

THE PRIME VIDEO LTA YOUTH GIRLS PROGRAMME

A Girls-Only Initiative to Engage and Inspire the Next Generation of Female Tennis Players

LTA research identified that girls wanted to play tennis with friends in a fun and pressure-free setting, with relatable coaches who could build confidence and drive enjoyment. The research revealed several barriers for girls, such as a lack of visible female coaches and role models, societal pressures and gender stereotypes around what it means to be 'sporty', and girls not being equipped with the right skills and capability to enjoy sport, which impacts their confidence and self-belief compared to boys of the same age.

“The barriers for girls are complex. Girls are turning up to tennis and they have this baggage, which comes from societal pressures and gender stereotypes. What we’re trying to do is create an environment where girls can be authentic – whatever that means to them. They can come and be who they are with other girls. Alongside that, we have to give them skills. If you can build success, that increases confidence. The more confident you are, the more you’re going to want to keep coming back.”

Jo-Anne Downing, LTA Programme Strategy Manager

To address these barriers the LTA developed the ‘Prime Video LTA Youth Girls’ programme, a dedicated girls-only initiative for girls aged 4-16. The multi-year partnership was born out of Prime Video reinvesting the funds from the shared broadcast of Emma Raducanu’s historic US Open title into growing women’s tennis in Britain. The programme aimed to encourage and inspire the next generation of girls to start their journey playing and loving the sport.

Over 10,000 girls took part, and over 500 tennis coaches were trained to better understand the complex and unique barriers faced by girls when playing sport. The six-week introductory course was packed with games and exercises to build skills and confidence on court while having fun with friends, creating an environment that was motivating for girls and young women to play and stay in tennis. The programme delivered measurable improvements for girls: 90% of coaches believed confidence, sense of belonging, friendship development and desire to continue coaching were stronger in girls-only groups compared to mixed sessions. Coaches consistently reported that girls thrived in a girls-only environment, particularly in the early stages of their tennis journey.



The programme ran for two years between 2022-2024 and formed part of the LTA's wider 'She Rallies' ambition, to encourage more female involvement in tennis at all levels. The programme has had a wide-reaching and sustained impact in the game increasing both participation and retention among girls:

- 4 out of 5 coaches report that girls who took part in sessions are still playing regularly with many coaches continuing the sessions
- Half of girls who took part signed up for further LTA courses
- In 2025, half of junior players aged 4-15 are female
- 44% of children in LTA Youth recreational competitions are now female
- To date, there has been a 22% year on year increase in girls' weekly play

There has also been a clear pathway impact in terms of girls signing up to the Tennis Leaders programme, taking their first steps into leadership roles, and a high proportion of girls progressing into Team Challenge and other competition formats.

The programme has also supported significant structural progress across the sport, influencing coaching pathways, leadership representation, and long-term workforce diversity. For example, since 2022, accredited female coaches have increased by 33%, 2,050 new female activators have been trained to deliver community tennis and 1,000+ coaches have completed the *Coaching Females: Princess or Athlete* online course, designed to positively address barriers for young girls.

"When I advertised an all-girls group, 40 girls came forward. These sessions are hugely beneficial for getting girls into the sport."
Sam Mills, Coach



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"Tennis is really good for skill and body movement and being in a girl only group has been so great for me."
Girl player, Preston Lawn Tennis Centre

"My daughter has improved more in six weeks playing in an all-girls programme than she did in two years at another club."
Parent, Hollingbury Park Club