# HELPING TO GROW





























TENNIS MANAGER

GLL

# GREENWICH

- Charitable Social Enterprise, Owned by the staf
- Operate over 350 facilities across 49 partnerships
- 11,000 Members of Staff
- 22 years of positive trading, 2016 turnover of £250
- The "Better" Brand
- Provide whole service solutions;
   Leisure, Libraries, Children's
   Centres

- Multi Award winning: Flame

  Awards, file, Secol Enterprise,

  training sciences ASA, CSE,

  IFI, Carbon Trust Standard
- Management of large scale investments and developments
- National Sport Foundation
- 50m+ customer visits in 2016
- Long term stable partner meeting social objectives via 4 Pillars





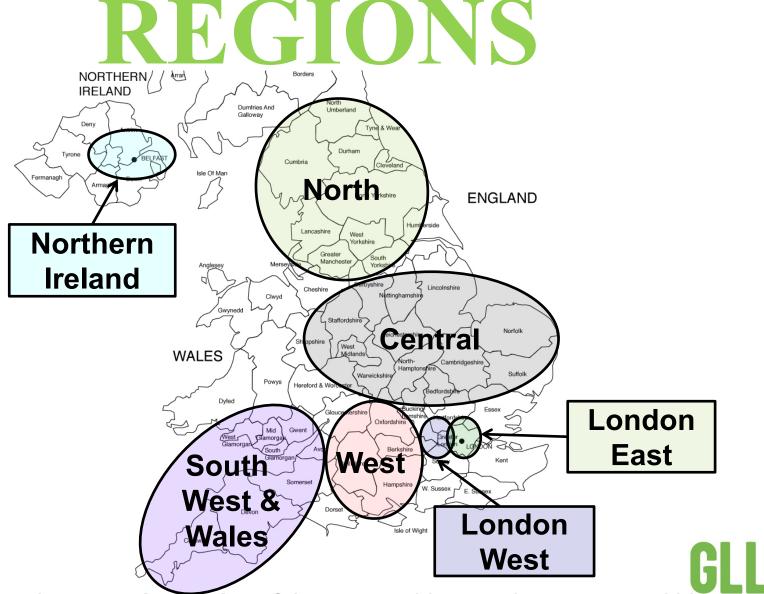








## ZUI/ GLL



Note - regions shown are indicative of the geographic area they operate within

# GLL'S 4 PILLARS

### BETTER SERVICE

### BETTER People

# BETTER COMMUNITIES

#### BETTER Business

Providing high quality, affordable & accessible services for all ages and abilities

Creating
employment
offering
training &
apprenticeships to
develop our staff

Maximising social impact through active lifestyles, health, inclusion, affordability & environmental sustainability

Being financially stable and commercially responsible



# TENNIS & GLL































## SUCCESS IN LAST 18

# MONTHS

- Fastest growing provider of tennis in the UK
- Largest Public Provider in the UK
- Our fastest growing sport
- Delta Tennis Centre individual success.
- 100% increase in Lessons & Courses in 12 months
- 100% increase in participation
- Largest provider of LTA initiatives
- Launch of apprenticeship scheme
- Tennis Manager role launched at all hub venues.
- Successful long term partnership with the LTA Preferred partner
- Venue acquisition
- Job Creation
- Increased Income and Surplus.



### GLL IENNIS

# VICINIUS CS

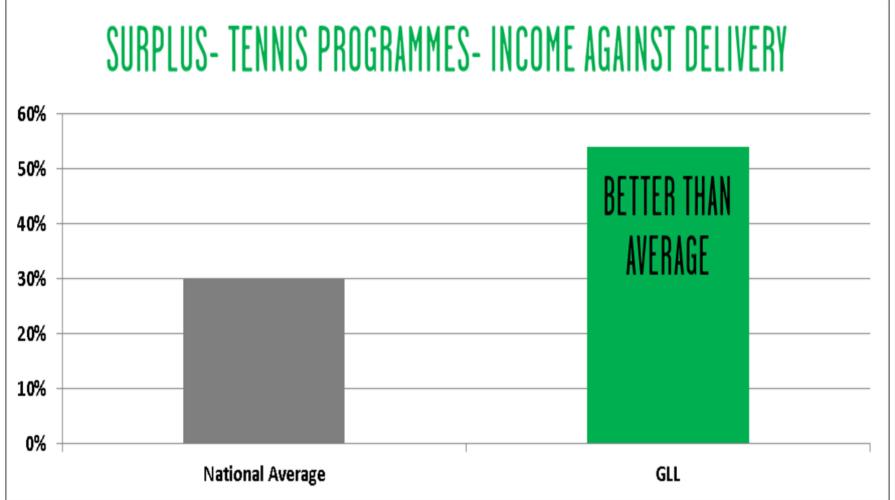
- 9 Hub Indoor venues Islington, Swindon, Belfast, Taunton,
   Whitehorse (Picture), Gosling Sports Park, Telford Tennis Centre,
   Sutton Sports Village, Cornwall
- 5 Hub Outdoor Tennis venues
- 7 Community Tennis Venues
- 140 + Outdoor Courts





## **OUR VENUES**

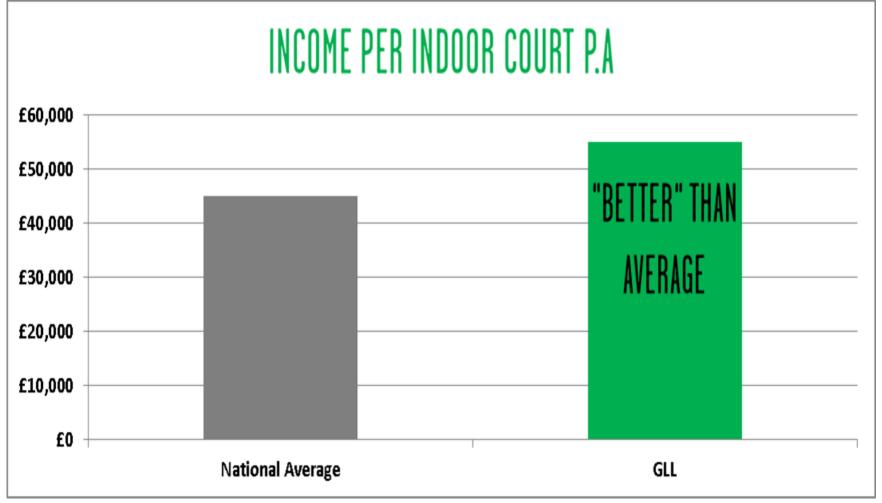
#### DEDEADIANCE





# **OUR VENUES**

#### **PERFORMANCE**





### WHY CAN GLL

HEIP?

- Our Tennis Framework
- Create a consistent network
- Brand standard for public centres
- Our Track Record in Indoor Tennis Centres
- Quality Standards (Better Service Pillar)
- Our Tennis Team (Better People Pillar)
- LTA/TF Partnership
- Tracking usage & participation
- Our Commitment to Sport, Health, Well being & the community
- Financial resource
- Expertise within the company
- Facility investment
- Hard to reach areas







# ROPARNIS

- "To continue be a driving force behind increased and sustained tennis participation in the UK through best practise tennis management and tennis innovation"
- "To continue to tackle and challenge perceptions of tennis and to be the leading figure in defining the culture of tennis in the UK"
- "For GLL to be a major influencer and authority in the business of sustainable tennis"
- "Demonstrate on court and off court success through its own, and governing body/partner innovative tennis initiatives





OUR IENNIS FRANK WORK

"LEARN, TRAIN AND PLAY TENNIS

YOUR WAY WITH BETTER"

**PLAY** 

**COURT HIRE** 

**DROP IN** 

LEARN

**COURSES** 

1 to 1

TRAIN

INVITE ONLY
PLAY TWICE A
WEEK

**COMPETITIVE** 

EXCEL

NATIONAL PLAYERS

GLL

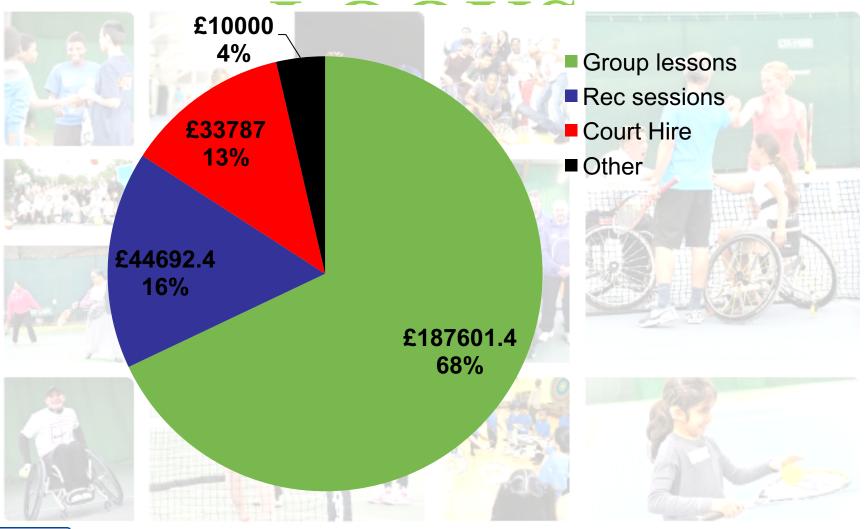


# SUSTAINABLE

TENNIS



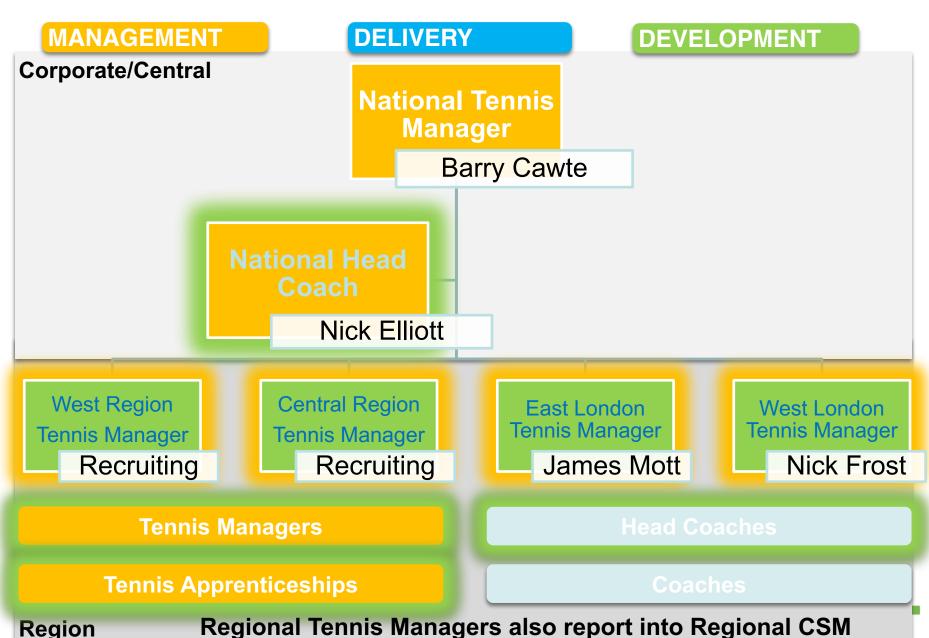
## HOW THE MODEL





GLL

## NATIONAL TENNIS TEAM



## WORKING FOR GLL

- Forums: January 2016
- 22 attendees across the two venues: WH and Islington
- 17 Level 1 coaches
- 3 Level 3 coaches
- 6 Apprentices
- Centres visits, specific to workforce and delivery, started in October 2017
- Working with LTA on joint approach to LTA Accreditation including DBS and Safeguarding processes
- Working with LTA to embed LTA products into the GLL tennis offer

## **INCREASING**





# BETTER COMMUNITES

& LOCAL DELIVERY

- Tennis Hub Action Plan
- Leisure Centre opportunities
- Our Programmes
- Inclusivity and Accessibility
- Schools
- Club Links & partner/ operator scope
- Competitions
- Creating Opportunities







## RELIEK IENNIS

- Tennis Foundation Schools Road
   show
- Davies Cup Legacy Tennis for Kids
- Great British Tennis Weekends
- GB Wheelchair Paralympic event
- Davies Cup Trophy Tour
- Tennis Tuesday's
- Touch Tennis
- Rebo wall
- 7500 new participants to tennis







## **MOVING FORWARD**

- Continue building tennis team to improve service and delivery
- Roll out our tennis framework
- Increase participation
- Increase Income
- Increase Average GP
- Completion/Roll out/ Continuous review of product manual
- Manage implementation of Product
- Continue to grow our tennis business
- Look for more partners
- Open to any suggestions?!?



# ANY



GET IN TOUCH BARRY.CAWTE@GLL.OK<sup>LL</sup>