

# Trafford Council Tennis Parks



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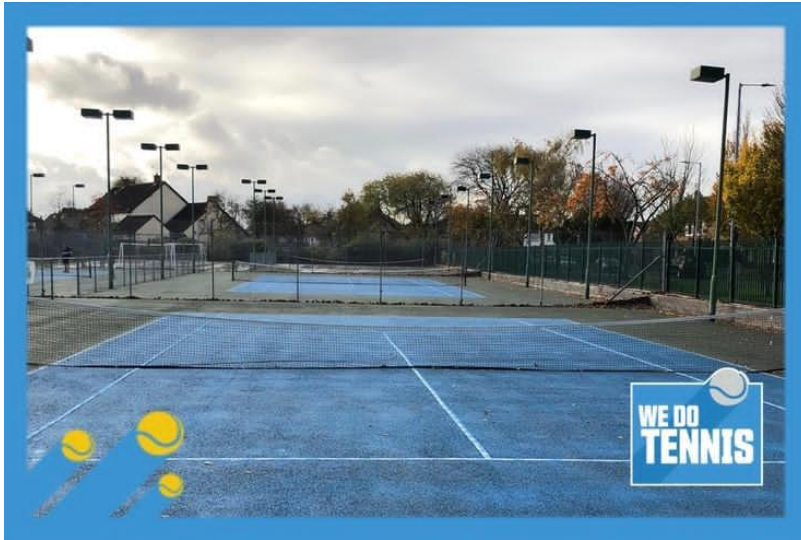


## LTA National Account

**TRAFFORD**  
COUNCIL

# Benefits for LA & Your Community Venue

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Depending on your preferred operating model the benefits are:-

- Facilitating an income generated model to enable long term sustainability of the facilities
- A community programme to cater for all ages and abilities. Local coaches delivering to local people
- Professional management of the facilities to enable increased participation
- Expertise of facility upgrade and maintenance to provide high quality facilities, at a cheaper price compared to LA contracts
- Dedicated marketing and communications to drive participation and improve the customer experience
- Improved security, across sites, due to LTA's investment into gate access control system
- Access to fully managed, 24 hour a day bookings for local players to book their preferred courts or activity
- Detailed reports that provide data on the levels of participation
- A real community partnership, with a tennis business interested in seeing your venues be the best they can be



# Operating Model Options

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## The LTA Recommend Either:-

- **Full Operator Model** – Outsource all operations (court bookings, promotion, coaching, administration & enquiries)
- **Outsource Coaching** – Outsource coaching programmes and coach management to an operator. LA to drive all P & P bookings
- **Local Authority Controlled** – Full operations run by local LA – WDT can support on a consultancy basis

## How We Do Tennis Can Help:-

- **Full Operator Model** – Can be based around a set rental fee per court or a profit share arrangement to ensure increased revenue to build up a sinking fund for ongoing court maintenance. Link with other LTA products (Tennis For Free, Local Tennis Leagues etc..). Limited or no financial risk to the LA – sinking fee for future refurbishment covered
- **Outsource Coaching** – Using local coaches and national tennis expertise to maximise community engagement. Ensure coaches meet all relevant LTA and LA requirements to run sessions. LA to run P & P bookings, Local Tennis Leagues etc... Limited payback to LA for court usage
- **Local Authority Controlled** – WDT can offer on court training and advice to your team to enhance your localised offer. In addition we can provide back end support to help maximise court usage. Full financial risk sat with LA for sinking fund



# Developing a Local Workforce

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- We Do Tennis have been appointed the **LTA Coach Development Centre** for Lancashire, Cumbria & Isle of Man
- This means that we will be the only provider of coach training and qualification courses in these areas
- **Our experience in this field would also help other areas of the country. We see ourselves as specialists in creating, managing and delivering bespoke workforce and training plans**
- To make any community facility work – attracting and nurturing the right people to deliver activity, will always be the number one factor





# Case Studies

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**Manchester Parks Pilot** - We were asked by MCR Active to run a low cost coaching programme across multiple parks in the city. Using local coaches and marketing we were able to deliver coaching to over 200 adults and 150 children across eight park sites in 2020. This pilot project is now being stepped up for 2022 to further drive community tennis participation, many of whom are new to the sport. *"Matt, thanks for the update, really positive and great to hear such a good uptake so soon after going live."* - Paul Hulme - Sport Strategy Officer MCR Active



**Vagabonds Community Tennis** – WDT were asked to support and provide a new energy and approach. The tactic for this community facility was to have new gated access installed and focus on pay & play income. Week 1 of online booking and advertising alone generated £900 of income and £1,500 after 2 weeks. *"We have been really impressed with how quickly WDT have been able to transform numbers at Vagabonds. We are really optimistic about the future for tennis at our venue."* - Mike McBrien – Chairman of Vagabonds Tennis & Tennis Lancashire



**Blackburn Sports Club** – The tennis courts had long been disbanded, but with some TLC, finance from WDT and support from the LTA we were able to resurrect this venue, rejuvenate the courts and install a gate access system to enable all year round pay & play as well as coaching and membership options for the local community. *"It's great to see the courts being used again. I used to play on these courts when I was young, and it has been such a shame to see them not being used. Thank you."* - Joyce Everett - ex-member of Brough Tennis Club

Click here to view testimonials page – [Testimonials | We Do Tennis Support](#)

# About WDT

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- Passionate about getting more people playing tennis
- Not-for-profit Community Interest Company based in Brough, East Yorkshire
- Partnership between Matt Whitaker & Nigel Hunter
- One of 12 National Accounts for the LTA
- Coach Development Centre for the North West of England
- Currently run 67 coaching programmes across the North, Midlands and Wales
- Also fully operate a number of venues (facilities, operations, membership & coaching)
- Running park venues on behalf of LA across Yorkshire, Lancashire, Shropshire and Wales

# Any Questions?

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WE ARE PLEASED TO HAVE SUPPORTED A GREAT INITIATIVE WITH WE DO TENNIS, THAT HAS SHOWN WE HAVE A DEMAND FOR TENNIS IN THE PARKS ACROSS TELFORD. ONWARDS AND UPWARDS FOR OUR COMMUNITY PROGRAMMES.  
SIMON JONES - CHAIR OF TENNIS SHROPSHIRE

## TESTIMONIAL

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