

Action Plans Broadland Indoor Tennis Centres

	Action Plan/Indoor Tennis Centres	Action Required
<p>PROTECT</p>	<p>IT 1 Broadland District to maintain the existing supply of indoor tennis centres up to 2026.</p> <p>The needs assessment for indoor tennis centres has identified that supply exceeds demand by 2 courts in 2014 and this decreases to 1 court by 2026. This is based on no changes in the supply of courts up to 2026 and the Lawn Tennis Association (LTA) methodology for assessing the demand for indoor tennis.</p> <p>In Norwich City there is a deficit of 6 courts as it has no provision but there is a surplus of 2 courts in South Norfolk. Based on the LTA's 20 minute drive time catchment area for indoor tennis centres it is reasonable to assume that some of the Norwich demand can be met by the combined surplus of 4 courts in Broadland and South Norfolk. Leaving a Greater Norwich net deficit of 2 courts.</p> <p>By 2026 the assessment is that the Norwich deficit has increased to 7 courts. If Broadland and South Norfolk have a surplus of 1 court each then the Greater Norwich deficit is assessed as 5 courts by 2026.</p> <p>The courts per 1,000 population findings for Broadland of 0.07 courts compares very favorably with the Regional and England wide provision at 0.02 and 0.03 courts per 1,000 population and So Broadland's provision, is twice the England wide measure of provision. Whilst for Norwich city the provision is nil.</p> <p>Overall therefore there is need to retain the Broadland</p>	<p>Any development of an existing centre should be resisted as this will eliminate the positive supply and demand balance. Two of the centres are 2 courts only and should there be a loss of one of these centres it should be replaced by a centre of the same size or preferably 3 courts to maintain the overall supply and demand balance.</p> <p>Maintain a watching brief on the provision and continuing operation of the three indoor tennis centres. Any proposals to increase the size of the centres or any new provision should be supported. This is said despite a projected surplus of 2 courts in 2014 and 1 court by 2016. There is based on the location of demand and drive time catchment of centres and thereby Broadland meeting some of the Norwich based demand as it has no courts indoors.</p>

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	<p>supply and capacity up to 2026 to meet the Broadland demand and based on catchment absorb some of the Norwich demand.</p> <p>The 3 existing locations in Broadland provide good accessibility across Broadland and there are not areas of the authority outside the drive to catchment area of an existing centre.</p>	
<p>ENHANCE</p>	<p>IT 2 – Support clubs and centre owners in their leadership of improvement projects at the existing centres.</p> <p>The needs assessment for indoor tennis centres shows an aging stock but which has been modernised, since 2006. The Norfolk Health and Racquets Club is a 2 court centre which is an air hall and opened in 2006. There will be a continuing and increasing need to maintain and modernise the buildings.</p> <p>Furthermore the Sport England Active People survey findings are assessing consistently that the latent demand for tennis (both indoor and outdoor) to be very high and can quite often be higher than the actual rate of participation. Reasons for a high latent demand can be lack of facilities (indoor or outdoor) (although this does not appear to be evident in Broadland); lack of time and competing sporting demands. Should tennis participation increase then the overall positive supply and demand balance in Broadland will be eliminated and new provision required.</p>	<p>On the basis that indoor tennis is an important activity in Broadland then be supportive of the development and improvement of the existing stock by the commercial operators, including increasing provision.</p>