



SET THE STANDARD — SUMMARY



SET THE STANDARD

RESPECT STARTS WITH YOU

WHAT IS 'SET THE STANDARD'?

The 'Set the Standard' fair play campaign is designed to promote positive parent behaviour and better support coaches, referees and competition organisers in creating better competition experiences for young players.

By encouraging collaboration between coaches, parents, and officials, 'Set the Standard' aims to give players the best possible competition experience and help keep them playing the game for longer.

The campaign supports the LTA's five-year Competition Plan (2025–2029), which aims to grow the number of children competing and ensure competition is safe, welcoming, enjoyable and inspiring.



SET THE STANDARD RESOURCES



- **A powerful campaign video** featuring Johanna Konta and Leon Smith, highlighting the importance of “Setting the Standard”. The video showcases how positive parent behaviour helps players thrive and the video will be embedded in the LTA Competition Management System so that a parent will have to watch it before they can enter their child in a competition. You can view the video online via the [Parent Support webpage](#).
- **A new ‘Set the Standard’ parent guide** available [online](#), to help parents and carers understand how their behaviour and the nature of support influences their child’s attitude, resilience, and long-term enjoyment of the sport.
- **Training for licensed officials and referees**, including a session on ‘Empathetic Listening’ that was delivered at the Referee Workshops in May, and new online CPD launching soon that will include modules on communicating with players and parents and managing and de-escalating challenging situations.
- **Printed and digital resources** including court banners, posters, and business cards that competition organisers and referees can display and hand out at their competitions to remind parents and players to ‘Set the Standard’. We will also be sharing ‘Set the Standard’ email templates with the competition workforce that they can use when communicating with parents ahead of competitions to encourage them to familiarise themselves with the ‘Set the Standard’ messaging.

SET THE STANDARD VIDEO



CLICK HERE TO WATCH



SAFE TOPLAY
Say something if you see something

LTA TENNIS FOR BRITAIN

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Find out more at www.lta.org.uk/parent-support



SET THE STANDARD ASSETS



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FIND OUT MORE



Parent & Guardians

- Remind your child to **work hard, enjoy it, and play fair**
- Make sure what they see from you is **reassuring**
- **Encourage every player**, respect runs both ways
- Help them to see the positives, **no matter the outcome**
- Lead by example, **respect the Official's decision**



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ADDITIONAL PARENT RESOURCES

Competition Parent Support Webpage

A dedicated area of the LTA website providing guidance and resources for parents of competitive tennis players – www.lta.org.uk/parent-support

Competition Parenting Course

- An interactive online course designed to provide parents with the knowledge and skills they need to support their child at competitions.
- Aimed at parents/carers of players aged 9-14 years who are starting to compete or competing regularly.
- The course is free to complete – parents and carers can learn more and book online: [View Competition Parenting Course](#)

Online Workshops

- **Competition Parenting Workshop**

An interactive version of our Competition Parenting Course delivered by one of our leading experts:

[Wednesday 7 October at 7pm – Click to book](#)

- **Parent and Child Workshop – Working Together for a Mental Advantage**

This one-hour workshop for parents and children to attend together will focus on helping and supporting the player's mental skills.

[Tuesday 13 October at 6:30pm – Click to book](#)



