

26<sup>th</sup> November 2019

To Whom it may concern,

**RE: Queens Park CIC**

I am writing this letter in support of the plans to develop the tennis facilities at Queens Park Brighton with the addition of court lighting.

The additional facilities will help this community venue provide a more relevant and accessible tennis facility for the local area and strengthen the ability of the club to provide tennis to the local community all year round. The club has 6 courts however none are currently floodlit and the installation floodlit court lighting will provide increased opportunities for play for both members and non-members, and would enable this ambitious club to realise their potential.

The club currently has c200 tennis members, which with the limited year round facilities is testament to a successful club providing excellent sporting opportunities to the local community. These proposed, new facilities will allow the club to primarily grow membership and participation levels, but also to enable existing members greater access to courts, particularly at peak times. The additional playing hours created by the new facilities would ideally be used to increase the number of local juniors and adults able to enjoy, experience and compete in the game of tennis throughout all 12 months of the year, in line with the LTA's National Participation Strategy.

The LTA's mission is to grow tennis by making it relevant, accessible, welcoming and enjoyable. Ensuring local communities have access to quality facilities is critical to attracting and retaining more players.

This project at Queens Park also aligns with the LTA's own investment strategy which has a mission to support venues to provide low cost indoor structures and floodlights to enable communities to grow participation by accessing all year round facilities.

The objectives of the fund are:

- To provide indoor or all year round playing facilities to encourage community accessible play all year
- Enhance facilities to create better playing environments to encourage play all year
- Retain and increase the number of participants at the venue
- Increase non-member pay and play coaching and usage opportunities
- Grow the numbers of adults and juniors on the coaching programme
- Provide online booking through ClubSpark.

According to Sport England's Market Segmentation tool there are currently 1,665 people who play tennis and 1,923 people who want to play tennis within a 2km radius of the club. When looking at the profiles of those people who want to play there is a high number of people who are classed as "working professionals" who clearly only have the opportunity to play during evening and weekends. This provides further justification that floodlights are required in order to allow the club to provide the level of access that these players are likely to demand.

The LTA share the view of Sport England's Specific Areas of Importance for Sport Policy, and look to support the installation of floodlighting of sports facilities where this will lead to a significant increase in opportunities for sport. By extending the hours a facility is available, along with improving its viability, the



lighting of outdoor tennis facilities can provide enhanced opportunities for people to participate in tennis. This can help a local area to secure the wider benefits that tennis can provide by improving health and well-being. Floodlighting is essential if these tennis facilities are to be used to their full capacity and justify the level of capital investment required to provide them. Clearly, without floodlighting, opportunities for tennis in the local community are significantly reduced.

This letter is an indication of support for the development but does not indicate that the project will receive LTA funding. Should the club apply for any LTA funding for this project it will be assessed with all other applications received in the same process as set out in the LTA's Funding Guide.

If you require any additional information please do not hesitate to contact me.

Yours Faithfully

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