



# PARKS TENNIS BENCHMARKING

Case studies of real parks  
from across the UK



# WELCOME

In the following pages you will find twelve case studies of real parks delivering tennis from across England, Wales and Scotland.

The purpose of this booklet is to provide detail for each site, including:

- The Operational Model used
- The income, from various streams
- The Index of Multiple Deprivation (IMD) – allowing for accurate comparisons to your own site
- The ‘Penetration’ score - the number of people within a 10 minute drive time that our insight suggests may be interested in playing tennis in parks
- The sinking fund responsibilities/costs, and other essential fees
- The other facilities and attractions at the site
- What the site offers and which groups have been engaged to help achieve success



There are many different operational models that can lead to success in parks, there is no one size fits all answer. Therefore, for the purpose of these case studies we have not included figures such as staffing costs – as these will vary depending on the model used and the resources you already have available within your workforce.

For each venue you will find an IMD (Index of Multiple Deprivation) score, which is the official measure of relative deprivation for small areas in England.

**The Index of Multiple Deprivation ranks every small area in England from 1 to 32,844 in 7 different measures:**

- Income Deprivation
- Employment Deprivation
- Education, Skills and Training Deprivation
- Health Deprivation and Disability
- Crime
- Barriers to Housing and Services
- Living Environment Deprivation

For each measure, the areas are then split in to deciles with 1 being the most deprived, and 10 being the least deprived area. Finally the scores for each domain are combined (with differing weighting) to give an overall score – which is the score we have used to help you compare these sites with your own.

The IMD score is standardised nationally and therefore allows comparisons to be made across the whole country.

We also have tools and reporting that facilitate comparisons between hundreds of parks via a range of measures such as number of courts, population density, region and many more. This provides insight in to what other parks that may be in similar situations to yours have achieved.

Please speak to your local Delivery Manager for more details.



## NOTES AND ASSUMPTIONS

**The finances for each site include:**

- Gross income for pay and play
- Gross income from season ticket sales
- The detail given for Approx Coaching Income shows (unless stated) what has been generated for the provider of the programme. Understanding what potential there is to generate income through a coaching programme can help Local Authorities to develop a tender that attracts potential coaches or operators, whilst ensuring the financial sustainability of the courts. The costs of delivering such a programme - whilst not shown in this document - should also be considered.

**The finances for each site do not include:**

- Transaction/booking fees
- Staffing costs

# PARK A

A park in Scotland, operated by a local "Friends of the Park" Group, with coaches from nearby clubs delivering a programme that is free for everyone to join.

This Park has been open for two years since renovation, and is achieving great numbers of court bookings, helping all members of the community to stay active.



## OPERATIONS

This community group operated park, runs the courts, coaching programme and all organised activity. The recently formed community group brought new life to long-neglected courts thanks to a renovation grant from the LTA. The park is managed and operated entirely by volunteers, with all revenue reinvested into maintaining and improving the facilities, ensuring its long-term sustainability as a vital community asset.

### Types of Workforce:

- 1x Level 3 Coach
- 1x Level 1 Coach
- 5x Barclays Free Park Tennis Activators

## COSTS TO PLAY

### P&P cost (peak / off-peak / floodlit):

Members - £0 (peak and off-peak)  
Non-member - £4 (peak and off-peak)  
All courts free 4-6pm for members and non-members

### Is there free court time to book? When?

Weekends - 6-9pm (members and non-members)  
Weekdays - 4-6pm (members and non-members)

### Season Pass Cost:

Adult - £49, Household - £59, Junior - £29.

### What does season pass offer you?

The season pass offers holders the chance to book courts at no additional cost at both peak and off peak times.

### Coaching session (average cost/hour):

- Social Tennis: FREE for members + £5 for non-members
- Red, orange, green and yellow ball tennis: FREE to all children members and non-members  
Adult coaching: £4 for members and £7 for non-members

MEDIUM SIZED PARK

## VENUE INFO

Penetration: 2,071  
Days open since refurbishment: 708  
Sinking fund requirements: £7,000

CAFÉ

CHILD'S PLAY AREA

4 COURTS

## PROGRAMME OF ACTIVITIES

Social Tennis, Junior Coaching, Adult Coaching, Barclays Free Park Tennis, Cardio, Barclays Local Tennis Leagues, Barclays Big Tennis Weekends.

### Which local / community groups have been engaged?

The Operator prioritises inclusivity and local engagement:

- Strong partnerships with local schools and community organisations
- Ongoing support for underrepresented groups through dedicated outreach by our coaching team
- Collaboration with networks who: Support disabled individuals, engage ethnically diverse youth in sport LGBTQ+ tennis groups.

## PARTICIPATION NUMBERS

Court hours booked*	18,974
Unique bookers*	2,333
Unique players*	4,623
Average bookings per court per day*	6.7
Court hours booked per calendar year (on average)	9,781.79
Annual court hours available (based on 9am to 10pm daily)	14,000
Percentage of court utilisation (assuming all court bookings average at one booking per hour)	70%
Average bookings per unique booker	8.1
Number of coaching / organised activities in past year: 80 adults on coaching programme, 50 juniors on coaching programme	

\*Since opening

## FINANCE

P&P income generated in last year	£6,905
Season ticket income generated in last year	£11,020
Approx coaching income (since 1st January)	£3,500

# PARK B

Flagship park in a rural town in a community with higher deprivation. This park is home to a local tennis club.



## OPERATIONS

- Local Authority operate site
- The Local Tennis Club are based on site
- Close working between two partners - e.g. the club provides Barclays Free Park Tennis Activators
- 75% of club membership ring-fenced for sinking fund which is held by Local Authority
- Pay and Play court bookings have been introduced
- Delivered Barclays Free Park Tennis and Big Tennis Weekend, but Local Tennis Leagues are yet to launch

### Types of Workforce:

1x L2 Coach, 6x Barclays Free Park Tennis Activators

## COSTS TO PLAY

### P&P cost (peak / off-peak / floodlit):

Non-members: £6 non-FL, £8 FL. Members: £0 non-FL, £2 FL.

**Is there free court time to book? When?** No - although booking is free for members.

**Season Pass Cost:** A typical parks annual pass is not offered, so as not to duplicate/confuse with club offer. Club membership is £100 for single adult (other packages are available) and provides free court bookings.

**Coaching session (average cost/hour):** £5

## VENUE INFO

Penetration: 419  
Days open since refurbishment: 626  
Sinking fund requirements: £6,600

TOILETS

PAVILION

CAFÉ

4 COURTS  
(3 FLOODLIT)

## FINANCE

P&P income generated in last year £4,134

Season ticket income generated in last year £4,095\*

Approx coaching income c.£500

\*This is 75% of the total membership fees taken by the operating club. This amount is contributed to the authority.

## PROGRAMME OF ACTIVITY

Barclays Free Park Tennis, Cardio Tennis, Junior Coaching  
Barclays Big Tennis Weekends, half-term camps.

### Which local / community groups have been engaged?

Multiple schools, Local Tennis Clubs, and work ongoing to engage local disability groups and charities.

## PARTICIPATION NUMBERS

Court hours booked*	2,731
Unique bookers*	685
Unique players*	1,362
Average bookings per court per day*	1
Court hours booked per calendar year (on average)	1,592.36
Annual court hours available (based on 9am to 10pm daily)	17,696
Percentage of court utilisation (assuming all court bookings average at one booking per hour)	9%
Average bookings per unique booker	4.0
Number of coaching / organised activities in past year	772

\*Since opening

### Other income streams and amounts generated:

Equipment hire to launch - cash only, taken during sports kiosk opening hours - 10am-7pm, 7 days a week from March to September. £1 per hour for 1 racket and 2 balls.

**LA expenditure:** Cost to hire coach for coaching sessions, equipment purchase for hire, marketing.

# CITY C

A large, densely populated city, with 7 renovated parks (22 courts), and a coaching provider running all aspects of tennis provision.



## OPERATIONS

- Site operated by large coaching operator
- Strong partnership with Local Authority's Sports and Activity Department
- Coaching Provider responsible for all aspects of parks delivery - coaching and court bookings

### Types of Workforce:

1x L3 Coach, 2x Parks Activators with more being recruited.

## COSTS TO PLAY

### P&P cost (peak / off-peak / floodlit):

£4 per hour per court. 50% off for concessions and juniors.

### Is there free court time to book? When?

Yes - 7 hours per week for season pass holders

### Season Pass Cost:

£60 - Family (2x adults and 2x children)  
£40 - Adults

### What does season pass offer you?

See above

### Coaching session (average cost/hour):

£6.25

## VENUE INFO

Penetration: 2,700-5,000  
Days open since refurbishment: 395  
Sinking fund requirements: £26,400

## PROGRAMME OF ACTIVITY

Barclays Free Park Tennis, Cardio Tennis, Junior Coaching  
Barclays Big Tennis Weekends, half-term camps.

### Which local / community groups have been engaged?

Links with local Schools through the Fred Perry Foundation programme, local University, links forged with multiple local clubs, existing user/tennis groups engaged.

## PARTICIPATION NUMBERS

Court hours booked*	24,332
Unique bookers*	7,900
Unique players*	19,778
Average bookings per court per day*	1.2-3.8 (avg of 2.8)
Court hours booked per calendar year (on average)	22,484
Annual court hours available (based on 9am to 10pm daily)	77,000
Percentage of court utilisation (assuming all court bookings average at one booking per hour)	29%
Average bookings per unique booker	3.1
Number of coaching / organised activities in past year	1,750

\*Since opening

## FINANCE

P&P income generated in last year	£53,720
Season ticket income generated in last year	£6,820
Approx coaching income (since 1st January)	c.£15,000
LA expenditure: Equipment purchase to allow racket hire, marketing.	

The operator has a profit share agreement with the Local Authority that ensures that the site is financially sustainable, whilst delivering activities that engage the local communities.

# PARK D

Three floodlit courts located in a picturesque and affluent commuter town, known for its village charm with modern amenities.

The park has a range of well managed and maintained community park facilities. The courts were last resurfaced in 2011 but are regularly maintained and were last cleaned and re-painted in 2023 to provide accessible and welcoming courts for all year public use.



## OPERATIONS

- Site operated by Town Council
- Operates P&P only - no season tickets
- The addition of LED floodlights and an online booking system have increased court use. It was previously hard to guarantee your court so the increased confidence and security at the site has had a huge positive effect.
- All income goes to council to maintain courts and floodlights
- No exclusive coaching arrangement in place yet
- Individual coaches use courts for 1-to-1 lessons
- Local group delivering Barclays Free Park Tennis

### Types of Workforce:

- Engaged park users / volunteers, who help to report and resolve ongoing upkeep and maintenance issues

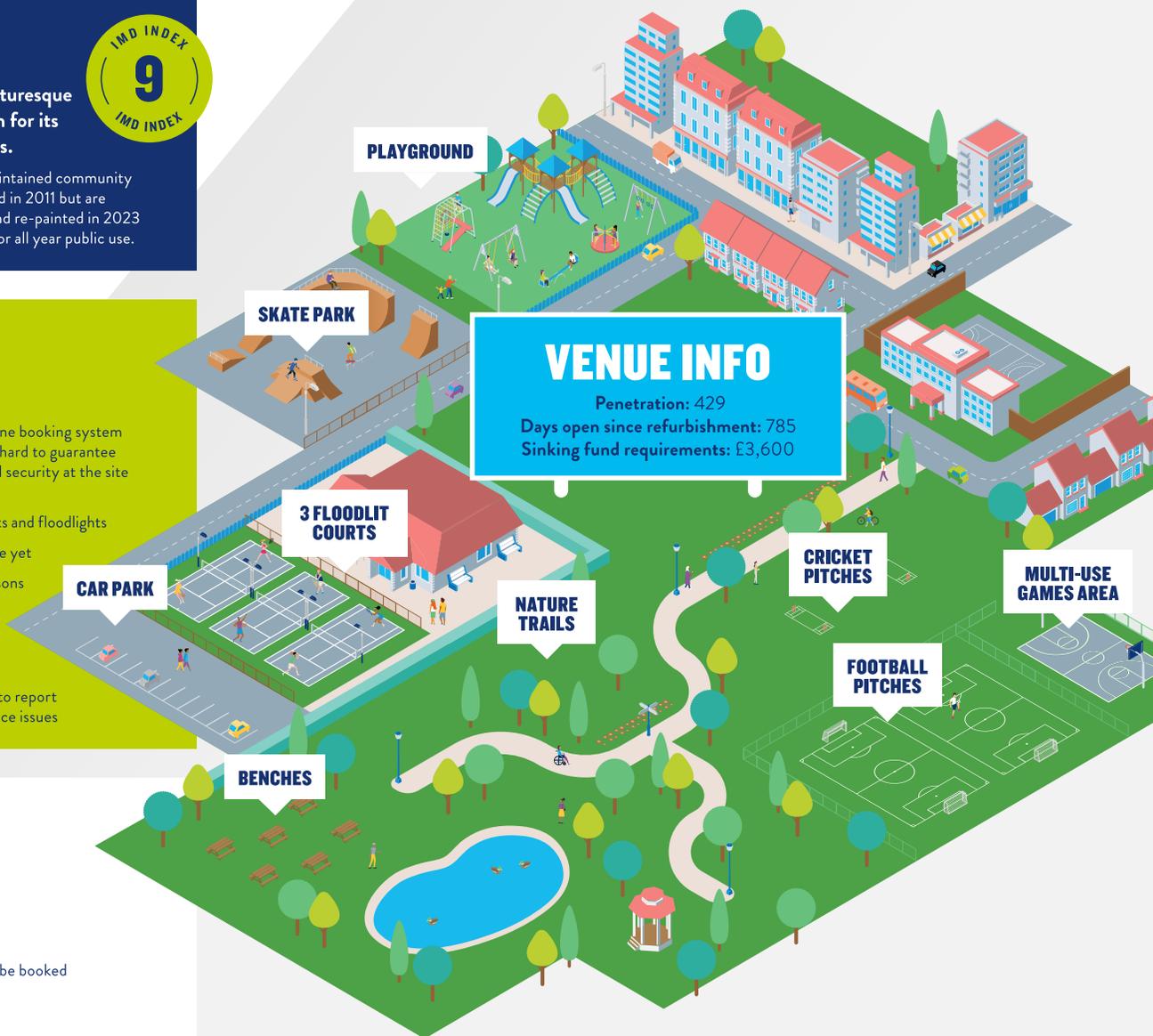
## COSTS TO PLAY

**P&P cost (peak / off-peak / floodlit):**  
 £5 per hour, additional £5 per floodlit hour

**Is there free court time to book? When?**  
 No free court time is made available

**Season Pass Cost:**  
 There is no season pass offer, all courts must be booked on a pay and play basis

**Coaching session (average cost/hour):**  
 c.£8 per session



**VENUE INFO**  
 Penetration: 429  
 Days open since refurbishment: 785  
 Sinking fund requirements: £3,600

## PROGRAMME OF ACTIVITY

- Free Park Tennis is delivered, and led locally by a volunteer coordinator
- Council is aware of the benefits of a community focused programme, and is looking to expand this in 2026
- Partnerships with town council charitable trust who have links to wider community groups, volunteers and funds

## PARTICIPATION NUMBERS

Court hours booked*	3,631
Unique bookers*	887
Unique players*	2,690
Average bookings per court per day*	1.5
Court hours booked per calendar year (on average)	1,688.3
Annual court hours available (based on 9am to 10pm daily)	10,500
Percentage of court utilisation (assuming all court bookings average at one booking per hour)	16%
Average bookings per unique booker	4.1

\*Since opening

## FINANCE

**P&P income generated in last year** £16,230

### Approx coaching income (since 1st January):

The coach has generated c.£4,000 per annum, which are charged and managed separately by the coach

# PARK E

A seafront park site with a lower population density, situated in a rural seaside town.



## OPERATIONS

- Local Authority outsourced to local Community Interest Company (CIC)
- CIC maintain courts, manage ClubSpark and coaching programme and pay the Local Authority sinking fund.
- Season tickets and Pay and Play opportunities available.

### Types of Workforce:

1x L4 Coach, 3x L2 Coaches.

## COSTS TO PLAY

P&P cost (peak / off-peak / floodlit):  
£7

Season Pass Cost:  
£35

**What does season pass offer you?**  
Up to 4 bookings per week of up to 2 hours per booking for a family of 4

**Coaching session (packages pay monthly):**  
1 session a week £29.50  
2 sessions per week £49.99  
3 sessions per week £59.99

## VENUE INFO

Penetration: 375  
Days open since refurbishment: 282  
Sinking fund requirements: £6,000

TOILETS

KIOSK

5 COURTS

## PROGRAMME OF ACTIVITY

- Junior programme -red, orange, green, yellow. Adult Rusty Rackets and Improvers.
- Barclays Free Park Tennis coming in September delivered by volunteers and their apprentice programme.
- Holiday camps.
- Barclays Big Tennis Weekend completed August 2025.
- Clothing available for members / players to buy.

### Which local / community groups have been engaged?

Schools Tennis, Cardiac Rehab Team (NHS), Scouts Groups, Beach Clean Volunteers, Local Gyms and various Community Tennis Groups

## PARTICIPATION NUMBERS

Court hours booked*	2,633
Unique bookers*	522
Unique players*	1,409
Average bookings per court per day*	1.9
Court hours booked per calendar year (year on average)	3,407.96
Annual court hours available (based on 9am to 10pm daily)	17,500
Percentage of court utilisation (assuming all court bookings average at one booking per hour)	19%
Average bookings per unique booker	5.0

\*Since opening

## FINANCE

P&P income generated in last year	£11,015
Season ticket income generated in last year	£8,995
Approx coaching income (since 1st January) (through a mixture of group and individual lessons)	c.£35,000
Other income streams and amounts generated (through sponsorship)	£2,000



# PARK F

A large park where tennis has only been operational since the Parks Investment Project as it was previously redundant and unsafe.



## OPERATIONS

- Local Authority outsourced all operations across all parks in borough to large coaching operator
- Coaching operator maintain courts, deliver coaching programmes and pay Local Authority sinking fund

### Types of Workforce:

- 1x L3 Coach

## COSTS TO PLAY

P&P cost (peak / off-peak / floodlit):  
£4

Is there free court time to book? When?  
No free court time available

Season Pass Cost:  
£40 annual membership / £9 monthly / £4 monthly

What does season pass offer you?  
10 days advanced bookings, 14 days advanced bookings and access to weekly social sessions, 10 days advanced bookings

Coaching session (average cost/hour):  
Adults and juniors - £37 per month



## VENUE INFO

Penetration: 1,726  
Days open since refurbishment: 528  
Sinking fund requirements: £4,800

## PROGRAMME OF ACTIVITY

- Deliver Barclays Free Park Tennis
- A comprehensive range of adult and junior sessions
- Barclays Big Tennis Weekends

### Which local / community groups have been engaged?

Local community activity delivery group delivered Barclays Free Park Tennis, links to schools forged.

## PARTICIPATION NUMBERS

Court hours booked*	4,073
Unique bookers*	889
Unique players*	2,099
Average bookings per court per day*	1.9
Court hours booked per calendar year (on average)	2,815.62
Annual court hours available (based on 9am to 10pm daily)	14,000
Percentage of court utilisation (assuming all court bookings average at one booking per hour)	20%
Average bookings per unique booker	4.6

\*Since opening

## FINANCE

P&P income generated in last year	£2,726
Season ticket income generated in last year	£9,142
Approx coaching income	£7,014

LA expenditure: Operational/administrative costs, coaching costs, equipment costs, marketing, coach development.

# PARK G

Small park, in an area of high deprivation that has been regenerated by the Parks Investment Programme, attracting local residents despite having no coaching programme in place.

Barclays Free Park Tennis is run by local community group who are very representative of the local demographic which helps drive usage at other times.



## OPERATIONS

- Local Authority manage site and maintain courts in-house
- No coaching agreement in place for this site
- No income generated via Pay and Play, it is free for all
- Income from other parks sustain this park

### Types of Workforce:

- 5x fully trained Activators deployed here

## COSTS TO PLAY

P&P cost (peak / off-peak / floodlit):  
Free

Is there free court time to book? When?  
Yes all the time

Season Pass Cost:  
No season pass offered, all court bookings are free to residents

Coaching session (average cost/hour):  
Free

## VENUE INFO

Penetration: 1,733  
Days open since refurbishment: 795  
Sinking fund requirements: £2,400

DOG EXERCISE  
AREA

PAVILION  
(for other sports)

BOWLS  
GREEN

2 COURTS

## PROGRAMME OF ACTIVITY

- Deliver Barclays Free Park Tennis

### Which local / community groups have been engaged?

- Local Community Activity Delivery Group deliver Barclays Free Park Tennis

## PARTICIPATION NUMBERS

Court hours booked*	3,377
Unique bookers*	733
Unique players*	1,325
Average bookings per court per day*	2.1
Court hours booked per calendar year (on average)	1,550.45
Annual court hours available (based on 9am to 10pm daily)	7,000
Percentage of court utilisation (assuming all court bookings average at one booking per hour)	22%
Average bookings per unique booker	4.6

\*Since opening

## FINANCE

This park is financially supported by others within the Authority's stock. The Local Authority decided to keep the court completely free of charge for all activities to ensure engagement from its local residents.

# PARK H

Four court park operated by highly energised Friends of the Park group, great example of people who love their park getting involved in the tennis delivery and driving local volunteers to get involved.



## OPERATIONS

- The Local Authority fully outsources all tennis operations to the Friends of the Park group
- All coaching and court income goes to the Friends of Group
- The Friends of the Park Group then keep a sinking fund to sustain the park

### Types of Workforce:

- 1x L4 Coach
- 2x L2 Coach
- 4x Trained Activators
- 3x Volunteers

## COSTS TO PLAY

P&P cost (peak / off-peak / floodlit):  
£5

Is there free court time to book? When?  
No free court time available

Season Pass Cost:  
£35

What does season pass offer you?  
Ability to book free courts

Coaching session (average cost/hour):  
Coaching sessions are £6 per hour, and is payable directly to the coach

## VENUE INFO

Penetration: 3,169  
Days open since refurbishment: 712  
Sinking fund requirements: £4,800

KID'S  
PLAY AREA

CAFÉ

PAVILION

4 COURTS

## PROGRAMME OF ACTIVITY

- Barclays Free Park Tennis
- 3x adult classes per week in summer months
- 1x adult class per week in winter months
- 2x Cardio Tennis classes per week, year round
- 5x junior classes per week, all year round

### Which local / community groups have been engaged?

- Friends of the Park
- Really strong link with the school who use the courts and fund some inclusive provision

## PARTICIPATION NUMBERS

Court hours booked*	6,157
Unique bookers*	1,053
Unique players*	2,592
Average bookings per court per day*	2.2
Court hours booked per calendar year (on average)	3,156.33
Annual court hours available (based on 9am to 10pm daily)	14,000
Percentage of court utilisation (assuming all court bookings average at one booking per hour)	23%
Average bookings per unique booker	5.8

\*Since opening

## FINANCE

P&P income generated in last year	£5,110
Season ticket income generated in last year	£6,785

The Local Authority doesn't contribute to the operations or sinking fund contributions of the courts - all income generated is paid for day to day operations, or is placed in a sinking fund by the Friends of the Park group, to ensure long term financial sustainability.

# PARK I

Large park with a high number of tennis courts that delivers pay and play court hire and coaching.



## OPERATIONS

- Local Authority outsourced fully to Leisure Operator
- Multiple coach licenses are available for 1-to-1 coaching
- All group coaching sessions are delivered by Leisure Operator directly

### Types of Workforce:

9x licensed coaches able to deliver 1-2-1 lessons

## COSTS TO PLAY

### P&P cost (peak / off-peak / floodlit):

Mon - Fri before 5pm = £11.60  
Peak time = £15 per hour

### Is there free court time to book? When?

No free court time available

### Season Pass Cost:

£70

### What does season pass offer you?

Book up to 7 days in advance

### Coaching session (average cost/hour):

£7 per hour

## VENUE INFO

Penetration: 2,959  
Days open since refurbishment: 145  
Sinking fund requirements: £19,200



## PROGRAMME OF ACTIVITY

Nine licensed coaches deliver 1-to-1 coaching and the Leisure Operator deliver group coaching programme which includes Barclays Free Park Tennis. Sessions include juniors, adults, and women-only groups.

### Which local / community groups have been engaged?

Links with local schools.

## PARTICIPATION NUMBERS

Court hours booked*	8,569
Unique bookers*	3,161
Unique players*	8,535
Average bookings per court per day*	3.7
Court hours booked per calendar year (on average)	21,570.24
Annual court hours available (based on 9am to 10pm daily)	56,000
Percentage of court utilisation (assuming all court bookings average at one booking per hour)	39%
Average bookings per unique booker	2.7

\*Since opening

## FINANCE

P&P income generated in last year	£246,658
Season ticket income generated in last year	£74,410
Approx coaching income	c.£30,000 per annum

### Other income streams and amounts generated:

Money is generated via P&P, memberships and coach licenses. Tennis is one part of what the Leisure Operator deliver amongst many others in the park.

# PARK J

Two-court site in an area of low IMD and some level of anti-social behaviour yet achieving a good number of court bookings.



## OPERATIONS

- Local Authority manage the parks operations in house
- Outsource coaching to a local coaching company

### Types of Workforce:

- 2x Level 2 Coaches
- 4x Level 3 Coaches
- 2x Level 4 Coaches
- 1x Level 5 Coach

(Within their wider business who help to deliver at this park.)

## COSTS TO PLAY

**P&P cost (peak / off-peak / floodlit):**  
£5.15 per hour

**Season Pass Cost:**  
£36

**What does season pass offer you?**  
Three bookings per week

**Coaching session (average cost/hour):**  
£13.50 per session for adults, £11 per session for juniors



## VENUE INFO

Penetration: 1,697  
Days open since refurbishment: 633  
Sinking fund requirements: £2,400

## PROGRAMME OF ACTIVITY

- Delivers Barclays Free Park Tennis, started by the LA paying for a coach to initiate sessions (cost of c. £250)
- A range of adult and junior sessions, some of which are FOC or subsidised, for the players by the Local Authority (cost of c.£2,000)
- Barclays Big Tennis Weekends

## PARTICIPATION NUMBERS

Court hours booked*	9,129
Unique bookers*	1,812
Unique players*	4,093
Average bookings per court per day*	7.2
Court hours booked per calendar year (on average)	5,263.96
Annual court hours available (based on 9am to 10pm daily)	7,000
Percentage of court utilisation (assuming all court bookings average at one booking per hour)	75%
Average bookings per unique booker	5.0

\*Since opening

## FINANCE

P&P income generated in last year	£5,442
Season ticket income generated in last year	See below*
Unexpected Operational expenditure	c. £3,000**

\*Part of an authority wide package which generates £52,915 annually.

\*\*Includes repairs to gate access systems, fencing, nets and court surface following vandalism, plus preventative measures.

# PARK K

This Welsh park sits proudly along the seafront and is home to two newly resurfaced tarmac tennis courts, upgraded thanks to the LTA Parks Investment Project.

The courts provide a fantastic space for the local community and visitors to enjoy tennis in a welcoming and accessible environment, just a stone's throw from the beach and promenade.

This investment ensures high-quality facilities for players of all ages and abilities, whether picking up a racket for the first time, enjoying a social hit, or getting competitive with friends and family.



## OPERATIONS

Currently, until the lease is agreed, the courts are booked via the Authority's ClubSpark account with the funds going into a bank account managed by Tennis Wales with the long term ambition that Tennis Wales In The Park will run the facility as best practice. All funds taken go towards the sinking fund to maintain the site for years to come and Tennis Wales has a contract with a Maintenance Provider who oversee all 19 sites under their umbrella of venues, to ensure every park is assessed at least once a quarter and any remedial maintenance work is carried out at that time.

The coaching operation is led by a local L4 Senior Club Coach and volunteer/activator/father and a team of 2-3 Tennis Leaders.

### Types of workforce:

1x Level 4 coach, small team of Activators, 3x Tennis Leaders

## COSTS TO PLAY

**P&P cost (peak / off-peak / floodlit):** Pay and Play flat rate of £2.25 for 30 minutes or £4.50 for an hour.

### Is there free court time to book? When?

You can book courts for free every Sunday between 3-6pm in the summer and 12-3pm in the winter months as this was when court utilisation was at its lowest and free court time was best placed to be offered to the public.

**Season Pass Cost:**  
Annual pass is £39 for family or £19 for students.

**What does season pass offer you?**  
Free court hire for 12 months from the date of purchase.

**Coaching session (average cost/hour):**  
Average cost of around £5 per session for the hour.



## VENUE INFO

Penetration: 350  
Days open since refurbishment: 316  
Sinking fund requirements: £TBA

## PROGRAMME OF ACTIVITY

With Tennis Wales helping the operation of this park in the background it was part of the coaching tender contract that whoever won the opportunity to have exclusive coaching rights of the site would have to help Tennis Wales deliver LTA initiatives. Therefore, the venue has seen a Barclays Big Tennis Weekend and Barclays Free Parks Tennis run in 2025. The local community tennis group that has formed also play Pickleball to diversify the local offer using throw down lines that don't mark the newly painted surface and play friendly matches against their local venues helping to hook people into the sport and retain them with forms of competition.

### Which local / community groups have been engaged?

Local councillors have visited the site and local schools and community groups have made plenty of use of the site since its re-opening and launch. A local YMCA (youth hub) are just one community venue that has engaged with the site and tapped into the Barclays Free Parks Tennis offer so that young children in the area can try tennis for free without having to worry about buying kit and paying for sessions, etc, in a safe and welcoming environment.

## PARTICIPATION NUMBERS

Court hours booked*	2,054
Unique bookers*	317
Unique players*	781
Average bookings per court per day*	3.3
Court hours booked per calendar year (on average)	2372.5
Annual court hours available (based on 9am to 10pm daily)	7,000
Percentage of court utilisation (assuming all court bookings average at one booking per hour)	34%
Average bookings per unique booker	6.5
Number of coaching / organised activities in past year: 312 bookings to date = 755.5 hours of court bookings	

\*Since opening

## FINANCE

P&P income generated in last year	£5,726.00
Season ticket income generated in last year	See below*
Approx coaching income	£1,593.76

\*Part of local tennis club membership which generates £3k annually.

# LOCAL AUTHORITY L

A Local Authority with three parks situated in a range of IMD's from 4-9, in an area of medium population density.



## OPERATIONS

- Local Authority owns the delivery of tennis and takes income
- Outsourcing coaching to a local company at 2 of 3 parks
- Coach pays nominal fee on a pay-as-you-go basis at £3/hour

### Types of Workforce:

- 1x officer
- Automated phone system
- Out of hours facilities team
- 5x regular Activators for 2x Barclays Free Park Tennis

## COSTS TO PLAY

### P&P cost (peak / off-peak / floodlit):

£4 off-peak, £8 per hour peak, additional £4 floodlights, or £2 for season pass holders

### Is there free court time to book? When?

None free but off-peak is discounted - free use for community groups

### Season Pass Cost:

£48.20 per family

### What does season pass offer you?

5 family members, 5 court hours per 7 day period

### Coaching session (average cost/hour):

£8-10 per hour, free introductory offers available



## VENUE INFO

Penetration: 1,221 - 1694  
 Days open since refurbishment: 805  
 Sinking fund requirements: £13,200

## PROGRAMME OF ACTIVITY

- Deliver Barclays Free Park Tennis
- A comprehensive range of adult and junior sessions
- Barclays Big Tennis Weekends
- Community engagement sessions

### Which local / community groups have been engaged?

Beavers & Cubs, Sporting Minds, learning disability groups, U3A, mental health groups

## PARTICIPATION NUMBERS

Court hours booked*	13,772
Unique bookers*	2,155
Unique players*	5,326
Average bookings per court per day*	2
Court hours booked per calendar year (on average)	6,247
Annual court hours available (based on 9am to 10pm daily)	37,464
Percentage of court utilisation (assuming all court bookings average at one booking per hour)	17%
Average bookings per unique booker	6.5
Number of coaching / organised activities in past year	250

\*Since opening

## FINANCE

P&P income generated in last year	£12,592
Season ticket income generated in last year	8,072
Approx coaching income	£25,000



TENNIS  
FOR BRITAIN