

# MCRactive - Parks Tennis

*Paul Hulme – Sport Strategy Officer - MCRactive*



# Manchester Landscape

- *23 Parks across the city*
- *49 Courts across all parks*
- *All Parks using online booking*
- *4 Flagship Sites*
- *1 Park with Charging Model*
- *4 Sites with Access Gates*
- *Significant Investment to regenerate courts (LTA, MCC)*



# User Numbers - Growth

- *June 2020 – 7,660 Online Users - June 2021 – 12,702 Online Users*
- *December 2020 – 10,606 Online Users – December 2021 – 14,619 Online Users*
- *2020 – 21, 909 Park Courts Booked ( June – December)*
- *2021 – 25,280 Park Courts Booked (April – December)*
- *User Data – Evidence Local Resident Use*



# Programmes & Usage

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- *General Play*
- *Club Play*
- *We Do Tennis – Junior & Adult Offer - Currently at 6 Sites*
- *Tennis For Free*
- *Tennis Leagues*
- *Individual Coaching sessions*



# Maintenance

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- *Partnership Approach with Parks Team*
- *Volunteer support from regular players for court sweeping, clearing etc.*
- *Local Tennis Club Commissioned to carry out agreed annual maintenance programme at our Flagship sites (Two Year Agreement)*
- *Sinking Fund to support with ad hoc needs such as jet washing, line painting etc.*



# How We Have Achieved

- *Partnership Approach with a clear Ambition / Strategy – LTA / Manchester City Council (MCC)*
- *Local Member Engagement - MCC*
- *Resident Consultation including Friends of the Parks Groups*
- *Regular Monitoring and Evaluating of Users, bookings, programmes, opportunities*
- *Evidencing the Journey and telling the story*



# Thank-you

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