

Preston Park Tennis Courts  
Proposal for Brighton & Hove  
City Council 2021

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# Introduction

We propose the establishment of the as a Community Interest Company CIC and be registered as a Community Amateur Sports Club. This would involve assuming all the Council's current financial responsibilities for the maintenance of the 8 tennis courts in Preston Park. The CIC would seek to maintain the role and character of the individual existing tennis clubs and allow for paid public use of the tennis courts. During 'peak' and pre-booked sessions a minimum of x4 courts will be available to the public.

This document presents detail about the formation of the CIC from current clubs, a strategy for increasing participation and public use of the courts and a business plan with financial forecasts.

# Aims & Structure of the CIC

1. Introduce a £8 flat rate for the public, a £6 concession for low income and £4 for juniors
2. Take over the running and maintenance of the courts
3. Agree a 25 year lease with Brighton Council
4. To continue to collect money from the public and allow for online bookings using the Preston Park Tennis Courts App
5. Organise private and bookings and extend existing agreements with clubs and coaching groups
6. Invest money collected from the public and from club bookings into the upkeep of the tennis courts

# Aims & Structure of the CIC

## **Structure of CIC Key Personnel - All key personnel will be directors of the CIC**

### Administrator: Jon Lightbody

*Jon is the secretary of the Brighton Parks League. He is also secretary of the Preston Park based 'Park Avenue' Club. Jon brings experience in club management and administration to the CIC as well as having good working relationships with other parks tennis clubs.*

### Director & Head of Marketing: Dan Travis

*Dan brings a lifetime of experience in Tennis to the CIC. From building and delivering tennis programmes to marketing and advertising tennis to the public, Dan has excellent working relationships with everyone involved in the tennis scene in Brighton. Having run several successful businesses, Dan will be director of the CIC.*

## Welfare Officer & Director of Tennis Tigers: Vanessa Nickerson

*Vanessa is director of Tennis Tigers which has an extensive junior coaching and tournament programme and has been operating since 2001. Vanessa will bring her considerable administration and management skills to the CIC. Vanessa will help oversee the junior programme which is the major financial contributor to the CIC.*

## Head Coach: Jeff Taylor

*Jeff manages the tennis coaching programme in Preston Park. He is an LTA Level 3 accredited coach. Coaching both adults and juniors, Jeff has an excellent relationship with, and is well liked, by the tennis playing public of Brighton and Hove. Jeff will also be recruiting for leagues and teams that play in Preston Park.*

## Stanford Tennis Club: Leslie Wright

*Leslie is the Chairman of Stanford Tennis club who play in Preston Park. Leslie will bring her communication and organisation skills to the CIC and will help bring new players to Preston Park. Leslie has extensive contact within and excellent relationships with the tennis community of Brighton and Hove.*

## Operations: Jim Peskett

*Jim is the founder and chairman of 'Park Avenue' tennis club. For many years Jim collected court fees on behalf of Brighton Council. Jim will bring his experience of running clubs to the CIC.*

## Friends of Preston Park: Clive Shepherd

*Clive is chair of the Friends of Preston Park. This group's input will be essential to the success and day to day running of the CIC. Clive is also a keen tennis player and will play an important role in the development of the facility.*

# Membership and Collection of Fees

There are 2 clubs that play at Preston Park as well as the public, approved coaches and the Tennis Tigers Coaching programme. We try to cover all the tennis needs of the local community with a clear but flexible 'Pay and Play' court fee structure. The public can use the Preston Park Tennis Courts App. Bookings can be made 8 days in advance.

## **Court Fees under the CIC**

There will be 3 types of payment that will be collected from the public

1 hour Adult = £8

½ hour Adult = £4

1 hour Adult Concession (low income) = £6

For Adult concessions, some proof of low income eg. photo of UC, student card etc. This person will then have their own booking code that they can use for the duration of time they are classified as 'low income'.

1 hour Junior rate = £4

**Stanford Tennis Club and Park Avenue Tennis Club will continue to collect their own membership fees and pay for club court hire directly to the CIC**

# Tennis for under represented groups

The CIC already work with several under represented groups. We will give protected court time and make available coaches to teach and bring in specialists where needed.

The CIC will work with those who face barriers to opportunities due to mental health issues, physical health/disability, sensory impairment, learning disabilities, neurodivergence, substance misuse, survivors of abuse, working class backgrounds, and those from the LGBTQIA+, and Black, Asian and minority ethnic communities or traveller communities.

Our designated Welfare Officer will take a leading role to ensure that the under represented groups are given as much of an opportunity to access and use the facility as possible.

# Marketing Plan

The park courts already has links with the following schools & Colleges

Balfour Infants & Junior

Downs Infants & Junior

Brighton College Pre-prep, prep and Main School

Bellerbys

The Coaching programme is operated by Tennis Tigers who have excellent marketing in place including Google accessibility and reviews, Website and offline marketing including regular assemblies.

# Marketing Plan

We have an extensive Whatsapp group that is advertised at the courts and is accessible for new and existing players.

We hold frequent Open Days and the venue is advertised in Preston Pages as well as online with Facebook Groups.

We plan to use our main website for new and existing members to use and to advertise.

# Coaching Programme

We have a structured tennis coaching programme in Preston Park that has been running for 20 years. We will introduce the same. The coaching programme is a source of revenue and a significant community resource.

- Maintaining coaching activity for children and adults at key

times during the week

- Increased Juniors coaching after school and during holidays
- Tots tennis/ball skills groups during school hours and holidays
- Cardio tennis (weekends/weekday mornings).
- Coach Education Classes
- Coaching for different levels (Beginners, Intermediate, Advanced).

## Current Courts Usage - Preston Park

During 'peak' and pre-booked sessions a minimum of x4 courts will be available to the public.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Morning (9-12)						Coaching Stanford & Preston Club (x4)	Coaching Stanford & Preston Club (x4)
Afternoon (12-3.30pm)							
After School (3.30-5pm)	Coaching (x2)						
Evening		League Matches (x4) (Summer Only)	League Matches (x4) (Summer Only)	League Matches (x4) (Summer Only)			

## Investment Structure

Initial investments into the courts will be between £8,000 and £10,000

This will be paid by director Dan Travis and repaid over a period of 2 years with money generated from the collection of court fees. Interest to be calculated at 1.5%.

# Appendix - Maintenance Plan

Level of Renovation	Scope	When required
<b>Repaint</b>	Power wash the courts and treat with moss and weed killer then repaint entire surface and play lines. Costs approximately €2,250 per court.	Usually after 4-6 years of use, potentially earlier if courts are floodlit.
<b>Low</b>	Clean, treat and pierce surface at regular intervals. Overlay existing surface. Repaint the surface when cured. Costs approximately €11,000 per court.	Evidence of pitting Evidence of fretting When the court is still stable
<b>Medium</b>	Clean, treat and pierce the existing surface at regular intervals. Overlay the existing surface with a 40mm binder course and 25mm surface courts Repaint the surface when cured. Costs approximately €17,000 per court.	Courts are fretted Evidence of undulations in the surface Minor cracking / heave Displacement across the surface
<b>High</b>	Break up the existing playing surface Installation of 150mm of stone Installation of new 40mm binder course Installation of new 25mm surface courts Repaint the surface when cured Costs approximately €23,000 per court	Evidence of significant: Cracking Displacement Heave

Note: Please contact the LTA if you need to know more about pitting and fretting of Porous Asphalt courts.

Daily / Weekly

Clear all debris and litter.  
Ensure that bird droppings are removed from the court as soon as possible to prevent damage to the surface.  
Ensure that bird foulage is removed from the court as soon as possible to prevent damage

Annual

High pressure power-wash of the courts. Application of moss and weed kill (bi-annually if courts are shaded or experience high moss growth).

After 5-6 Years

Repaint after the courts have been washed and treated. May need to be done earlier (4-5 years) where floodlights are installed.

After 10-12 Years

Resurface courts with a single layer of macadam. May need to be done earlier (8-10 years) where floodlights are installed.

## Updates

The project now has the potential to be a flagship sporting initiative for Brighton & Hove. I have outlined the reasons below. Funding has been secured. It will include:

Fully subsidised 10 year training and tournament programme. This will be available to all children in Brighton & Hove.

Full upgrade and professional maintenance of courts. Including painting, cleaning, benches, scoreboards and windbreaks.

Temporary low level LED floodlights. This will dramatically expand playing time and increase security of Preston Park.