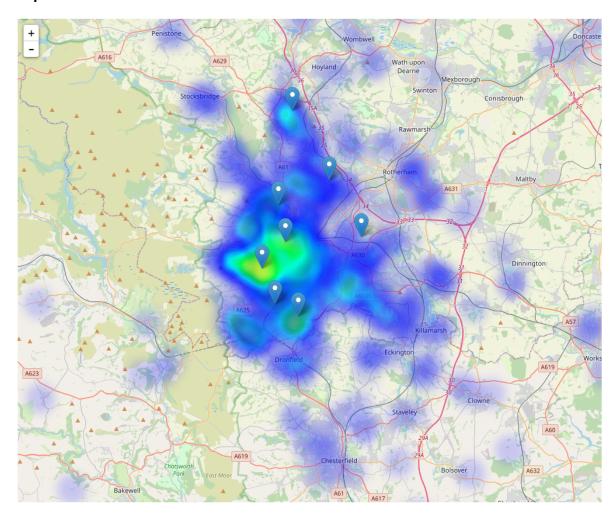
APPENDIX 13 – Current parks tennis programme performance insight for 2022

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



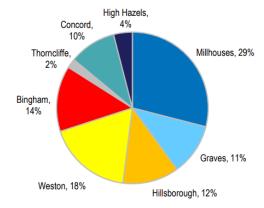
Demographics;

- 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;
 - o Under 18 8%
 - o 19-29 15%
 - o 30-39 20%
 - o 40-49 23%

- o 50-59 13%
- 0 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;

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	£27,058
Concord Park	£2,733	£10,853	£5,076	£18,661
Graves Park	£7,490	£9,794	£4,512	£21,797
High Hazels Park	£2,642	£3,717	£1,714	£8,073
Hillsborough Park	£8,310	£9,733	£4,619	£22,661
Millhouses Park	£15,889	£27,016	£12,533	£55,439
Thorncliffe Rec	£828	£1,777	£816	£3,421
Weston Park	£6,812	£18,353	£9,416	£34,580
2021 tota	£50,812	£95,489	£45,390	£191,691



£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

