



TENNIS
FOR BRITAIN

BARKING & DAGENHAM TENNIS

10TH MARCH 2022



AGENDA

- Introduction to LTA Renovation Fund
- Barking & Dagenham park sites
- Operational models for parks
- Summary & next steps

1 MILLION
MORE PLAYERS
BY 2024

ONCE IN A
GENERATION
OPPORTUNITY



ALIGNED TO LOCAL AUTHORITY STRATEGIC PRIORITIES

Local Green Space and Playing Pitch Strategies

- Create exciting opportunities for sport, exercise and play that support health and wellbeing, supporting local communities to come together
- Parks that communities can be proud of
- Encourage more people to access park facilities
- Create safe and well maintained parks

Aims of Public Health

- Promotion, Prevention and Protection

Sport and Physical Activity Strategies

- Increase adult participation
- Young people being active and reaching potential
- Encouraging those who aren't active to be active



WHY TENNIS?

- A sport for anyone, regardless of their age, gender, background, ability or disability
- Anyone can pick up a racket, anyone can be active
- Significant physical and mental health benefits
- Brings communities together
- Significant interest in playing as a result of high-profile British success
- An effective way to help a achieve your objectives
- A project with capital investment from the LTA and DCMS that can provide good value for your residents, is easy to sign-up for and will be sustainable for the long term





WORKING TOGETHER TO **TRANSFORM** YOUR **PARK** **TENNIS COURTS**

- Online booking tool
- LTA Rally booking platform
- Gate access systems
- Programmes and activities
- Local operators
- Capital investment programme
 - Repainting and/or resurfacing
 - Fence repairs
 - Gate access technology

DRIVING PARTICIPATION WITH A SUSTAINABLE MODEL



DELIVERING FOR YOUR LOCAL COMMUNITY

We are set up to make this opportunity as simple as possible for you

- Significant resources including capital investment available
- Human resource and expertise to deliver the projects
- Seeking to simplify the procurement process
- Secure best value
- National Operators with capacity to manage your courts
- Where these initiatives have been implemented, we have seen significantly increased participation





Barking Park



Central Park



Greatfields Park

BARKING & DAGENHAM LANDSCAPE



Old Dagenham Park



St Chads Park

B&D - CURRENT TENNIS PROVISION

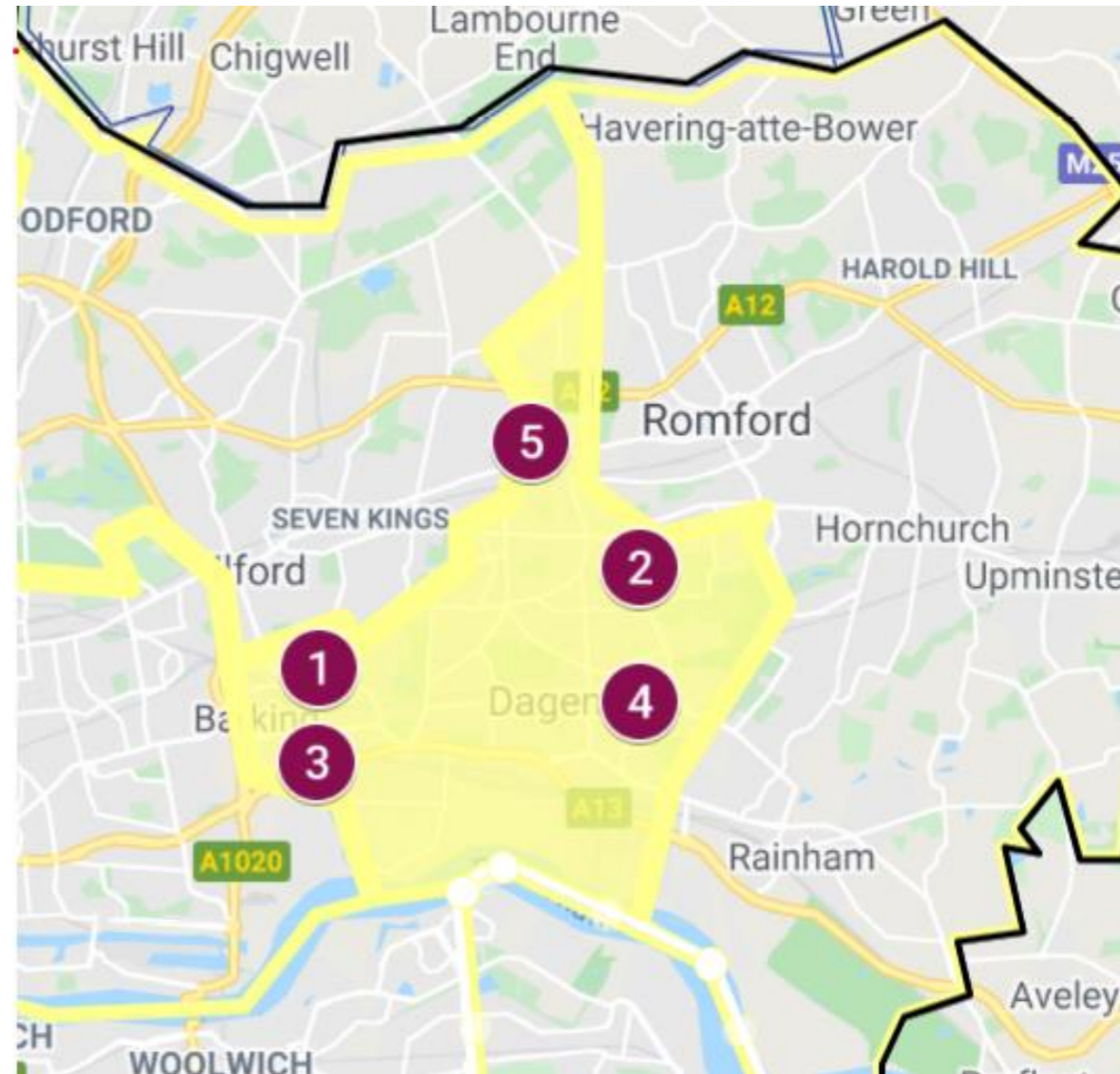
Parks: 17 courts, 0 Floodlit, 0 indoor, 0 Padel

- 1** Barking Park 6 courts
- 2** Central Park 4 courts
- 3** Greatfields Park 1 court
- 4** Old Dagenham Park 2 courts
- 5** St Chads Park 4 courts

Parsloes Park 2 courts? Any others missing?

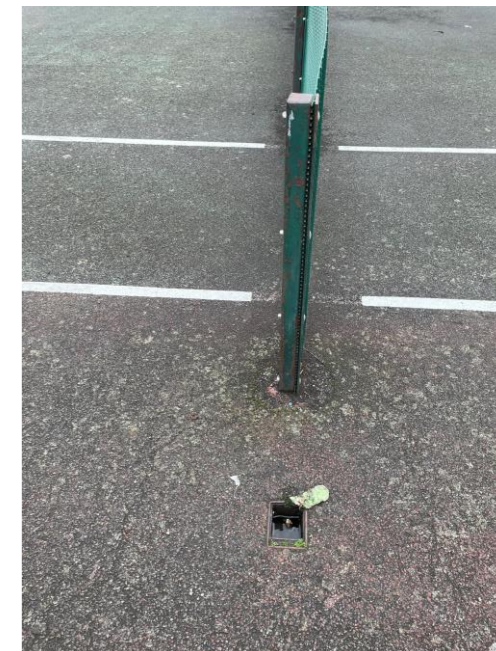
- **Operation managed in house by Council**
- **All free of charge**
- **0 on a booking platform = No tennis insight**
- **0 Tennis coaches operating in borough**

- **0 Tennis clubs & 3 School LC's**



B&D PARKS

Park	Postcode	Penetration	Number of courts	Notes	Nets
Barking Park	IG11 8RT	3148	6	4 average 2 poor	Normal
Central Park	RM10 7EU	1726	4	Unplayable & locked up	Normal
Greatfields Park	IG11 7UQ	1565	1	Good but net post holes dangerous	Metal
Old Dagenham Park	RM10 9SU	1723	2	Average	Metal
St Chads Park	RM6 6UL	2959	4	Poor	Metal
Parsloes Park	RM9 5SA	?	?	?	?
Total			17		





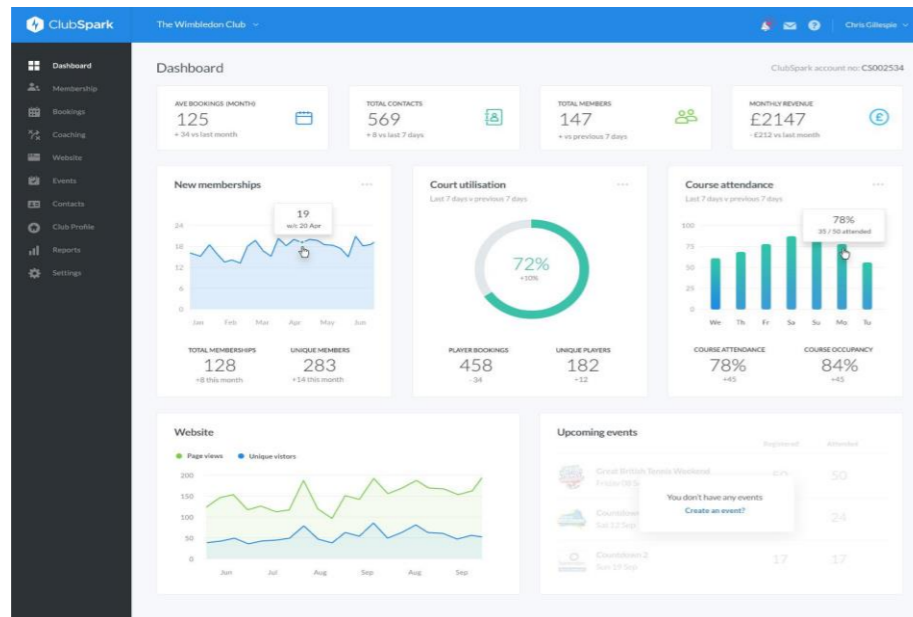
ClubSpark **BOOKING PLATFORM**

THE LTA'S DIGITAL PLATFORM FOR PARTICIPATION WHICH HELPS TO ENHANCE THE WAY PLAYERS ENGAGE WITH TENNIS ONLINE

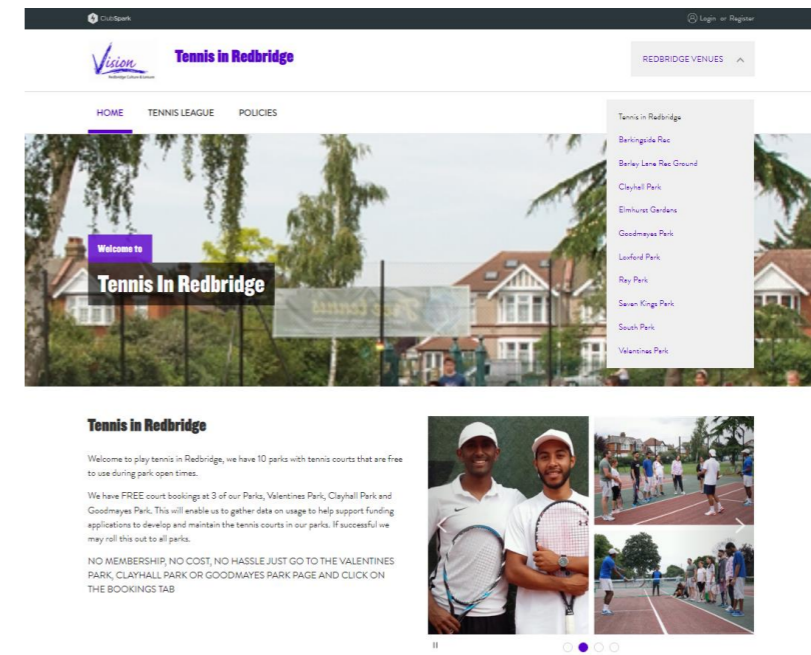
A MODULAR PLATFORM WHICH IS FREE TO LTA REGISTERED VENUES & COACHES



DASHBOARD FUNCTION:



BOROUGH LANDING PAGE:



VENUE PAGES

ClubSpark Sign in Register

Carlisle Park RICHMOND VENUES

HOME BOOK A COURT COACHING HOLIDAY CAMPS CONTACT COMPETE

Carlisle Park

Latest Update - Monday 21st December

On Saturday 19th December the Government announced a new status of Tier 4 which applies to the London Borough of Richmond upon Thames. The guidance states that outdoor tennis courts can remain open for individual exercise and for people within your household, support bubble, or with one person from another household. Organised outdoor sport for under 18's and disabled people will be allowed.

As always please continue to follow Government Guidelines for Covid-19 <https://clubspark.lta.org.uk/playtennisrichmond/Contact/Covidguidance>

Carlisle Park boasts 7 tennis courts, making it the largest tennis complex in the borough and an ideal place to play tennis. Located in the heart of Hampton, the



BOOK COURTS & COURSES



RICHMOND VENUES

HOME HOLIDAY CAMPS EVENTS NEWS **BOOKING SHEET** COACHING FACILITIES STRINGING

Booking Sheet

MAKE A BOOKING | MY BOOKINGS

Please select a court and a time when you would like to play.

Saturday 25th January

View By Date 14th < TODAY >

	Court 1 Full, Outdoor, Non-feeble, Hard	Court 2 Full, Outdoor, Non-feeble, Hard	Court 3 Full, Outdoor, Non-feeble, Hard	Court 4 Full, Outdoor, Non-feeble, Hard	
07:00					07:00
07:30					07:30
08:00	INDIVIDUAL		BOOKED	BOOKED	08:00
08:30					08:30
09:00					09:00
09:30	MINI		BOOKED		09:30
10:00		MINI		BOOKED	10:00
10:30	MINI-GREEN	MINI-GREEN	TEENS	BOOKED	10:30
11:00					11:00
11:30	TEENS	TEENS	MINI	BOOKED	11:30
12:00					12:00
12:30	BOOKED			BOOKED	12:30
13:00	INDIVIDUAL	ADULT	BOOKED		13:00
13:30				BOOKED	13:30
14:00	ADVANCED TEENS				14:00
14:30			BOOKED		14:30

LTA Youth

York House Gardens, Twickenham, TW1 3DD
Stage: Orange

Course details

Sat, 09 Jan 2021 - Sat, 27 Mar 2021
11:00 - 12:00
£ 156.00



LTA Youth

York House Gardens, Twickenham, TW1 3DD
Stage: Green

Course details

Sat, 09 Jan 2021 - Sat, 27 Mar 2021
12:00 - 13:00
£ 156.00



LTA Youth

York House Gardens, Twickenham, TW1 3DD
Stage: Yellow

Course details

Sat, 09 Jan 2021 - Sat, 27 Mar 2021
13:00 - 14:00
£ 156.00



Social Tennis

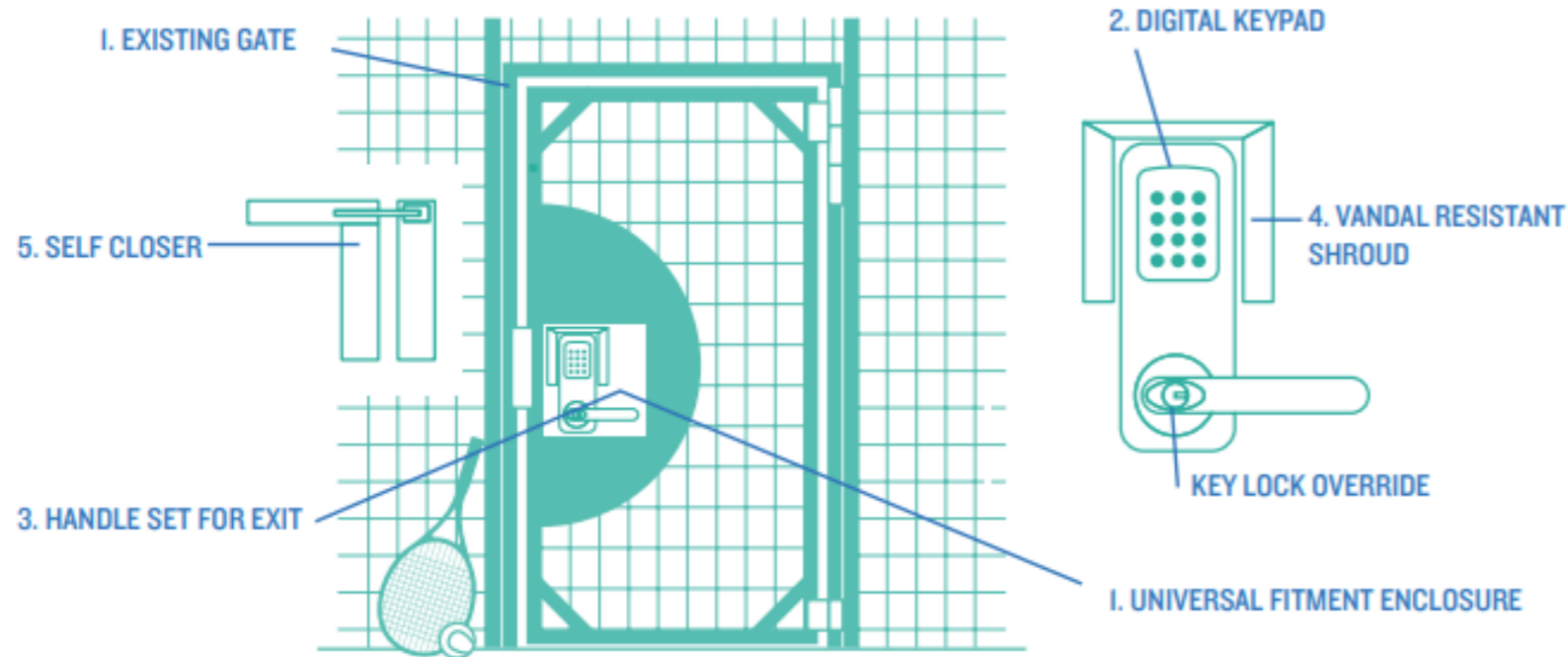
York House Gardens, Twickenham, TW1 3DD
Skill level: Improver, Advanced, Intermediate

Course details

Sun, 10 Jan 2021
10:00 - 12:00
£ 15.00

SMARTACCESS LITE

Technical Specification



FEATURES

Battery Status	Monitor via App
Batteries	4 x AA Cells
Low Battery Warning	The keypad will flash red on opening to indicate batteries need to be changed
Material	Zinc Alloy
Buttons	12 button back-lit keypad
Non Handed	Locks will fit doors hung on the left or right
Fitting Options	Vertical
Finish	Brushed Steel
Keying Alike	Locks can be supplied as keyed alike on request
Key Override	As standard
Codes	4 digit User Code / 6 digit NetCode / 8 digit Master Code

- LTA would fund Lite gate & installation
- c.£13 per month for code generation fees
- Maintenance of gate is £320 + VAT per annum

BENCHMARK OF FEES

Newham - £6 per hour for P&P & £35 per year (Annual Pass)

Kingston - £5 per hour for P&P & £50 per year (Season Ticket)

Richmond - £9 per hour for P&P & £55 per year (Season Ticket)

Brent - £8 per hour adults / £2.50 junior

H&F - £9 per hour

Wandsworth - £10 per hour

Merton - £9 per hour

Hillingdon – Ungated sites currently Free, £5 P&P at gated sites & looking to introduce season ticket

Ealing – Mixed model, some sites £8ph & some free sites - looking to introduce £4 P&P (£6 F/L)

SINKING FUND & EXPENDITURE CONSIDERATIONS

- SINKING FUND OF £1,200 PER COURT / PER ANNUM
- 17 COURTS ACROSS BOROUGH = £20,400
- AVERAGE LIFE OF A MACADAM COURT 10-15 YEARS
- LTA VENUE REGISTRATION = £720 PER YEAR FOR ALL SITES (IF CHARGING P&P)

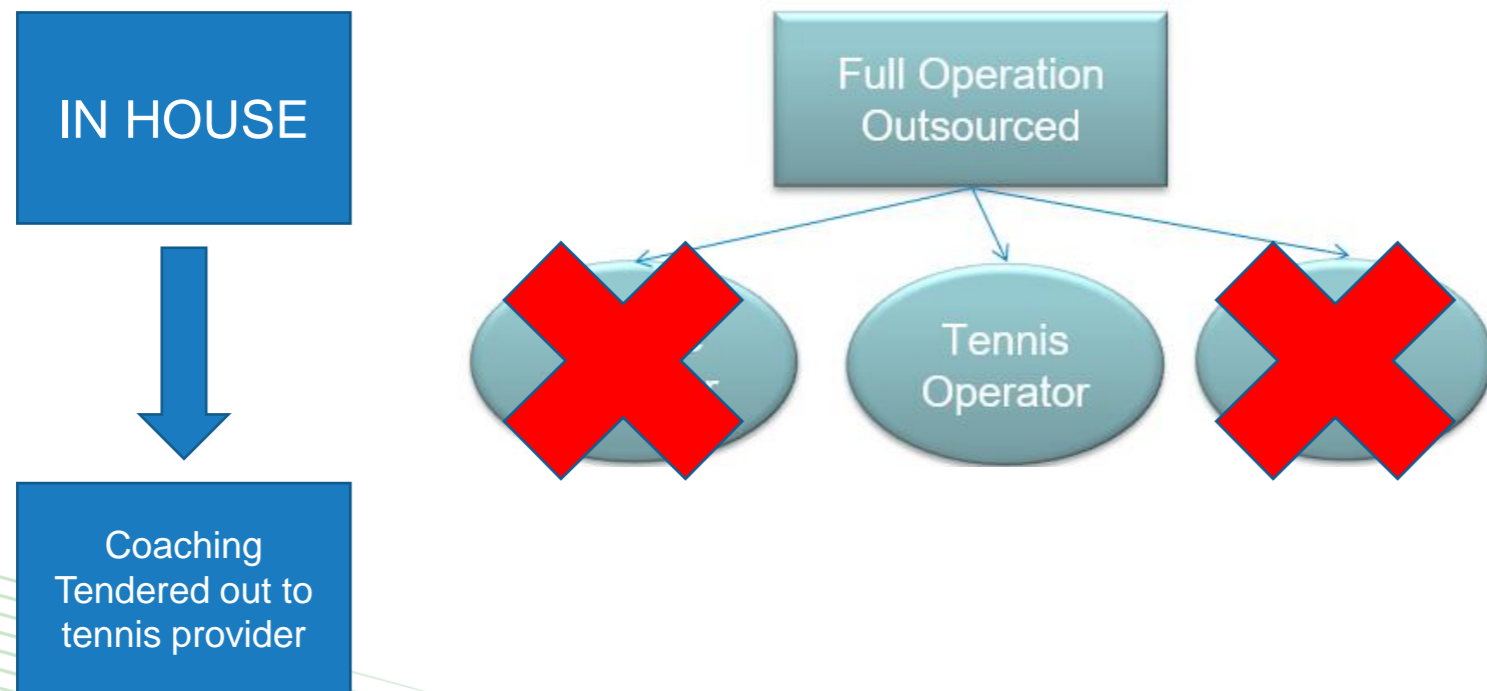
- MAINTENANCE SCHEDULE REQUIRED FOR:
 - CLEANING (C.£300 PER COURT)
 - GATES (C.£320 PER GATE)

OPERATIONAL MODELS



OPTIONS FOR DELIVERY

TWO CLEAR MODELS HAVE BEEN TESTED;



OPTION 1

**RETAIN THE WHOLE OPERATION IN HOUSE
(WITH COACHING PROVISION TENDERED)**

In House Example with Coaching tendered out

Richmond

- 11 parks 43 courts
- 550 household Membership sold @ £50 in year 1 = £27,500
- 2,276 P&P bookings in year 1 = £18,208
- Café on 8 sites
- Coaching outsourced to 5 Tennis Providers running across 11 sites
- Providers pay annual fee to council c.£4k - £8k per site in return for 50 hours per week

Lewisham

- 8 parks 21 courts
- 300 household Membership sold @ £35 = £10,500
- 601 P&P bookings = £2,990
- Café on 2 sites
- Coaching outsourced to SELT running across 4 refurbished park sites
- Annual fee paid to council

OPPORTUNITIES & RISKS

Opportunities	Risks
Income potential if sites are operated well	Time commitment & resource available in house
Direct impact upon success	Lack of expertise of staff in house
Ability to view all data on parks usage	Quality of local coaching workforce – they would only own the coaching programme (not P&P bookings or look after maintenance)
	Customers have 2 points of contact – Council (for booking enquiries, refunds & court issues) and coaching providers for programme queries
	Out of hours support e.g weekends & evening issues – who would deal with this?

OPTION 2

FULLY OUTSOURCE TO TENNIS OPERATOR

Tennis Operator model

1- Full management and operation of site,
Council to cover sinking fund and maintenance
(Newham, Brent)

2- Full management and operation of sites,
Operator to cover sinking fund and maintenance
(Wandsworth, Ealing)

TO Example

Wandsworth – All Star Tennis (Profit share)

- 8 Parks 63 courts
- Operate across 6 park sites (28 courts)
- Adult membership £52 family £78 (Includes benefits & discounts)
- P&P options available (up to £10 p/h)
- Extensive coaching programmes
- 2 Cafes
- Income c.£800k Profit share with Council

London borough of Newham - NTA - (Cost Neutral + Profit Share)

- Operate 4 parks (15 courts)
- Annual Fee paid to the council
- Season Ticket £30 p/a - P&P (£5 - £7 p/h)
- Season Ticket income = £15,000
- P&P income = £21,000
- Coaching income = £45,000

OPPORTUNITIES & RISKS

Opportunities	Risks
Easy to manage and little time commitment from Council required	Roles and responsibilities need to be clearly defined through contract
To bring specialised tennis operators in to the borough with experience & expertise	LA access to information needs to be defined through contract
Joined up approach to cross selling coaching with membership and P&P	
Sustainable model – sinking fund covered	

THOUGHTS ON OPERATION?

TIMESCALES

QUESTIONS





SUMMARY

- GREAT OPPORTUNITY TO TRANSFORM THE PARKS TENNIS LANDSCAPE
 - IMPROVE CUSTOMER JOURNEY TO COURT (VIA BOOKING PLATFORM)
 - INSTALL GATE ACCESS TECHNOLOGY
 - IMPROVE THE OPERATION OF THE COURTS & INTRODUCE COACHING
 - GENERATE INCOME TO ENSURE COURTS ARE SUSTAINABLE LONG TERM
-
- PARKS INVESTMENT FUND IS A 2 YEAR PROJECT

NEXT STEPS.....



CAPITAL INVESTMENT DELIVERY

LTA to present to LA parks with suitable opportunities to install digital technology, gate access or renovation

LTA technical consultant to visit agreed venues

LTA/LA agree the scope of works for each venue

LA appoint contractors from the LTA national framework

Works undertaken on site

LTA/LA sign off works

Agreed parks operational model to begin