



# PARKS TENNIS



# LTA PARKS TENNIS INSIGHT

## Our insight tells us:

- Park tennis courts are vital in helping open up the sport
- **Over 1.7 million adults** play tennis on a park court every year
- **44%** of people who play tennis each year do so in a park (in comparison 20% played in a club setting)
- 3.4 million children aged 4-15 played tennis over the course of the year **Over a third (35%)** said they had played on a park court
- **Key barriers to participating are finding, booking & accessing a court and finding someone to play with**



# What do park tennis players want from their park venue?

**SOCIAL PLAY IS THE MOST POPULAR FORMAT IN PARKS WITH THE MAJORITY BEGINNERS AND IMPROVERS, MOST OF WHOM WOULD LIKE TO PLAY MORE IF THEY COULD**



The majority of play on park courts is **social (83%)** – and park players are more likely others to **describe tennis as fun (89%)**



The majority of those who play on park courts are **beginners (38%)** or **improvers (33%)**

**19%**

Of park players say that they **don't play more due to poor quality courts**

**16%**

**ONLY** of players are **satisfied** with the ability and **opportunity to book courts** and **62%** report they are **unaware of any local tennis facilities**



Other than the weather, **places to play (45%)** is the main barrier to taking part more often



Nearly three quarters (**71%**) of park players would be **interested in playing more often if they could**

**Investment from  
DCMS - £22m**

**Investment from  
LTA Trust - £8m**

## **PROJECT PARAMETERS**

PROVIDE AN ON LINE BOOKING SOLUTION AVAILABLE TO ALL LOCAL AUTHORITIES AT NO COST TO THEM, NOR USING DCMS FUNDING

### **DCMS WILL FUND**

1. REFURBISHMENT OF COURTS THAT ARE UNPLAYABLE OR IN THE POOREST CONDITION – PRIORITISED TO THE LOWEST SOCIO DEMOGRAPHIC AREAS, MAXIMISE PARTICIPATION GROWTH.
2. THE INSTALLATION OF GATE ACCESS SYSTEMS

**PROJECT OBJECTIVES MUST BE DELIVERED BY APRIL 2024**



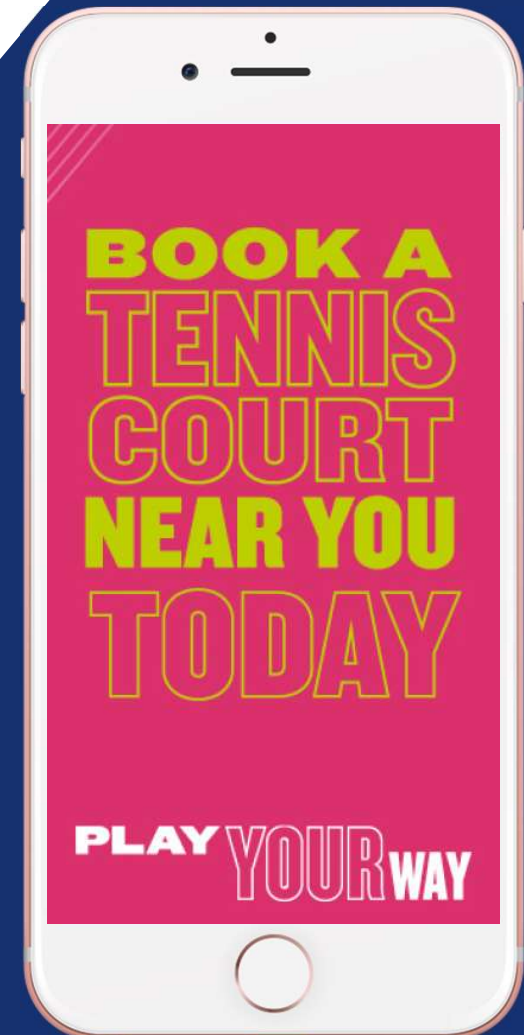
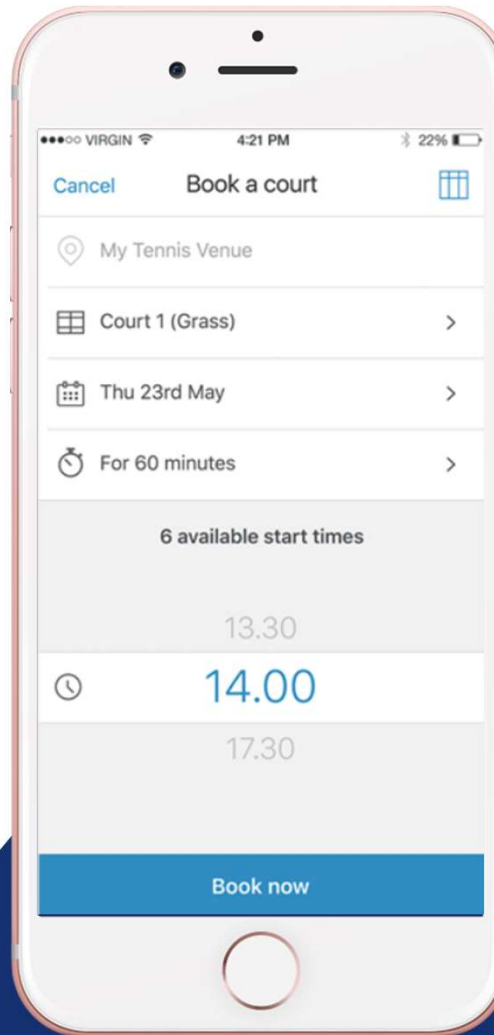


# TRANSFORMING PARK TENNIS COURTS

- Online booking tool
- LTA Rally booking platform
- Gate access systems
- Programmes and activities
- Local operators
- Capital investment programme

# WHY ONLINE BOOKING

- More than 60% of people don't know how to access a park court and where their nearest courts are
- Only 16% of park players are satisfied with the ability to book courts
- Park players want to easily find and access a court/activity at a time they want, and know the court is available for them



# WHY GATE ACCESS SYSTEMS

Provides the best customer journey to court and proven to facilitate the greatest participation growth through removing the fear of:

- Courts not being available on arrival, wasting time queuing or not getting to play
- Having to challenge people to leave a court
- Being challenged to leave a court
- Not knowing whether user should be paying for a court or not





# TENNIS CAN BE FREE , AFFORDABLE AND SUSTAINABLE TO MEET LOCAL AUTHORITY NEEDS

- Gate Access enables a LA to set a pricing policy that is flexible, creating free and affordable sessions to target audiences with an appropriate offer, whether through a court booking, household passes or activity booking.
- Ensures those accessing free courts/activities can have the same customer journey to court as any customer
- Ensures specific audiences are provided with the right charging options. Can be free, or as little as £1 a week per household pass, or 25p booking fee etc
- Placing a value on a court means every court is made available ensuring maximum capacity
- Limits courts being booked and not used

