



**LONDON SPORT  
CONSULTANCY**



**Facility Analysis for major NGB  
Investment Programme**

**December 2017 - December 2018**



## The Challenge

### Mapping facility investment opportunities in London

In a fast-changing city, how does the case for investment in sport facilities cut through? With public investment increasingly required to demonstrate long-term sustainability, the challenge of making the case for shared investment in traditional facilities has become ever more complicated over the past decade.

The LTA's 'Transforming British Tennis Together' (TBTT) investment programme seeks to invest £125m over the next decade in the future of tennis across the country, and to double that investment through matched-funding from local government and other local and national bodies. Aimed at modernising the sport's facility stock, targeting investment decisions at the right areas and to the right partners will be critical in enhancing the position of tennis for participants now and through the next 10 years.

### London Sport's Support

London Sport worked with LTA stakeholders to develop an insight and evidence base to identify London sites well-placed to receive potential investment. Beginning with a London level spatial mapping and local catchment area analysis of selected priority areas, London Sport combined LTA segmentation insight with indicators including population demographics, socio-economic indicators and a range of city data sets to indicate prospective target areas.

Led by evidence and data, London Sport have applied a further layer of analysis incorporating information around local government and stakeholder group priorities and providing crucial evidence to support future investment proposals and secure match-funding from local partners.



## The Outcome

By encouraging close contact between LTA and London Sport project teams, London Sport have been able to provide access to a range of tools and analyses to support LTA decision-making around allocation of Transforming British Tennis Together investment across London.

In drawing together both statistical and segmentation data, the project has identified areas of potential opportunity that meet spatial need and offer long-term financial sustainability, as well as evidencing the potential to meet national policymaker priorities around public investment in sport.

## What do our partners say?

**“The work carried out by London Sport’s insight team has informed decision-making across the TBTT programme, resulting in evidence-based investment that will ensure we maximise the impact of this programme on tennis participation opportunities across the capital**

**We will continue to work closely with London Sport as we progress through 2018 to provide us with the tools and evidence to effectively allocate these resources in alignment with our aims and objectives and those of our match-funding partners”**

Community Business Partners  
LTA, Jo-Ann Downing & Mandana  
Mehranpour





**Interested in working with London Sport? Get in touch:**

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