver the objectives of its current ten-year performance strategy (2018–2028). The cycle to date has produced 18 British singles players reaching the world top 100, nine players in the doubles top 30, nine in the top 14 of wheelchair singles, and a run of strong Grand Slam performances from an emerging generation of players who have driven the National Teams' success on the global stage. At the same time, the Performance Team's priorities for 2028 and beyond are starting to take shape, making this an exciting moment to join as the next strategic cycle for performance tennis in GB begins to emerge.

British tennis is in a stronger competitive position than at any point in recent memory. In 2025 there were eleven British men in the ATP singles top 200 in the same week for the first time since 1976, and the year ended with five British men in the ATP doubles top ten, a feat no nation had achieved in 32 years. Twenty-three British players competed in the Wimbledon singles main draw, the most since 1984, and the Billie Jean King Cup team reached the semi-finals for the third time in four years.

2026 marks the 50th anniversary of wheelchair tennis, and Great Britain has become one of the leading nations in wheelchair tennis in this strategic cycle, winning 21 grand slam titles - led by Alfie Hewett who has won 3 individual and 8 doubles with partner Gordon Reid and six paralympic medals. Great Britain teams compete across the Davis Cup, Billie Jean King Cup and World Team Cup as well as Tennis Europe and World Tennis junior international team competitions. Since 2018 Great Britain has played in 4 Davis Cup Finals, 4 Billie Jean King Cup Finals, has won 7 Tennis Europe team competition titles and 6 Wheelchair World Team Cup titles.



Performance Context

The pathway itself runs from grassroots to the top of the game. Junior talent is identified through county and island associations and home nations programmes from around age seven, with the programmes and activity of the National Performance Pathway (NPP) creating progression opportunities through the age groups. The NPP programmes include 34 10U Performance Programmes and fourteen Regional Player Development Centres 10-14 age group.

The strategy also supports the Scottish National Pathway up to the age of sixteen. The junior pathway runs through to eighteen with players pursuing an opportunity to live, train and learn at the Loughborough University National Tennis Academy (LUNTA) or be supported via the National or International Junior Grant programmes.

The tennis and wheelchair tennis pathways also include an extensive Performance Competitions Calendar which creates extensive opportunities for players of all ages to progress their game and make rankings progression on domestic soil.

The Performance Team's mission is to make Great Britain one of the most respected nations in the world for player development. Priorities under this mission include developing effective and sustainable player pathways, competition calendars and support processes that can lead to: increasing the number of British players ranked in the ATP/WTA top 100; increasing British representation in grand slam main draw and qualifying events; winning wheelchair tennis grand slams and Paralympic Game medals and enabling success in GB team competitions including Billie Jean King Cup, Davis Cup and the World Team Cup.

The LTA also supports an emerging Padel performance programme of activity including support to representative teams at World and European competition and the provision of a growing Performance Competitions Calendar.

The successful candidate will bring an expert, independent view of that system to the Board testing the strategy, supporting the executive, and holding a clear line on athlete and staff welfare within a winning culture.

Person Specification

Previous Experience of:

Essential:

- Leading an organisation in the delivery of strategic objectives, over a sustained period of time.
- Extensive experience of providing oversight to the strategy, operations and culture of a high-performance programme.
- Extensive experience of supporting performance directors and their senior staff to create sustainable winning cultures that promote athlete and staff welfare and wellbeing.
- Experience of a senior management role in an organisation with a high-performance programme that effectively integrates coaching, science, medicine and technology practice.
- Networking, influencing and communicating effectively across a wide-ranging and complex stakeholder landscape.
- Delivering demonstrable change in attitudes and / or behaviours within an organisation or within its target audience.

Desirable:

- Working as part of a team in a senior governance or advisory role within a sport or for a cause you are passionate about
- Promoting inclusivity & diversity within a sport or an organisation.
- Providing independent judgement and original ideas to enhance the strategic success of an organisation.
- Holding a non-executive directorship.
- Financial management and control, including risk.



Person Specification

Knowledge, Skills & Qualifications:

Essential:

- Strong skills in networking, building relationships and diplomatically influencing.
- Strong independent judgement skills, politically impartial and an ability to think creatively.
- A demonstrable promoter of inclusion & diversity.
- Good communication skills, including the ability to offer challenge in a constructive and open manner, to support management thinking by applying relevant prior experience from the private, public or third sector.
- Appreciation or understanding of corporate governance and the role of a non-executive director.
- A commitment to high ethical standards and the ability to role model the LTA Values.
- Knowledge and understanding of how to establish and consistently deliver long-term high-performance strategy.

Desirable:

- Knowledge of the sporting landscape in Great Britain and the challenges we face; including increasing participation, inclusivity & diversity, modernisation, visibility etc.
- The ability to encourage organisational success by inspiring others to see things differently and be ambitious.
- Knowledge and understanding of contemporary talent attraction and development in high-performance sport.
- Knowledge and understanding of the coaching, learning and personal development processes.
- Knowledge and understanding of how each of the coaching, science and medicine disciplines contribute to long-term athlete development at each age and stage of development.

Knowledge, Skills & Qualifications:

Inclusion

- Creates a culture where everyone feels welcome and safe to contribute
- Understands the power of our differences and seeks diverse views and experiences

Teamwork

- Drives collaboration across functions
- Develops strong partnerships and maximises the power of teams

Passion

- Inspires and energises others
- Takes pride in their work

Integrity

- Acts with honesty and respect
- Takes responsibility for their decisions and actions

Excellence

- Is ambitious and wants to exceed expectations
- Wants to learn more and is adaptable to change



The Appointment Process

To apply, please submit a CV together with a covering letter of no more than two pages setting out your interest in the appointment and how your experience meets the person specification. Applications should be sent to lta@oneelevate.com by 24.11.2026 .

The appointment is made by the LTA Board following a process overseen by the Nominations Committee, and is subject to ratification in accordance with the LTA's Articles of Association.

Elevate Talent

Elevate Talent is an executive search and leadership advisory firm operating at the intersection of sports, media, entertainment, and lifestyle brands. We specialize in identifying and empowering visionary leaders who shape the future of these rapidly evolving and converging industries.

Our approach is defined by an obsession with attitude, bravery, and collaboration – values that inform every search, every placement, and every strategic partnership. With deep sector expertise, a world-class network, and a rigorous, insight-driven process, we deliver transformative talent solutions that go beyond conventional hiring.

At Elevate Talent, we don't just find leaders - we elevate them.

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We are committed to helping our clients build leadership teams that reflect the broad range of voices, experiences, and perspectives shaping the sports, media, lifestyle, and entertainment industries. This commitment guides how we collaborate with clients and engage with candidates by ensuring equity, access, and opportunity at every stage. Our approach is grounded in thoughtful, inclusive practices and a belief that the most effective and innovative teams draw strength from a wide spectrum of backgrounds and viewpoints.