

TBTT LOCAL INSIGHT TOOLKIT

User Guide

LOCAL INSIGHT TOOLKIT

What is the local insight toolkit?

The Local Insight Toolkit is designed to help you prepare your Transforming British Tennis Together (TBTT) business plan and Community Tennis Network plans.

It provides relevant data and charts that can be used to support your bid with the evidence that the LTA is looking for when assessing your bids.

It is designed to be user-friendly so all you need to do is to select the areas you are interested in, and where feasible areas that you can compare your own against, from the drop down menus on each page, and it will automatically produce the charts you need. Charts that you can produce include:

- Level of rainfall in your region
- Current and projected population in your local area (including by age and gender)
- The extent to which people in your local area participate in sports or other physical activities
- Number of indoor/outdoor courts in your county
- Barriers to tennis participation in your county

How can it help me?

You may have specific questions that would strengthen your bid. For example:

- How does tennis participation in my county compare to neighbouring counties?
- How many young people might we expect to be living locally in 10-15 years' time?
- Is my area more or less deprived than average?

The toolkit will help you address these questions by providing you with the data and charts you need. The charts can be easily copied straight into your bid documents.

Why do I need data and charts from the toolkit?

Your Tennis Development Plans and Business Plans will be assessed by the LTA in order to make a decision about whether it will award you the funds you are bidding for. The LTA's assessment will rest heavily on the quality of the bid documents, including how clear they are about what funding you need and what you are aiming to achieve, but also the financial viability of your proposal. The latter can only be assessed based on evidence about aspects such as who you compete with; what the future demand for tennis might look like; the extent to which your local population is likely to grow and therefore increase demand for tennis in the future etc. This toolkit provides you with data and charts that will help you prepare a strong bid for the LTA.

The rest of this guide outlines the structure of the Toolkit and goes through each of the main sections. It also provides detailed step-by-step instructions on how to access the relevant information and make best use of the toolkit.

STRUCTURE

Getting Started

The front-page of the Toolkit is called **Getting Started**. From here you can see the information that is presented in all of the other sections of the tool and choose where you would like to go next. **Exhibit 1** shows what the page looks like on screen.

At the top of the page there are some instructions on how to use the toolkit. As shown in **Exhibit 1**, by clicking on any of the section headings you can navigate to that page. Alternatively you can click a specific subheading to go straight to that part of the relevant section.

All sections include a button which brings you back to this front page. If you are ever unsure of where to go simply click **Go to Homepage** and you will be brought back to **Getting Started** so that you can decide what to explore next.

Different users will be interested in different aspects of the Toolkit so you may only need to use certain sections. The toolkit is there to meet your needs and is organised so that you can always easily jump to the topic that is relevant for you.

Exhibit 1. Getting Started

The screenshot shows the 'TBTT Local Insight Model Homepage' with the LTA British Tennis logo. The page content includes:

- Getting started**
 - This is an interactive tool allowing users to explore local area information relevant for TBTT bids
 - The buttons below link to different parts of the tool
 - Each sheet provides you with charts and data that can be used to inform your bids.
 - Click on a button to go to that page or click a subheading to view a specific part of a page.
 - On any page, click the **Go to Homepage** button at the top of the page to return here or click the colour coded buttons to move to another page.
- Where would you like to go next?**
 - 1 Local Area Characteristics**
 - Climate (rainfall, temperature, sunshine)
 - Deprivation
 - Number and type of schools
 - 2 Population Demographics**
 - Total population, current density, projected growth
 - Detailed age breakdown
 - 3 Local Sports Participation**
 - Weekly Sports Participation
 - Demand to do more sport
 - Proportion of population physically active
 - Popularity of tennis vs. other sports
 - 4 Current Provision**
 - Number and location of indoor courts
 - Number and location of outdoor courts
 - Registered LTA venues
 - Number of members & programme players at LTA venues
 - 5 Current Participation**
 - Frequency of tennis play
 - Location of tennis play
 - Satisfaction with courts
 - Barriers to play
 - Interest in playing more

Three red callout boxes provide instructions:

- 1. Some basic instructions** (points to the 'Getting started' section)
- 2. Click on any button to go to that page** (points to the navigation arrows)
- 3. Click on a subheading to go a specific part of a page** (points to the subheadings under 'Local Area Characteristics')

Local Area Characteristics

This sheet contains information that help describe some key aspects about your local area.

Key charts include:

- local area climate,
- deprivation and the number of schools.

Each of these three topics has its own subsection on this page. This data is useful for the LTA to understand your local context. For example particularly high rainfall in an area may help justify the construction of covered courts. The level of deprivation in an area could support a proposal for 'free' tennis to be offered at your venue.

Exhibit 2 shows what the page looks like. All you need to do is select the areas you are interested in by selecting from the drop-down options – highlighted in the blue boxes. For example within the climate subsection, just select the region you are interested in from the first drop-down menu, then select other regions that you would like to compare your own against from the second drop-down menu. You can then also select the aspect of climate you are interested (e.g. rainfall) from the third drop-down menu. The large red numbers should help guide you through the process.

Exhibit 2 shows how to select a region of interest from a drop-down menu. After this, the charts will update automatically and you will then be presented with the information you are interested in. The other two sections on the page work in the same way. Just identify the areas you are interested in for each chart. Note that all three sub-sections may not fit on your screen initially you may need to scroll down

Exhibit 2. Local Area Characteristics

The screenshot shows the 'Local Area Characteristics' section of the 'Local Insight Toolkit'. It features three main interactive areas:

- Regional climate data:** A bar chart showing average temperature (Celsius) by month for four regions: Scotland W, Midlands, England N, and East Anglia. A red callout box with the number '1' instructs users to select a region of interest from a dropdown menu.
- Deprivation:** A bar chart showing the percentage of local authority districts that are very deprived for four areas: Breckland (9%), King's Lynn and West Norfolk (15%), Lambeth (33%), and Cardiff (13%). A red callout box with the number '3' provides step-by-step instructions for selecting a local authority and then three comparator areas.
- Local area school information:** A dropdown menu currently showing 'East Anglia'. A red callout box with the number '2' explains how to click on the blue box and use the dropdown arrow to reveal options.

Additional red callout boxes provide general instructions: 'All blue boxes are for your inputs. Choose responses from the drop-down menus.' and 'Information will then appear about the region of interest and the comparison areas you have chosen'.

Scroll down for local area school information

East Anglia

- England N
- England S
- England E & NE
- England NW/Wales N
- Midlands
- East Anglia
- England SW/Wales S
- England SE/Central S

Source: Frontier Economic

Click on the blue box and then on the down arrow that will appear to reveal the drop-down menu. Scroll through the options to find your response to each question.

Population

This sheet provides you with charts about the population in your local area, in other areas you want to compare your own against.

Charts you can access include:

- total population,
- population density,
- projected population growth and
- population breakdowns by gender and age.

It works in the same way as the **Local Area Characteristics** section. This sheet can help you evidence the current and future potential player base within your local area. There is only one subsection on this page. **Exhibit 3** shows how you can chose the area you are interested (using the blue box in the same way as before) in and the relevant information will appear. There is only one drop-down menu in this section. The data presented is at the local authority level.

At the top of this section (and all other sections) there are a five buttons which you can click on to navigate back to the **Getting Started** front-page or to any other section. This is also shown in **Exhibit 3** below.

Exhibit 3. Population

1. Click the boxes at the top to go to the homepage or navigate to another section

2. Choose your area of interest

3. Population data will then appear

Summary population statistics:	Bromley	Great Britain
Total Population	326,889	63,785,917
Population Density (people per square km)	2,179	279
Average age	41	40
Projected population growth 2017-27		
Total	11.9%	6.4%
0-14:	12.6%	4.5%
Gender Split	52.0% Men, 48.0% Women	50.7% Men, 49.3% Women

Age Category	Bromley (%)	Great Britain (%)
0-10	14%	13%
11-20	11%	11%
21-30	13%	13%
31-40	14%	13%
41-50	15%	14%
51-60	13%	13%
61-70	10%	11%
71+	11%	12%

Sources: ONS (2016, 2017)
Welsh Government (2016)
Scottish Government (2016)

Source: Frontier Economics

Local Sports Participation

This sheet helps show the potential demand for tennis in your area. Key charts include:

- local levels of sports participation,
- physical activity
- desire to take part in more sport and
- the relative popularity of specific sports.

This section of the Tool will give you an indication of your local area’s level of physical activity and therefore indicate the potential for more people to play tennis. This could help justify the addition of new court capacity in your area.

Exhibit 4 shows how the page appears on-screen. The section on the left hand side presents local authority data relating to sport and physical activity. English, Scottish and Welsh data are included from different sources.¹ You can select a local authority, then a specific measure (physical activity, overall sporting participation and desire to play more sport), before finally selecting comparison areas if you wish. The relevant information will then be presented. Due to data limitations desire to play more sport is not included for Scottish local authorities and physical activity is at the national level for Scotland and Wales so all local authorities are assigned the national average. Again the blue boxes allow you to pick from a drop-down list the areas you would like the charts to show data for. As different data sources are used in this section for England, Wales and Scotland it is not recommended that you compare Local Authorities across countries.

The second section on the right hand side contains regional data on the relative popularity of specific sports. Just select the region you are interested in to see the relevant information. Comparable data is not currently available for Scotland and Wales.

Exhibit 4. Local Sports Participation

Local Insight Toolkit
Local Sports Participation
Population
Current Provision
Local Characteristics
Current Participation
LTA BRITISH TENNIS

This sheet contains key charts on local levels of sports participation, physical activity and desire to take part in more sport. The relative popularity of specific sports is also presented.

Local authority

Step-by-step instructions below

1 Which local authority are you interested in?
(select from the drop-down menu below)

Chichester

2 Next, what measure are you interested in?

Regular Sports Participation

4 Optional, choose three comparator areas
(select from the drop-down menu below)

A North Norfolk

B Coventry

C York

If not recommended to compare Local Authorities in different countries (England, Scotland, Wales) in this section. This is due to slight differences in the data sources.

Regional sporting participation

Step-by-step instructions below

1 Which region are you interested in?
(select from the drop-down menu below)

London

3 Chichester: Regular Sports Participation

% of adults who take part in sport regularly

Area of Interest	Regular Sports Participation
Chichester	38%

Sources: England- Active People Survey & Active Lives Survey
Wales- National Survey for Wales & Active Adult Survey
Scotland- Scottish Health Survey & Scottish Household Survey
Note: Regular refers to at least once per week in England and Wales. Regular refers to at least 15 days out of the last 28 days in Scotland.

5 Chichester: Regular Sports Participation versus comparators

% of adults who take part in sport regularly

Area of Interest	Regular Sports Participation
Chichester	38%
North Norfolk	29%
Coventry	38%
York	42%

Sources: England- Active People Survey & Active Lives Survey
Wales- National Survey for Wales & Active Adult Survey
Scotland- Scottish Health Survey & Scottish Household Survey
Note: Regular refers to at least once per week in England and Wales. Regular refers to at least 15 days out of the last 28 days in Scotland.

2 London: relative popularity of sports

Proportion of adults taking part in each sport

Sport	Proportion of adults taking part
Tennis	2.61%
Athletics	6.46%
Cricket	0.72%
Cycling	6.67%
Football	7.85%

Source: Active People Survey/Active Lives survey
Note: Scottish and Welsh sport specific data is currently unavailable.

¹ England: Active People survey & Active Lives Survey. Wales: National Survey for Wales & Active Adult Survey. Scotland: Scottish Health Survey and Scottish Household Survey. The notes below the chart outline the small differences between measures across countries.

Current Provision

This sheet shows how many other tennis providers in your area.

Key charts include:

- the number and location of courts in each county.
- the number of venues registered with the LTA and their membership and
- Tennis programme participants .

This will provide you with an up-to-date picture of existing facilities in your area. You can then start to identify any gaps in provision which your bid can help fill. **Exhibit 5** shows how the page appears on-screen.

You can look up the data on indoor courts, outdoor courts and venues registered with the LTA. This sheet uses the LTA’s own tracker data. All information is presented at the county level for England and the national level for Scotland and Wales.

Note that all the sub-sections may not fit on your screen initially you may need to scroll down for additional information.

As before you just need to select your county of interest (and comparator areas) in each case. This is done in the same way as in other sections; by selecting from the drop-down lists in the blue boxes.

Exhibit 5. Current Provision

The screenshot displays the 'Local Insight Toolkit - Current Provision' interface. At the top, there are navigation tabs for 'Population', 'Demand for Tennis', 'Current Provision', and 'Current Participation'. The 'Current Provision' tab is active. Below the navigation is a header for 'Courts (indoor)' and 'Courts (outdoor)'. The 'Courts (indoor)' section shows a bar chart titled 'Number and location of indoor courts in Surrey' with a total of 97 courts. The 'Courts (outdoor)' section shows a bar chart titled 'Location of outdoor courts and proportion with floodlights' for West Yorkshire, with a total of 375 courts. A donut chart indicates that 83% of outdoor courts have floodlights, with 13% for Club/Park and 4% for Education. Below these charts, there are step-by-step instructions for selecting a county and comparator areas. A red arrow points down to the 'LTA registered venues' section, which shows a bar chart for 'Registered venues membership & programme breakdown in Norfolk' with 3,422 venues.

Source: Frontier Economics

Current Participation

This sheet will give you a detailed picture of current tennis participation in your area. This sheet contains key charts on:

- the frequency and location of tennis participation in each county
- the number of tennis participants'
- satisfaction with the current facilities and
- which factors currently stop people from playing.

Again this sheet uses the LTA's own tracker data at the county level for England and the national level for Scotland and Wales.

You will also be able to see why people are not playing tennis which can help you tailor your bid accordingly.

You just need to select your county and comparison counties once in this section and several charts will update showing the relevant information. This is done in the same way as all other sheets. All the charts may not fit on your screen initially you may need to scroll down for additional information.

As before the top of this section contains five buttons which you can click on to navigate back to the **Getting Started** front-page or to any other section. This is shown in **Exhibit 6** below.

Exhibit 6. Current Participation

Local Insight Toolkit
Current Participation

Go to homepage | Population | Demand for Tennis | Current Provision | **Current Participation**

LTA BRITISH TENNIS

This sheet contains key charts on the frequency and location of tennis participation in each county. Information is also participants satisfaction with courts and barriers to play.

Step-by-step instructions below

1 Which county are you interested in?
(select from the drop-down menu below)
Dorset

2 Next, choose three comparator areas
(select from the drop-down menu below)
Leicestershire
Norfolk
Great Britain

3 Frequency of tennis play

Proportion of respondents

Frequency	Dorset	Leicestershire	Norfolk	Great Britain
Weekly	~2%	~2%	~2%	~2%
Once or twice per month	~5%	~5%	~5%	~5%
Yearly	~10%	~10%	~10%	~10%
Lapsed	~65%	~65%	~65%	~65%
Never	~18%	~18%	~18%	~18%

Note: Lapsed refers to former players who do not currently play
Source: LTA/YouGov Tracker Data

4 Location of tennis play

Location	Dorset	Leicestershire	Norfolk	Great Britain
Park	15%	20%	20%	18%
School or university	13%	21%	5%	7%
Tennis club	11%	16%	7%	10%
Leisure centre	10%	30%	10%	10%
Private	32%	23%	32%	34%
Other	7%	10%	10%	10%

Source: LTA/YouGov Tracker Data

5 Satisfaction with courts at regular place of play

6 Barriers to play in Dorset (% of respondents)

Source: Frontier Economics