

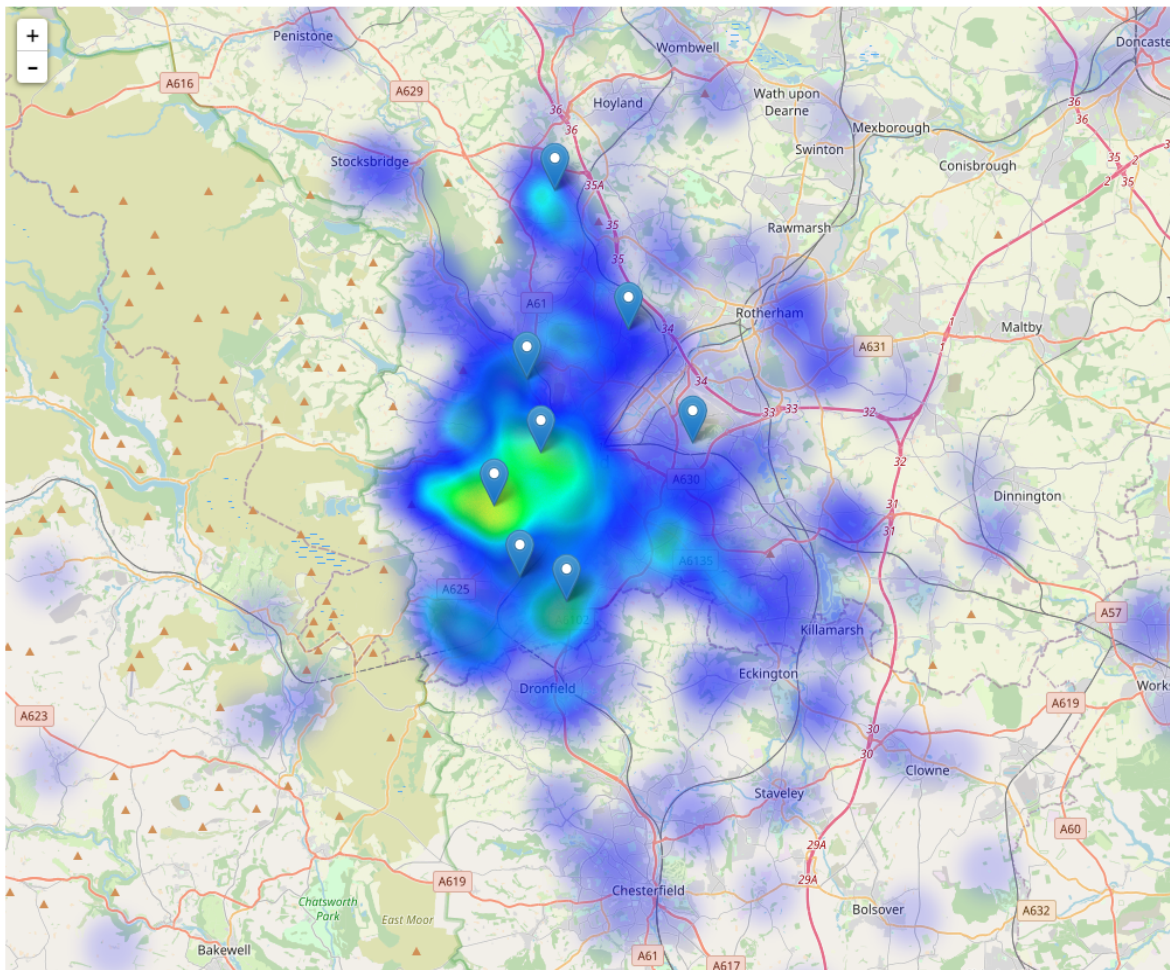
APPENDIX 13 – Current parks tennis programme performance insight for 2022

2022 saw;

- 19,207 court bookings was which was a 52% increase from 2019 (pre-covid)
- 5395 unique users: up 54% vs pre-Covid 2019 baseline (there is approx. 2800 unique users linked in a club setting)
- Social value/IMD decile player mapping: £192k of social value p.a., with 16% of all parks players live in the top 3 most deprived IMD deciles (significant variations for each park)

The heat maps below show where people are travelling from, to the courts across Sheffield.

Map 1 – Sheffield – All Sites



Demographics;

- The programme attracts around 34% female participants
- 74% 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 - 8%
 - 19-29 – 15%
 - 30-39 – 20%
 - 40-49 – 23%

- 50-59 – 13%
- 60+ - 21%
- 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;
 - 16% of participants are in a low-income household, 39% 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;

