

CRITERIA FOR BEACON SITES**1. Business / Tennis Development Plan**

To apply for full 'Beacon' status, the site operator will be required to present a business plan which must provide a comprehensive overview of the site, to include number of courts, players, coaches, projected increase in participation and local demographics. To facilitate this process, a template will be available on www.eparktennis.com

2. Courts

The Site or Programme must comprise a minimum of 4 courts that are in reasonable condition and comply with local council health and safety standards

3. Opening Hours

The site must be open for a minimum of 40 hours per week (to include weekdays and weekends); 50% of which must offer organised play i.e.: coaching, competition etc. Sites will be expected to increase the opening hours in accordance with their business plan

4. Free Tennis

An element of 'Free' tennis must be available at all sites. How 'Free Tennis' is offered will be assessed and agreed on a case by case basis and must be included in a site's business plan

5. Court Fees

Court Fees will be set at a competitive market rate. Operators will need to provide adequate local market research to justify court fees. Fees must also take into account Local Authority pricing and discounts

6. Usage

Operators will be able to sell membership packages in order to offer preferential booking arrangements and court fees. However, sites will NOT be allowed to operate as a Private Members' Club

7. Coaching

A comprehensive coaching programme must be available comprising individual and group lessons. Where possible, coaching groups should be organised using LTA Ratings. Introductory lessons offered either free of charge or at highly discounted rates would be recommended. All coaches must be Licensed or Registered by the LTA or make a commitment to become licensed within 6 months of joining the programme.

Sites will be expected to develop a strong team of coaches and, where possible, to train and recruit new coaches from the local area

8. Competition

All sites will be required to offer a variety of competitive opportunities for players of all ages, abilities and backgrounds. Competition should be available on a weekly basis and could include box leagues, ladders and staggered draws. Competition should be organised using LTA Ratings and results sent to the LTA for recording

9. Dress Code

There will be no dress code, although sites will be able to mandate what type of footwear can or cannot be used

10. Equipment Hire

Sites will be required to offer a limited amount of equipment for free hire. Free hire can be limited to a maximum number of hours per person. The aim is to make tennis accessible to as many people as possible

11. British Tennis Membership

All players will shortly have access to an introductory LTA Rating and BTM membership number free of charge via www.eparktennis.com. Operators must ensure that all players competing in organized competition have a Rating. In addition, sites will be encouraged to use LTA Ratings to organise lessons and general playing activities

12. eparktennis.com

eparktennis.com will enable interaction between potential users and sites by providing a forum for players and operators alike to share ideas and experiences. All potential Beacon sites must upload their site profile onto www.eparktennis.com. For those sites with a website and an online court booking facility, eparktennis.com will provide a link

13. Club Mark

Beacon sites will be encouraged to achieve LTA Club Mark (the LTA's website quotes "Clubmark") status within one year. Sites may elect to affiliate to the LTA and receive the associated benefits. This will not be mandatory and will be at the sole discretion of the Operator

14. Sponsorship

Sites will be part of the AEGON Parks Programme and operators will be expected to promote the programme via their site and through literature promoting the tennis activities. For each court, sites will be provided, free of charge, with windbreaks (number to be determined) bearing the AEGON Parks logo which must be displayed at

all times. AEGON Parks branded clothing may be distributed to Beacon operators for use on the site. Sites will not be permitted to enter into any new sponsorship agreements with companies in direct competition to AEGON. However, for those sites with agreements already in place with competing companies, these restrictions will not apply

15. Education

Operators will be encouraged to implement a comprehensive schools programme and, where possible, work with the local School Sports Partnership – PDM (does this need spelling out at all?) and local higher education establishments

16. Players with Disabilities

Sites should offer full access (to courts, clubhouse, changing rooms and toilets) for people with disabilities. Depending on demand, a coaching and competitive programme for people with disabilities should also be available

17. Off Court Facilities

Operators will be encouraged to try and create a strong social environment and the facilities available off court will be integral to this. It is recommended that, as a minimum, sites offer a selection of food and beverages and that other non tennis related activities are available i.e. TV, board games, table tennis etc. Sites will also be required to offer access to adequate changing and washroom facilities including toilets. For those sites that do not have ancillary facilities, a focal point for the site's activities should be created

18. Marketing

Sites will be largely responsible for their own marketing campaign. The Tennis Foundation will, however, provide marketing support via eparktennis.com which will offer a marketing portal for all Beacon and other park sites registered on eparktennis.com

19. Full Beacon Status

When Full Beacon status is designated, the TF will issue a contract (service level agreement) with the Beacon operator which both parties must sign

20. Beacon Status Recognition

Full Beacon status will be recognised at the Beacon site by the supply of a Beacon notice in the form of a flag/plaque/clock – still to be decided – and will be supplied by The Tennis Foundation