

# ACES Europe

European Capitals and Cities of Sport Federation

Michelle Vorel-Adams

ACES UK President



# Who are ACES Europe?

- ▶ Non-profit association based in Brussels created in 1999
- ▶ Assign every year recognitions of European Capital, City, Community & Town of Sport
- ▶ Recognised by the European Commission in the White Paper (Art.50)



# Awards



- ▶ European Capital of Sport
- ▶ 1 award per year to a capital of a country or city with more than 500,000 inhabitants



- ▶ European City & Community of Sport
- ▶ 1 award per year to a city between 25,000 to 500,000 inhabitants



- ▶ European Town of Sport
- ▶ 1 award per year to a town of less than 25,000 inhabitants



- ▶ World Capital of Sport
- ▶ Same format as the European Capital of Sport but outside Europe with main support of international organisations



- ▶ European Sport and Healthy Company
- ▶ ACES Europe and DCH-International Organization of Human Capital Directors (EHCA – European Healthy Companies Association) have joined forces to recognise publicly the effort made by those companies promoting sport and health among their employees



# Awards



- ▶ Over Capital 20 awards
- ▶ Malaga, Budapest, Sofia, Marseille, Prague, Torino, Cardiff, Antwerpen, Istanbul, Valencia, Madrid



- ▶ Over 100 City awards
- ▶ Bacau, Ostend, Kosice, Stoke on Trent, Bristol, Bordeaux, Santander, Nice, Limerick, Varese, Gateshead, Innsbruck, Leicester



- ▶ Over 10 Community awards
- ▶ Shetland Islands, Isle of Man, Three Borders, Valle Veraita, Rewal



- ▶ Over 70 Town awards
- ▶ Belisce, Coin, Saint Vincent, Zittau, Sligo, Alp, Buzet, Evrotas, Olecko, Athlone



- ▶ None awarded to date



- ▶ Two awards
- ▶ Elpozo, Grupo Cofares

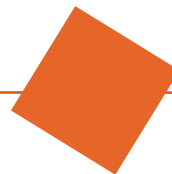


# How to present a Candidature

- ▶ First step is receive a Letter of Intention from the Mayor of the city which wants to be a candidate at [aces@aces-europa.eu](mailto:aces@aces-europa.eu) or [hugo.alonso@aces-europa.eu](mailto:hugo.alonso@aces-europa.eu)
- ▶ After the candidature is confirmed ACES Europe starts the official procedure:
  - Sign Regulations
  - Fee as candidate
  - Bid File
- ▶ Plan and visit the city by the Evaluation Committee  
If the candidature gets the score to be awarded it receives the recognition in a Ceremony at the Euro Parliament (Brussels)



# Bidding for an Award



- ▶ European Capital, Cities, Towns and Communities of Sport candidates must, as part of their candidature, provide ACES Europe with a bid file containing the answers to the questions (criteria) included in the guidance for the development of the bid file
- ▶ The eligibility criteria has been established by ACES Europe to have a thorough understanding about how the candidate cities promote in the population, through sport, the values of ACES Europe: enjoyment in exercise, willingness to achieve, sense of community, learning fair play and improvement of health
- ▶ The organisation of cities should develop a bid file to present its candidature providing information to respond to each of the points outlined in the eligibility criteria  
The same criteria will use by the Evaluation Committee to assess the candidature during the visit.
- ▶ There is a candidate fee required on submission of the bid plus costs to use the image rights if the bid is successful



# Obligations

- ▶ Responsibility as awarded city during the year
- ▶ Respect of the image rules
- ▶ Minimum of developing an International Congress or International Sport Competition
- ▶ Design a sport calendar with activities which promotes health, wellbeing and integration
- ▶ Minimum of developing an International Congress or International Sport Competition
- ▶ Memory and conclusions after the year with results



# Benefits & Opportunities

## What does it mean to be awarded by ACES Europe?:

- ▶ International recognition
- ▶ High visibility and political buy-in
- ▶ Potential to attract investment in services & develop new partnerships
- ▶ Put in value the sport policies of the destination
- ▶ Take part in the biggest network of cities of sport in Europe
- ▶ Share experiences between members
- ▶ Participate in several congresses and conferences during the year
- ▶ Increase and improve sports policies if possible





# Stoke on Trent 2016

## Example major benefits:

- ▶ Platform event UK Corporate Games secured for 2015  
ACES delegation visit
- ▶ Up to £3.5m secured at outset within the City Council  
plus:  
Coca Cola £237,000, Spirit of 2012 / EFDS £245,000,  
Sport England £250,000, Table Tennis England £15,000 & much more
- ▶ Enhanced Partnership Working (LOC)
- ▶ Reputation Gains and Improved Image
- ▶ Fostering of a Local 'Feel Good' Factor



# Major Events in 2016

- ▶ Opening Ceremony
- ▶ Lord Mayor's Games
- ▶ Sports Psychology Jam
- ▶ 1966 Dinner
- ▶ Heart of the City Tour
- ▶ Corporate Cup of Soccer
- ▶ Corporate Cup for Netball
- ▶ Corporate Cup for Dragon Boating
- ▶ Pearl Izumi Tour Series
- ▶ Darts for Donna Louise
- ▶ England vs Greece Table Tennis
- ▶ StreetGames Festival
- ▶ Sports Personality of the Year Awards
- ▶ StreetGames Community Safety Conference
- ▶ Paralympics GB Carnival
- ▶ Summer Celebration
- ▶ Aviva Women's Tour
- ▶ UK Triathlon
- ▶ Run for Fun



# Marketing and Promotion 2016



**City goal is clear  
in sprint for title**

Potteries short-listed for prestigious sport accolade



# Extensive Coverage

- ▶ Television
- ▶ Local and National Newspapers
- ▶ Social Media Engagement
- ▶ Local, National and International Events Coverage



# Legacy

- ▶ **Antwerp**, European Capital of Sport 2013 increased in almost 10 points the Active people in the city (from 48% to 56%)
- ▶ **Logroño**, European City of Sport 2014, research from La Rioja University says that due to the award the ROI in the city was 44,500million euros
- ▶ **Torino**, European Capital of Sport 2015, more than 1,000 sport events during the year
- ▶ **Valencia**, European Capital of Sport 2011, created a European Observatory of Sport Good
- ▶ **Funding**, more than 50 cities have been involved in different EU Grants during the last years
- ▶ **Media Impacts**, More than 1.500 million impacts per year in medias: on line, off line, radio, tv, papers, magazines, events, activities...

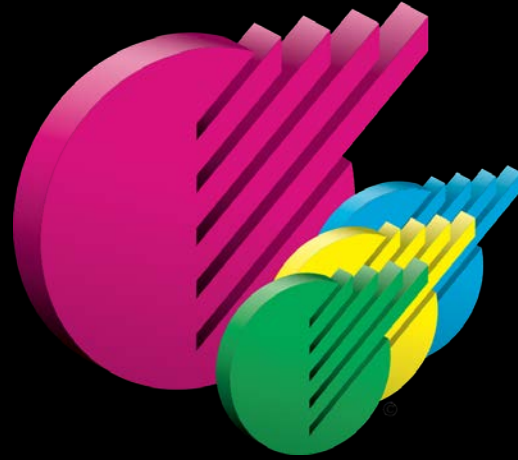


# ACES Europe

European Capitals and Cities of Sport Federation

Think your destination could become  
the next award candidate?





*World Corporate Games*

*Michelle Vorel-Adams*  
*Chief Operating Officer – UK & Europe*

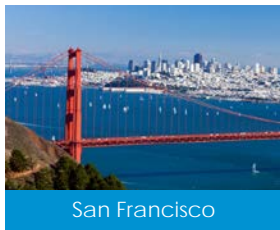




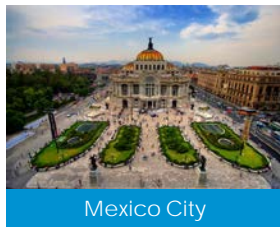
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# The *Worldwide Corporate Games Community*

The *Worldwide Corporate Games Community* has grown year after year thanks to the great support of cities around the globe since 1988



San Francisco



Mexico City



Athens



Tokyo



Sydney

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# What are the *Corporate Games*?

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Multi Sport Festivals for Businesses

Open to all for the benefit of all

Teams – Tiny or Tremendous – represent every size and kind of business, institution or organisation

Team Members include Colleagues, Clients, Family and Friends

Any Age

No Qualifying Standards

Disabled integrated



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# Corporate Benefits

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The *Corporate Games* offers unrivalled Corporate benefits and Business opportunities.

- Team Building
- Staff Integration
- Business Networking
- Brand Promotion
- Promote Health & Fitness in the Workplace



# Get Fit For Business

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Every **£1 invested in workplace wellbeing** results in an estimated **saving to society of £2.37**  
– Public Health England.

More than **130 million days** are lost to sickness absence every year in the UK, and working age ill health has an annual cost to the economy of more than **£100 billion**.

The Health and Safety Executive estimate that **11.7 million working days** were lost to stress, depression or anxiety in 2015/16

- Reduces Absenteeism
- Increases Productivity
- Increases Staff Retention
- Improves Staff Morale



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# UK Corporate Games History



Liverpool



Coventry



Manchester



Newcastle Gateshead

2018	Stoke on Trent & Staffordshire
2017	Nottingham
2016	<b>Europe Corporate Games</b> Liverpool
2015	Stoke on Trent & Staffordshire
2014	<b>World Corporate Games</b> Liverpool
2013	Coventry
2012	Preston
2011	Loughborough
2010	Liverpool
2009	Brighton
2008	<b>World Corporate Games</b> Leeds
2007	Sheffield
2006	Swindon
2005	Manchester
2003/4	Newcastle Gateshead
2002	Norwich
2001	Limerick
2000	<b>World Corporate Games</b> Aberdeen
1999	Limerick
1998	Bracknell
1997	Belfast
1996	Aberdeen
1995	Peterborough
1993/4	Milton Keynes

# Participating Organisations

The *Corporate Games* are the world's largest corporate multi sports festivals.

Over **28,000** organisations and **1,000,000** athletes have competed worldwide across the last 30 years.

Teams travel from all over the UK to meet local companies for sport, fun and business!



Games 80+



Games 70+



Games 70+



Games 65+



Games 50+



Games 30+



Games 35+



Games 25+



Games 20+



Games 40+



Games 25+



Games 20+



Games 30+



Games 45+



Games 25+



Games 20+



Games 25+



Games 20+



Games 25+



Games 40+



Games 20+



Games 25+



Games 20+



Games 30+



Games 30+

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# Corporate Games Patrons

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## Nelson Mandela

President of South Africa

## François Mitterand

President of the French Republic

## Gordon Banks OBE

Former England international  
goalkeeper

## HRH Princess Anne

The Princess Royal UK

## HE Sheikh Nahayan Mubarak Al Nahayan

Minister of Higher Education and Scientific  
Research

## Sir Alex Ferguson

Manager Manchester United Football Club

To name a few...



# Key features of the Games

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Great Celebrations, Parade and Parties to create interaction among and within the Teams & Organisations

- SuperCentre Registration
- Opening Celebration
- Business Enterprise Day
- Great Games Party
- Closing Awards Celebration





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# Facilities



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# Closing Awards Celebration

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Organisations & Athletes can win prestigious Awards

- Sport for Life Grand Award
- Medallist Award
- Championship Division Awards
- Sport Championship Awards
- Games Medals



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# Sports

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## Open to All

- 26 Sport Programme (example sports below)
- Individual and team competition
- Open equally to women and men with mixed team events
- For skilled, semi-skilled or novice participants
- Competition classes: Open 30-39 40-49 50+ 60+

## Individual

Cycling  
Running  
Golf  
Tenpin Bowling

## Racquet

Tennis  
Badminton  
Squash  
Table Tennis

## Team

Beach Volleyball  
Soccer (5s, 6s & 11)  
Basketball  
Hockey  
Rugby 7's  
Netball  
Cricket 8s  
Volleyball

## Fun

Dragon Boat  
Karting  
Touch  
Poker  
Softball



# Testimonials



Based on feedback from participants, this year was again a massive success! 99% rated their overall experience of the **Corporate Games** as either Extremely Satisfied or Satisfied, with 96% agreeing that their morale has increased & 73% increased the amount of exercise/fitness level as a result of taking part. The Games is a fantastic event and brings people together in a fun and competitive environment outside the office.



I cannot describe how impressed we all were with the games this weekend. My whole organisation is buzzing, and I'm seeing competitors and medalists alike acknowledging each other and 'high fiving' on corridors where previously they would have passed in silence. There's not been much to smile about in the police for some years now, so I'm not overstating the positive effect this event has had. Sports sections have been reinvigorated, friendships and bonds have been rediscovered, and I've even seen pictures of medallists up in the office to welcome them back.

This is down to you and your team's hard work, patience and dedication and as Nott's Police captain I'd like to add my thanks on behalf of my colleagues.



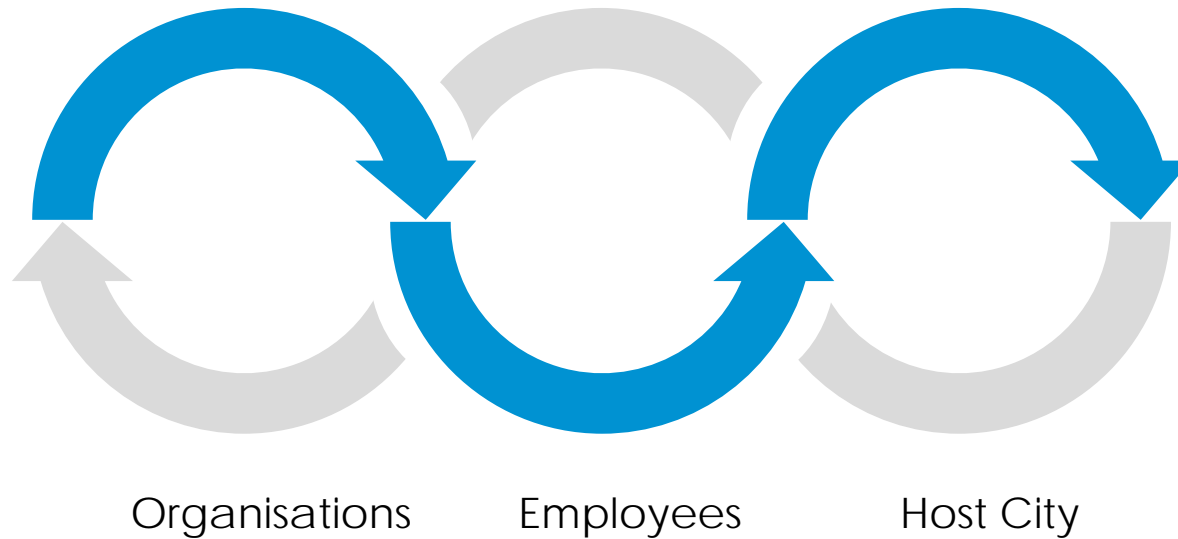
Browne Jacobson entered the Games for the first time in 2017 with a team of over 70. We all had a really enjoyable weekend and the spirit we built in the training running up to the Games has been excellent. The inclusive way it has been handled has encouraged some to become more involved in wider activities at Browne Jacobson. Our involvement of the Games drove an improvement in health and wellbeing, with over 75% also engaging in training before the Games and 64% of people feeding back that they had improved their overall fitness. Beyond even this, 96% of people stated that they had met at least one person that they wouldn't normally have the opportunity to speak to and also improved their knowledge of the business.

The Games gave everyone the opportunity to be an ambassador for our firm and across our participants we generated over 750,000 impressions on twitter, reaching 25,000 accounts using #TeamBrowneJacobson. We feel we are now building a legacy around health, wellbeing and collaboration from this starting point with 100% of our participants recommending it to others, 100% wanting to take part next year and an overwhelming 91% of our competitors wanting to maintain their training groups moving forward. It is safe to say that the Games has exceeded our expectations.

# The Beneficiaries

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Unrivalled Benefits - Unlimited Opportunities



**BUT SO MANY MORE!**

# Host City



- Generates immediate economic impact
- The Ultimate high profile multi-sport event, bringing vast numbers of visitors from influential companies around the World
- Worldwide promotion of the Host City to brand itself as a centre for corporate sport, fitness and healthy lifestyles
- Plus media, publicity and repeat visits ...

## **UK Corporate Games Nottingham 2017**

5,126 participants and visitors

### Nottingham & Midlands

Accommodation and food & drinks	£ 3,058,767
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Shopping and attractions	£ 535,284
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Travel and other	£ 229,408
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<b>TOTAL</b>	<b>£ 3,823,459</b>
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Source: Nottinghamshire Post, based on Ekos Ltd

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# Official Charity

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The Games provides an outstanding opportunity for all Participants and associated Organisations to fundraise and support the remarkable work undertaken by the Official Charity.







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# Sponsorship Opportunities

The *UK Corporate Games* offers rich and varied opportunities for Sponsors and Supporters of every type, size and interest tailored to the budget and business objectives of the Sponsor.

## OFFICIAL PARTNERS, SPONSORS & SUPPORTERS



City of Stoke-on-Trent

Staffordshire County Council

Keele UNIVERSITY

STAFFORDSHIRE UNIVERSITY

VULC Newcastle-under-Lyme College

NEWCASTLE UNDER LYME SCHOOL BOARD

The Trentham Estate

Staffordshire Chambers of Commerce

Silver Champions

Pre Games Conditioning Provider

First Aid Provider

Kit Supplier

Official Casino

Branding Supplier

Media Partner

Physiotherapy Provider

Accommodation Provider

Charity

Radio Partner

GET BACK TO Sport

St John Ambulance

sportsjam.co.uk

GROSVENOR CASINOS

Northern Flags

The Sentinel

ctc

Select TRAVEL SERVICE

DougieMac

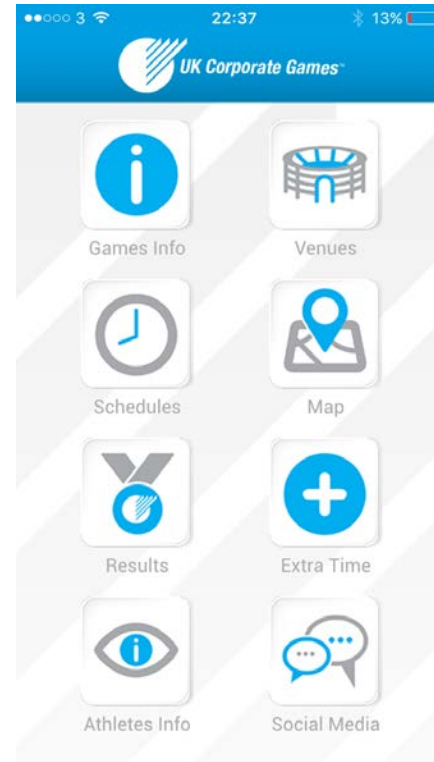
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# Corporate Games App Splash Screen

The Corporate Games app will have a splash screen.

Advertisement will stay on screen for 3 seconds every time the app is opened.



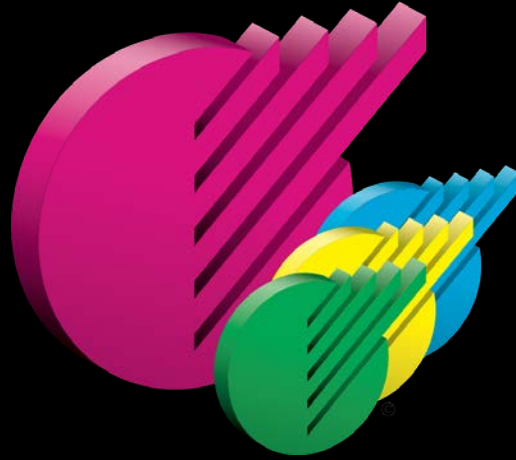
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# A Great Event

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- Thousands of Participants
- Hundreds of Organisations
- Major Economic Impact
- The Capital of Corporate Sport





## *World Corporate Games*

*Are you ready to become the next host city?*



# Reaching Out To Older People, Supporting Those Living With Chronic Health Conditions

**Wokingham Borough Council  
Sport and Leisure Team**



**WOKINGHAM  
BOROUGH COUNCIL**

# Agenda

- Public Health
- SHINE – Over 60's Physical Activity Programme
- Planning and Delivering Dementia Friendly Physical Activities
- Exercise programmes to assist with effects of a Stroke, COPD, MS and Parkinson's





# Public Health



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SHINE



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# SHINE

Slide show...

[https://youtu.be/i\\_BFxpLAemc](https://youtu.be/i_BFxpLAemc)



**WOKINGHAM**  
BOROUGH COUNCIL

# What is SHINE?

- **SHINE** is our over 60's physical activity programme open to residents living in the Wokingham Borough.
- There are over 60 classes running each week and they take place in various locations in the Wokingham Borough.



# What is on offer?

Pilates Nordic Walking Tai Chi

Line Dance Walking Football

Stretch & Relax Supple & Strong

Forever Jhoom Fit Steps

Outdoor Cycling Core Strength

Tennis Aquacise

Latino Dance Pure Stretch



# Benefits of SHINE

- Helps to increase mobility and strength
- Helps with weight loss and maintenance
- Improves mood
- Reduces risk of heart disease
- Increased social interaction
- Meeting people with similar interests



# Information

- Currently there are 1750 active members of SHINE.
- Currently there are 69 classes taking place each week.
- Flexible membership options.. Coupon card, DD or annual
- The class sizes range from 10 to 30 people.



# Positive Case Study

- “In the water there is no body hindrance, this is all eliminated and I can even stand on one leg! Something I certainly cannot do when on the ground. After Aqua I feel rejuvenated and my mind is positive”.



# Positive Case Study

- “The Shine classes are so friendly. I was so nervous before my first class with Shine but took comfort in the fact that I knew everyone else there would be in similar age group to me. I did wonder how I was going to cope but I loved it.”
- “Shine is now part of my life and I would be lost without it”





# DEMENTIA FRIENDLY



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# Dementia Friendly Activity Sessions

## Who we are...

- Provide physical activity sessions for people living with dementia and their carers
- We work closely with the Memory Clinic at Barkham Hospital to promote sessions
- Close links with Wokingham Dementia Action Alliance
- Delivered 10 month programme with Young People with Dementia



# Dementia Friendly Activity Sessions

## Sessions include...

- Indoor Bowls
- Steady Steps Falls Prevention classes
- Old Time Dancing classes
- Dementia Friendly Health Walks
- Swimming



# Dementia Friendly Activity Sessions

- Sessions cost £2.50 for participants
- Funding is provided by Public Health department
- Instructors attend Dementia Friends training
- Sessions are tailored to individual needs





# LONG TERM HEALTH



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# Long Term Health Conditions

## Who we are...

- Sport and Leisure Team within Wokingham Borough Council.
- Our Health prevention team consists of the GP Referral Physical Activity Scheme, Steady Steps (Falls Prevention), Mindful Health and Wellbeing, Cardiac Rehab Phase 4 and Long Term Health Conditions Programme



# Long Term Health Conditions

Slide show...

<https://youtu.be/7EpoXcEcOe8>



# Where we are...

Specialised Long Term Conditions Gym based in one of our leisure centres (Loddon Valley, Lower Earley)



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# Referral Process

- 1 generic referral form – signed and completed
- Referral by a Doctor or any Health Professional completing an Exercise Referral Form
- Sent to S&L team to make contact with patient
- Patient invited to an induction with the programme coordinator for an initial consultation and show round of equipment to test physical ability
- Individuals have the opportunity to book into available time slots in which they will join others in a group gym setting (time slots are up to 1 hour).





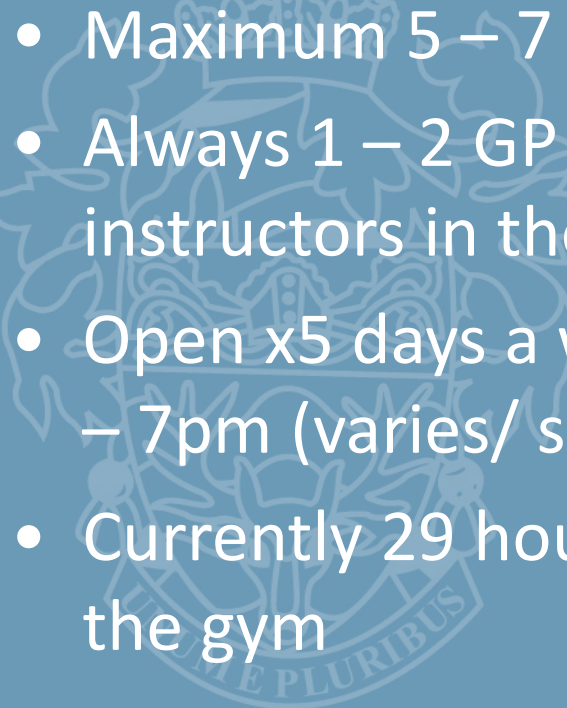
# What we do...

- Facilitate group sessions for people with a variety of Long Term Health Conditions.
- Individuals will have a varying degree of ability ranging from mild to severe
- Target Group - Parkinson's, MS, Stroke, Physical Disability, COPD. 16 years + (attracts 60 + age group)
- During sessions, the individual will complete their own exercise programme whilst being in the company of others, all who have a LTH condition.



- Specific classes for individuals who have suffered a Stroke, living with a respiratory condition and Multiple Sclerosis.
- Stroke class – working on functional ability (sitting to standing/ balance exercises)
- Respiratory class – working aerobic fitness and strength in circuit style session
- MS Class – a yoga style class focusing on flexibility and core strength



- 
- Maximum 5 – 7 patients in a session
  - Always 1 – 2 GP Referral / Level 4 Neuro qualified instructors in the gym
  - Open x5 days a week, Monday – Friday from 8.30am – 7pm (varies/ scheduled hours)
  - Currently 29 hours dedicated for LTHC programme in the gym
  - Cost - Coupon card £35.00 for 10 weeks



# What we have...

- We have a range of mainstream and rehab orientated gym equipment.
- All of the equipment can be adjusted in some way to accommodate the individual; such as our treadmill's starting at a slower speed of 0.3mph for those with walking difficulties.
- Our room is laid out with equipment located to the edges, so that we have a large floor space for mat based exercises and ease of transferring to equipment.
- Exit routes – continue in LTHC gym, GP Referral Scheme, classes



# How many...

- Currently over 140 on the database with a comfortable 100-120 attending each week.
- Stroke 31
- COPD/ Respiratory 33
- Parkinson's 10
- Multiple Sclerosis 18
- Physical disability (various) 17
- Other



# Positive Case Studies

P.M

“I wanted to write to thank your team for their help in getting me back to fitness after my serious cycling injury. I remember when I first walked into the gym a year or so ago. I could only walk short distances and serious exercise seemed a long way off. The advice and guidance given in the Long Term Health Conditions Programme run by Wokingham BC has made an enormous difference to my ability to get back to leading a normal life. Here I am a year later and I have joined the local gym so that I can maintain and further improve my current fitness. Without the LTHC gym, this just wouldn't have happened.”



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# Positive Case Studies

M.H

“What I particularly like about the gym is that the trainers actually “care” about the therapy they are offering! They go out of their way to help attendees, no matter the disability. The gym is run in a warm and friendly atmosphere, and everybody really gets along so well with each other. Friendships have been developed, that will last forever”.



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# The Future



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# Future Developments

Two new leisure centres..

- Bulmershe
- Carnival Pool





**For more information:**

**Website: [www.wokingham.gov.uk/sport](http://www.wokingham.gov.uk/sport)**

**Email: [sian.wide@nhs.net](mailto:sian.wide@nhs.net) or [sport@wokingham.gov.uk](mailto:sport@wokingham.gov.uk)**

**Phone: 0118 974 3728**



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**Thank you for listening**

**Any Questions?**



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# Re-invigorating Local Tennis in Oxford

Vicki Galvin, Sport & Physical Activity Manager,  
Oxford City Council

&

Jeff Hunter, Managing Director, Parks Tennis CIC



[www.oxford.gov.uk](http://www.oxford.gov.uk)



# Background



## Nationally:

- **Pressure on Council's with cuts to services and many tennis courts closing due to lack of investment**

## Locally:

- **6 sites (Initially 14 grass & 24 hard courts)**
- **Courts in dis-repair with high maintenance backlog**
- **No tennis programme available**
- **No monitoring, evaluation and overall performance data**
- **Overall – low usage & low customer satisfaction – from what we knew!**



# Tennis Review

- Developed between 2010-2012
- Scoped with key partners such as LTA, Tennis Oxfordshire & CSP
- Review included:
  - national trend data
  - engagement of key partners
  - local consultation

## Results...

- Demonstrated great opportunities!
- Results informed the emerging PPS



# Results showed...

- **Good spread of courts, but...**
- **Courts in poor condition**
- **Investment needed**
- **Lacking strategic direction**
- **14 grass courts were high cost & low usage with limited seasonal access**
- **General maintenance programme was ineffective**
- **Clear absence of any coaching or tennis development programme**
- **Ineffective parks kiosk and booking system**
- **Confused pricing**
- **Low usage overall**



# Upping our tennis game!

Tennis became a priority for OCC and LTA



## Action Plan included:

- Explore internal and external £ to invest and improve tennis provision
- Improve maintenance regime
- Procure a Tennis Operator to deliver a full & varied tennis programme:
  - Innovative contracts set up for our parks kiosks and tennis programme
  - 1 year pilot with Premier Tennis (a local CIC)
  - Success of this led to 4 year contract...





# Tennis Contract 2014-18

## Features:

- Tennis programme
- Links with Clubs
- Marketing & promotion
- Private coaching
- Local coach recruitment
- Booking and administration systems (incl. new per court fee)
- Events and tournaments
- Local Schools outreach
- Health & Safety (incl. Safeguarding)
- Options for multi-sport use
- Performance monitoring
- Wider outcomes & sustainability



# Putting the customer first: barriers & drivers

## BARRIERS

### Rational:

- No signposting/booking
- Limitations (weather/light)
- Courts/nets/fencing
- Lack of equipment/partners
- Perceived cost

### Practical:

- Lack of visibility
- Lack of habit

### Psychological:

- Self-confidence
- Difficult sport/exercise

## DRIVERS

77%	Play with family/friends
95%	Enjoy an active hobby
93%	Convenient locations
87%	No membership fee
66%	Able to check & book courts
60%	Friendly & safe atmosphere

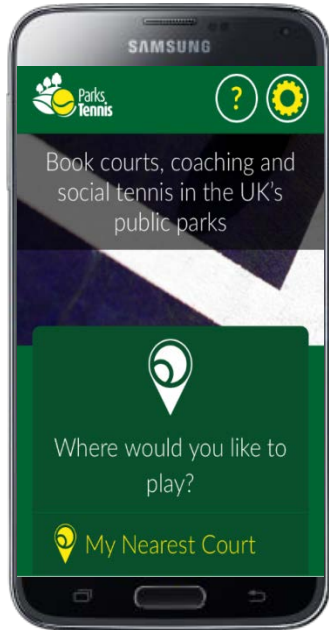
Low  
cost

Ease of  
access

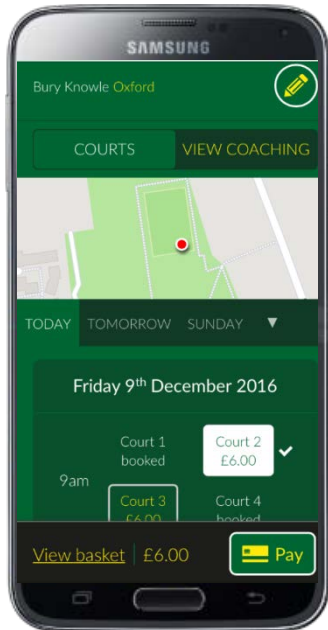
Well-  
being



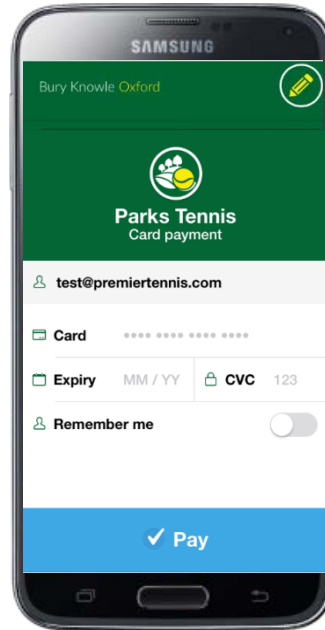
# The customer journey...



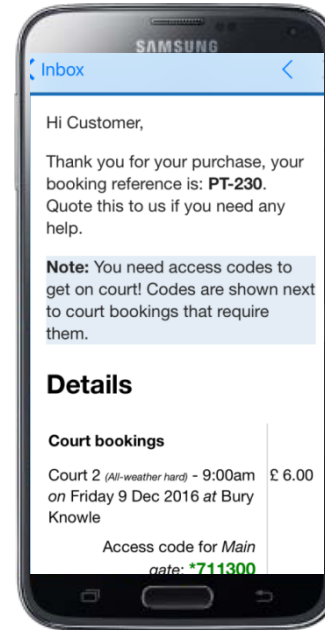
FIND



BOOK



PAY



ACCESS

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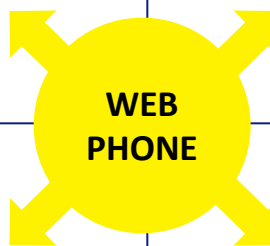


# Putting the customer first: online, offline, onsite

## People



## Place



## Programme

	monday	tuesday	wednesday	thursday	friday	saturday	sunday
10am			cardio			cardio	organised play
11am			coaching			coaching	organised play
12pm						orange	
1pm					cardio tennis	green/yellow	
2pm		cardio			disability		
3pm		adult					
4pm		red		red	red		Hinksey
5pm	organised play	orange	organised play	orange	orange		Bury Knowle
6pm		organised play	organised play	junior	junior		Florence Park
7pm				cardio			Botley

## Promotion



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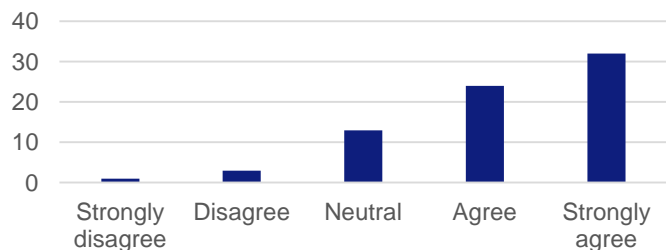


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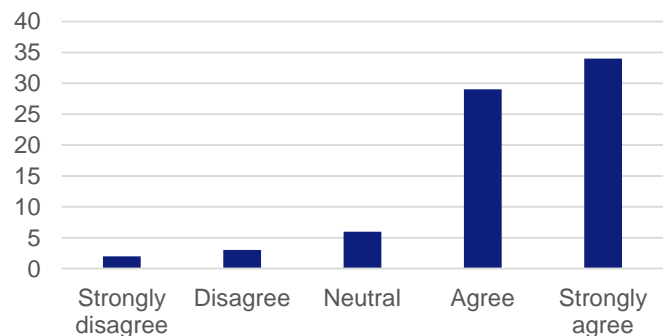


# Customer acceptance of 'lock & charge'

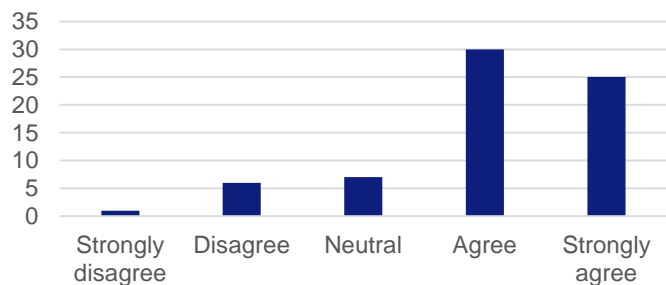
**It is necessary to raise money and safeguard the future of tennis courts**



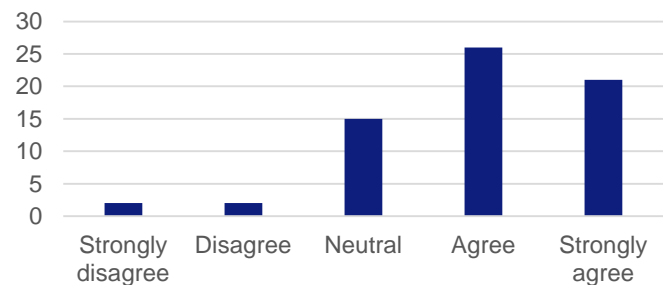
**It protects courts from misuse**



**It means I can book a court to play when I want**



**It is supported by good customer service**



# Successes of the contract

- Customer focused
- One website incl. online booking
- One phone number (7 days/week)
- Integrated access control & court lighting
- Year-round coaching
- Value for money
- Community events
- Schools engagement
- Joint promotion
- Strong governance
- A partnership approach...

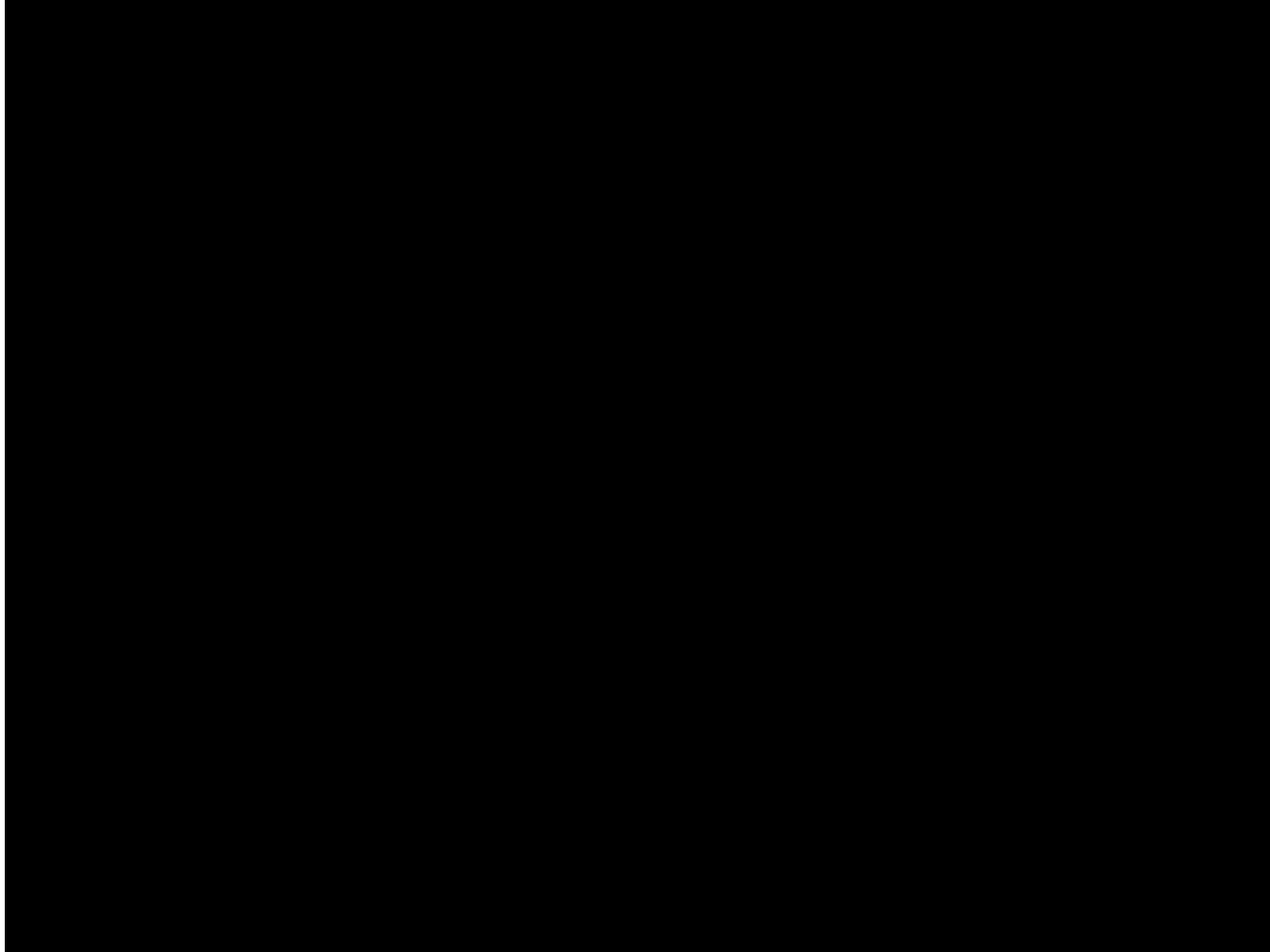


# Social impact: build community, improve lives

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# A successful partnership...



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# Key outcomes (so far!)

- Strategic Tennis Group formed
- Significantly higher quality facilities
- 92% satisfaction with the tennis coaching programme and booking system

*'It's really easy to use - esp. with receiving the code via text. Easy and quick. Very happy with it'.*

Mother of a mini tennis player at Bury Knowle & Florence Park

- Year on year increases in court bookings – from under 9,000 in 2015 to over 20,000 in 2017

*"Fantastic facilities that have enabled me to get back into tennis when I can't currently afford to be a member at a club!"*

20-34 year old male player at Alexandra Park

- Over 1,000 unique coaching participants engaged each year
- Engagement and outreach taster sessions at over 10 schools



# Outcomes continued...

- Reduced grass courts from 14 to 6 reinvesting resource into the quality of the remaining courts
- Over £450k match funded investment into courts and court lighting

*“It has been really good to see how much the courts at Florence Park seem to be used now, a few years ago they were almost always empty.”*

*Mother of 5-11 year old player at Florence Park*

- Significant reduction in antisocial behaviour and vandalism at the sites as well as vastly reduced complaints
- Female participants outnumbering men at 51%
- NHS ROI of £5 for every £1 invested (SE MOVES)
- National and local awards



# Lessons learnt (so far!)

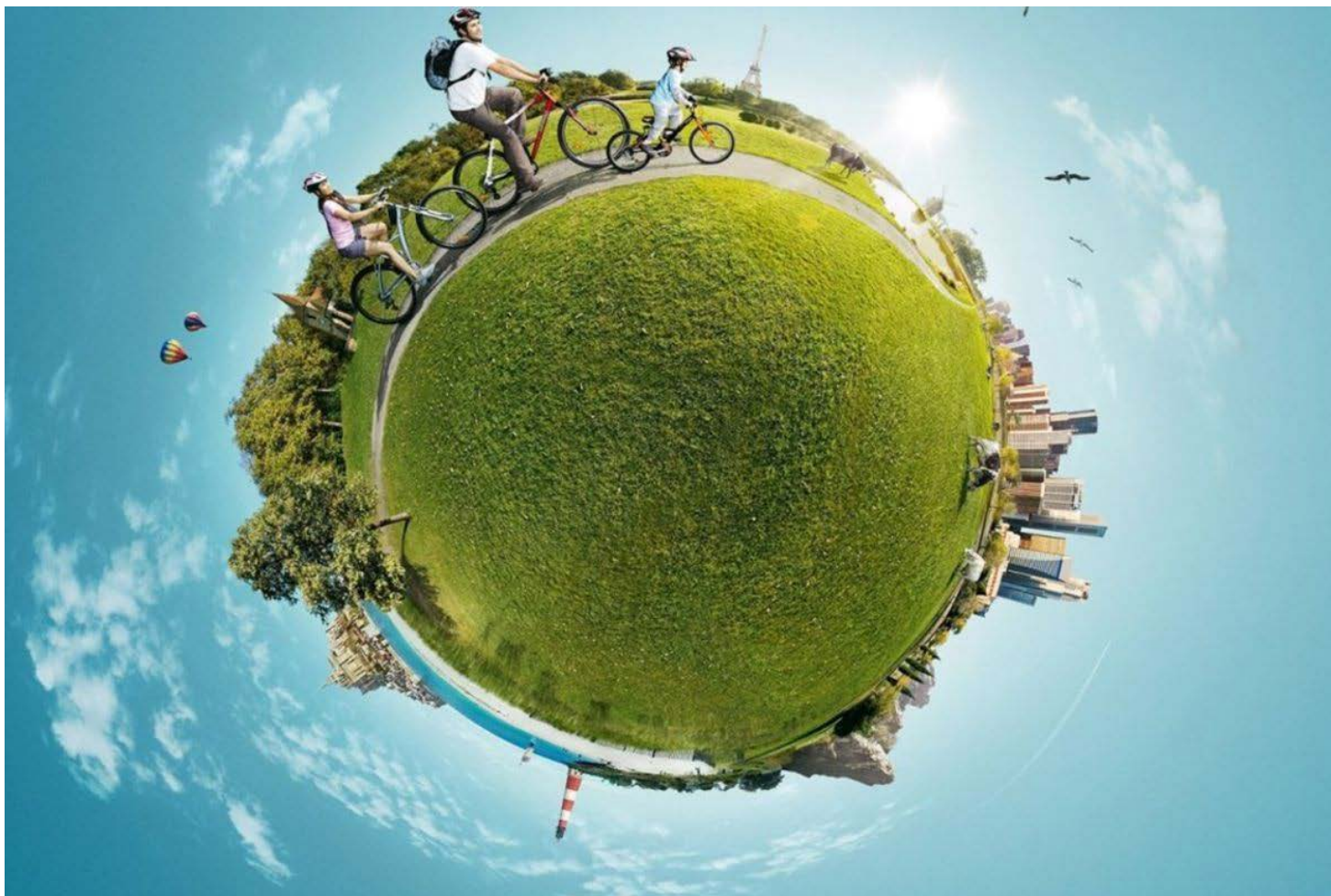
- **Future inclusion of maintenance**
- **Longer contracts for sustainability**
- **Always factor in the weather!**
- **Opportunities around extended hours**
- **Benefits in some circumstances of a 'hub' approach**

**NO REGRETS,  
JUST LESSONS  
LEARNED.**

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# Moving forwards...?



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# Moving forwards

- New 10 year kiosk and tennis contract in place
- Engaging the inactive population and hard to reach communities in a diverse programme
- Strong partnerships – exploring wider collaborations
- Continuous improvement - facility and participation programme
- Exploring feasibility of a new indoor facility at Oxford Sports Park
- Provide a service that exceeds expectations and is perceived as ‘world class’.



**For more information  
please get in touch...**

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