



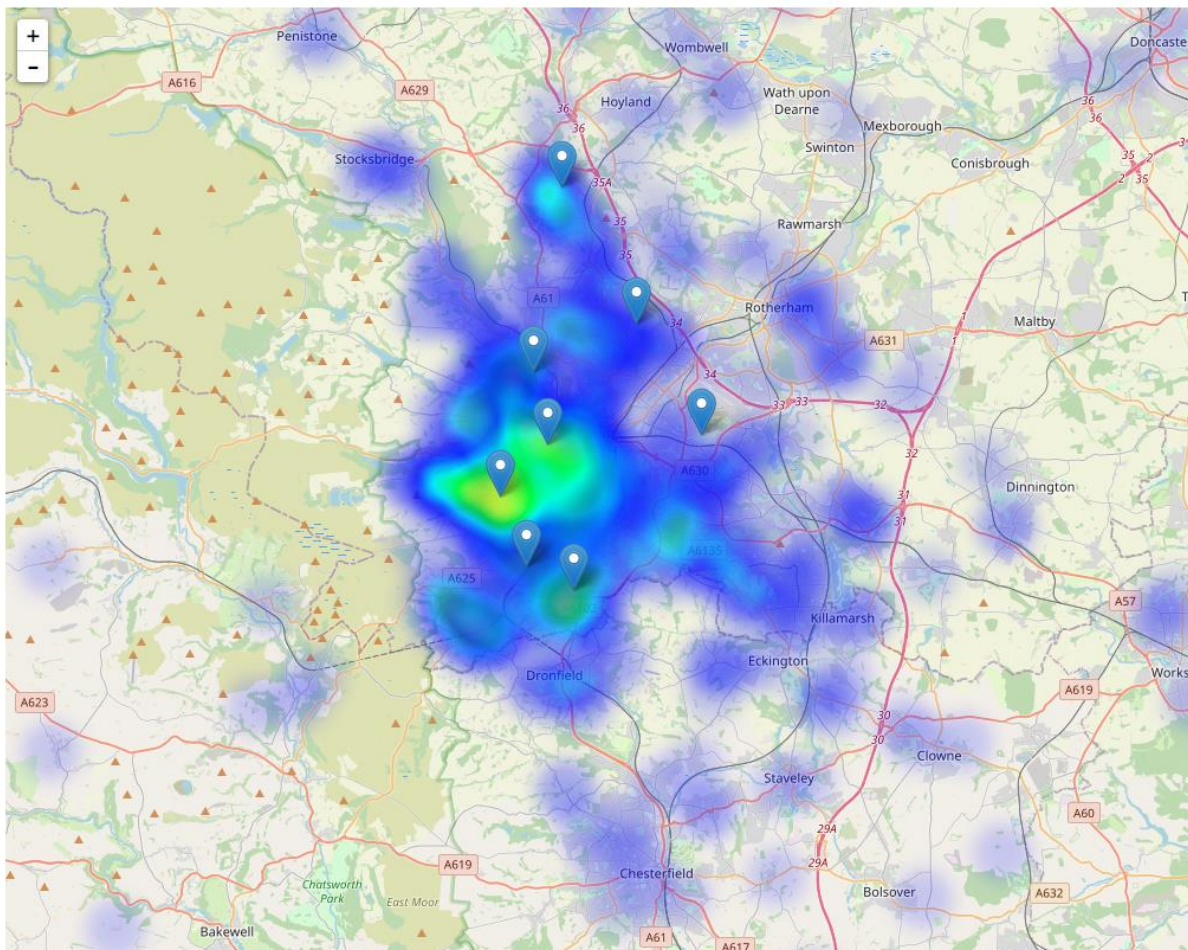
## **Form 2 – Key Decision – Sheffield Parks Tennis Procurement – Appendix A**

### **1.0 Current Programme – Demographic Information**

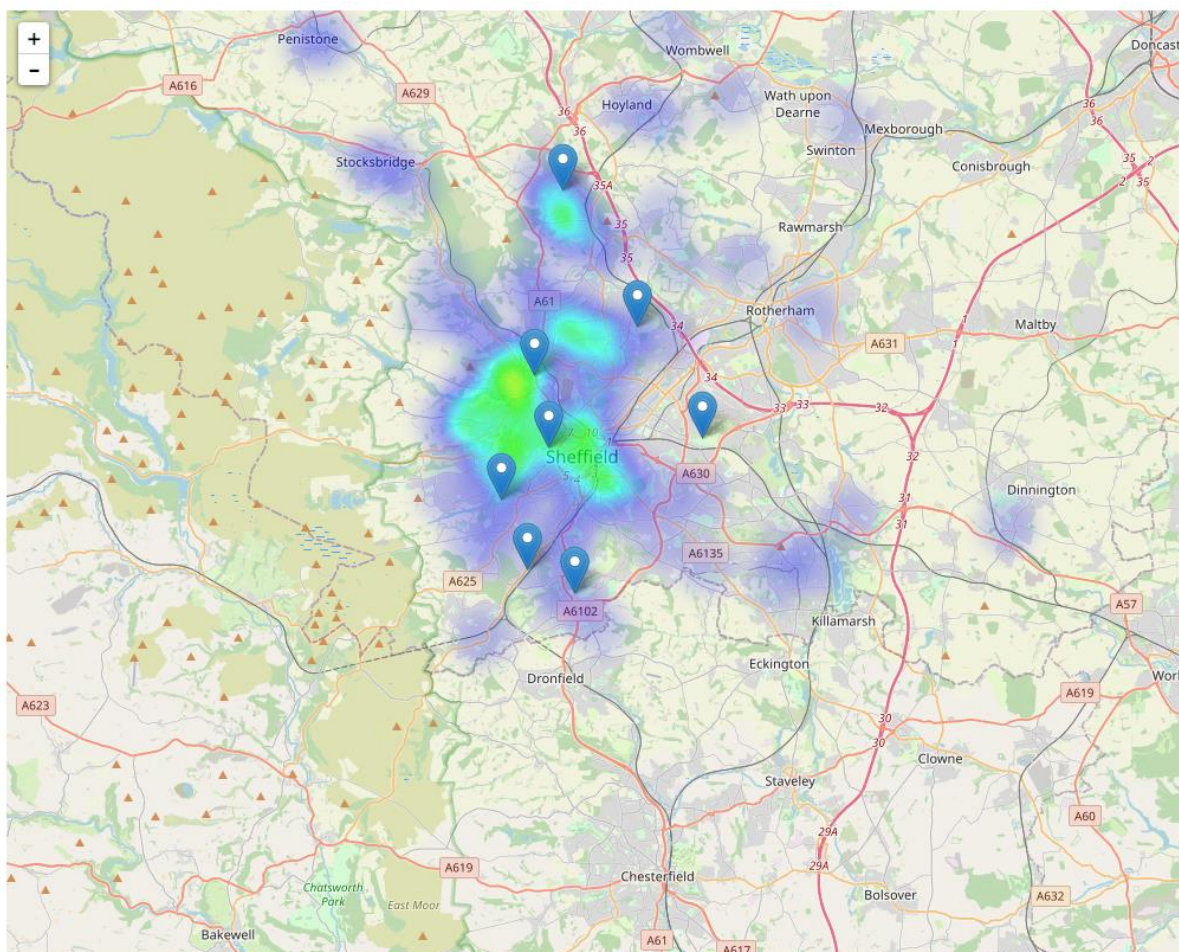
In 2021 the total number of court bookings was 23,228 which was an 84% increase from 2019 (pre-covid).

The heat maps below show where people are travelling from, to the courts across Sheffield. The second map shows the reach to Hillsborough Park.

#### **Map 1 – Sheffield – All Sites**



## Map 2 – Hillsborough Park

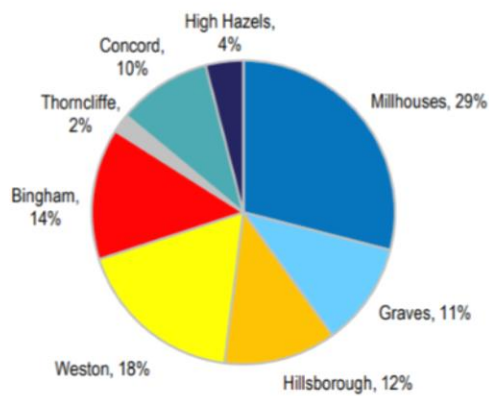


### Summary of insight;

- The programme attracts around 38% female participants
- 63% of respondents do not play at any other tennis venues (therefore are not 'club tennis' players)
- There is a broad split across all ages from young to old;
  - Under 18 - 9%
  - 19-29 – 14%
  - 30-39 – 17%
  - 40-49 – 26%
  - 50-59 – 15%
  - 60+ - 19%
- 17% of participants are from a Black and Minority Ethnic Background
- More than half of all participants are in a low or average household income;
  - 21% of participants are in a low-income household, 33% of participants are in an average income household.

More recently the programme has been evaluated by Sheffield Hallam University against the social value that it delivers, the findings are summarised below;

**2021 social value:** using Sheffield Hallam University's social value methodology (commissioned by Sport England), Sheffield's parks programme accounts for over £190k of total social value generated, which is significant.



| Social value      | Physical health | Personal well-being | Community development | Total social value |
|-------------------|-----------------|---------------------|-----------------------|--------------------|
| Bingham Park      | £6,107          | £14,247             | £6,704                | <b>£27,058</b>     |
| Concord Park      | £2,733          | £10,853             | £5,076                | <b>£18,661</b>     |
| Graves Park       | £7,490          | £9,794              | £4,512                | <b>£21,797</b>     |
| High Hazels Park  | £2,642          | £3,717              | £1,714                | <b>£8,073</b>      |
| Hillsborough Park | £8,310          | £9,733              | £4,619                | <b>£22,661</b>     |
| Millhouses Park   | £15,889         | £27,016             | £12,533               | <b>£55,439</b>     |
| Thorncliffe Rec   | £828            | £1,777              | £816                  | <b>£3,421</b>      |
| Weston Park       | £6,812          | £18,353             | £9,416                | <b>£34,580</b>     |
| <b>2021 total</b> | <b>£50,812</b>  | <b>£95,489</b>      | <b>£45,390</b>        | <b>£191,691</b>    |

**£191,691**  
SOCIAL VALUE

- £51k health outcomes
- £95k personal well-being
- £45k community development

23

© Premier Tennis 2021

Source: Premier Tennis booking system,  
4Global Social Value Calculator



This page is intentionally left blank