

# PARKS INVESTMENT PIPELINE

**£30m Investment from  
DCMS/LTA into Parks.  
August 2021-Apr 2024**

**Identified Target List  
1000 Parks**

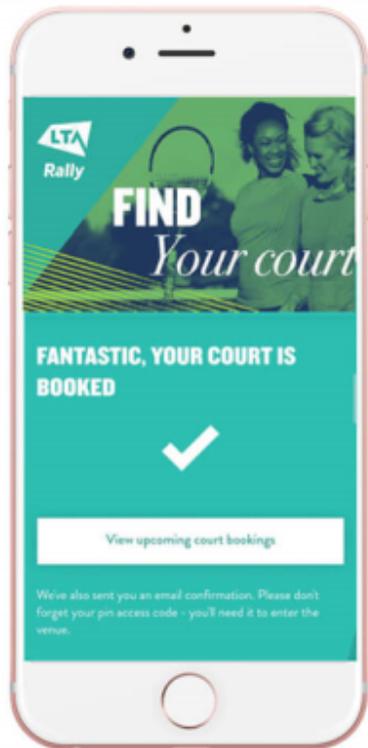
**Parks targeted for  
Investment in Courts  
and Gates 650 Parks**

**Investment targeted in  
locations with a lower  
IMD**

<b><u>Running Totals – for Quarter 1</u></b>	
<b>54</b>	<b>Number of LA's submitted Stage 1</b>
<b>287</b>	<b>Number of Parks Impacted</b>
<b>£ 8,288,005</b>	<b>Potential Funding Requested</b>
<b>160</b>	<b>Parks in IMD 1-5</b>
<b>127</b>	<b>Parks in IMD 6-10</b>
<b>256</b>	<b>Number of Parks installing gates Gates Total</b>
<b>266</b>	<b>Number of Parks to be Renovated Total</b>

# What a good model looks like.....

## DRIVING PARTICIPATION WITH A SUSTAINABLE MODEL



# 2015-20 – Case Study - Sheffield Parks

- **Long Term Decline** - historical deterioration of many courts in Sheffield due to funding cuts up to 2016
- **2017 Parks Tennis CIC** – recruited on a 10 year operator contract from April 2017 to manage courts and coaching at 8 venues
- **£354k Investment** – refurbishment of 24 courts at 6 parks
- **Gate Access Systems** – installed at 7 parks linked to online booking providing an annual payment back to SCC to help ensure the long term financial sustainability of the program
- Grown from **8000 court bookings per year to 23000 bookings per year** since 2016 and over **6,000 players** on parks database
- **Local Tennis Leagues** – 334 entries in 2021
- **Sheffield Open Court Program** – 300 players with a disability playing each month



# SUMMARY OF TENNIS @ THE PARK BATH AND NE SOMERSET

- Over £600,000 invested in the redevelopment of tennis courts between August 21 and April 2022
- Fourteen courts upgraded across three venues operated by the Active Sports Partnership
- All 3 Venues with online booking including courts and activities
- Over 10,000 court hours booked since the project launch from over 2300 individual bookers



# LEICESTER CITY COUNCIL

## BEFORE

- 11 parks with tennis courts, of varying standard from average to poor condition
- Free access with no option to book
- No consistent tennis offer or way of knowing how well the courts were used
- Anti social behavior at some sites reported
- 4 tennis courts at Victoria Park (right bottom image) in decline, planned for upgrade in 2016 as part of wider development plans in the park including installation of floodlights on the 4 courts



## AFTER – AT VICTORIA PARK

- Tennis for Free and coaching programme launched
- 155 attendees to TFF in 2018-19
- Access Gates installed in 2018 (see below stats)
- Local Authority outsource operation to Inspire 2 Coach, one of the LTA's National Operators
- Charging model introduced in Oct 2020: Pay & Play £6 per hour, £42 annual household membership
- 3,837 contacts on database
- 7 active SERVES sites in 2021
- Open Court-220 monthly, 160 weekly participants (East Midlands)
- 26 Leicester primary schools completed LTA Youth Schools training in 2021

	2019	2020	2021
Court hrs booked	7,025	11,491	5,016
Pay & Play Income	£0	£384	£4,194
Membership Income	£0	£1,092	£4,662

