

Facility Analysis for major NGB Investment Programme

SECTOR

National Governing Body Facilities
Investment

DATE UNDERTAKEN

December 2017 - December 2018

CONSULTANCY AREA

Insight

PARTNER

Lawn Tennis Association



A major National Governing Body looking to invest in the future of its facilities across the country sought London Sport's support in determining key locations with the potential to secure matched-investment in the capital.

The Challenge

- To identify the most suitable community sites and park facilities for investment across London
- To determine where suitable sites overlapped with target participant populations and long-term financial sustainability
- To develop an evidence-base to support bids for match-funding from local government and other funders

London Sport Support

- Created interactive geographic models to identify target areas based on established strategic criteria
- Undertook in-depth geographic catchment analysis to identify potential participant bases across a range of target areas
- Build an evidence base for matched-funding investment, covering client and local stakeholder priorities

**Outcomes of London Sport
Consultancy**

- Increase awareness of local geographic opportunities to raise participation in discrete areas across London
- Client provided with suite of insight tools and data to target future investment decisions in London

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.

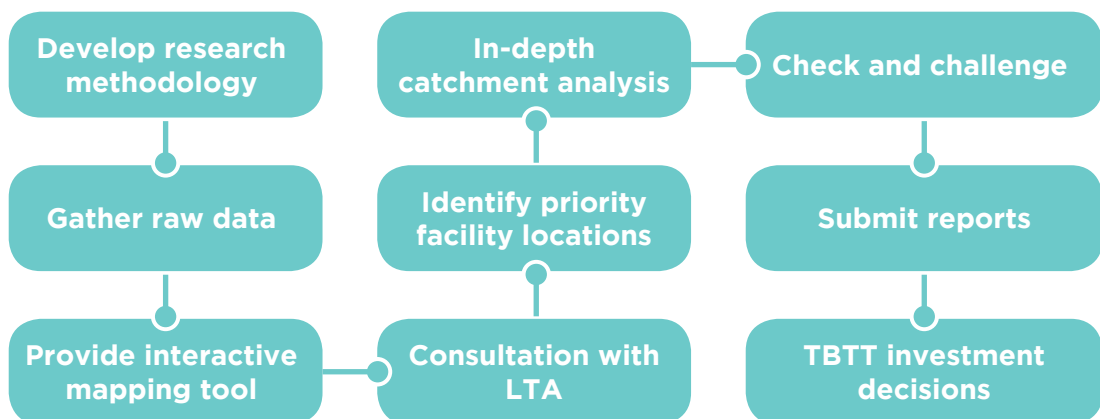
The LTA’s ‘Transforming British Tennis Together’ (TBTT) investment programme seeks to invest £125m over the next decade in the future of tennis across the country, and to double that investment through matched-funding from local government

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.



These stages were ongoing cycles for each identified priority facility

"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."

Outcome of London Sport Support

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.



Community Business Partners

LTA, Jo-Ann Downing & Mandana Mehranpour



Interested in working with London Sport? Get in touch:

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