

## SLOUGH BOROUGH COUNCIL

**REPORT TO:** Neighbourhoods and  
Community Services  
Scrutiny Panel

**DATE:** 1 March 2012

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### FOR INFORMATION ONLY

#### TEN PIN AND SALT HILL PARK TENNIS UPDATE

##### 1 Purpose of Report

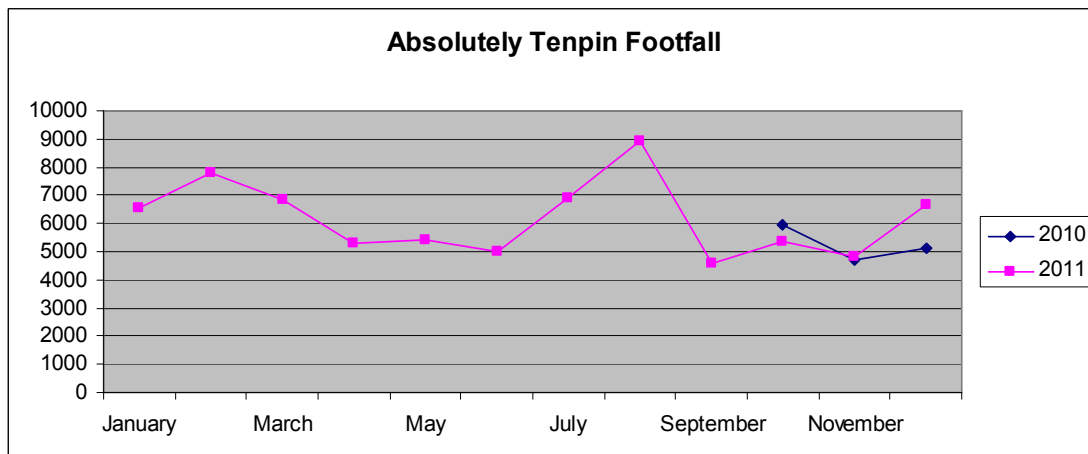
- 1.1 This report updates Members on the current status of the ten pin and tennis offers in Salt Hill Park. In March 2010, Cabinet decided to close the former indoor tennis centre and replace it with a ten pin bowling facility and an upgraded outdoor tennis centre in Salt Hill Park. The ten pin facility opened in September 2010 and the new tennis courts were opened in April 2011.
- 1.2 The Neighbourhoods and Community Services Scrutiny Panel reviewed performance of the new facilities at its meeting on 16 June 2011.

##### 2 Ten pin bowling

###### 2.1 Visits and levels of use

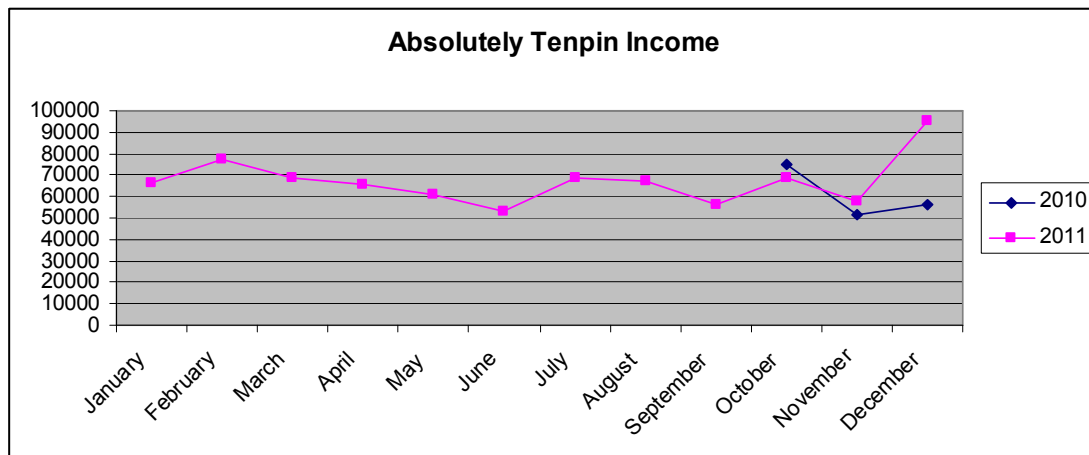
There has been a steady increase in the number of visits to the ten pin bowling centre. During 2011 there were 75,000 visits, and Slough Community Leisure (SCL) are confident this will continue to grow in 2012. There are more than 550 children each month attending for birthday parties. There are seasonal trends in use, with visits highest during school holidays.

- 2.2 The chart below shows the number of visits to December 2011.

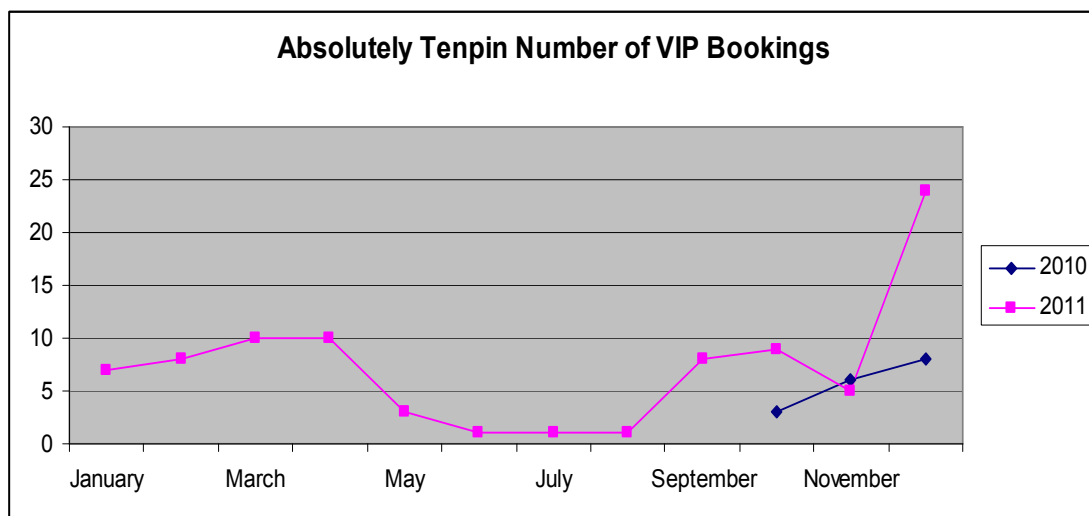


## 2.2 Financial performance

The chart below shows the total income levels generated by the site for the full year of 2011 and the last 3 months of 2010.



2.3 The warm weather of October significantly affected use of the Centre and there was a decline in income on the previous year. However, this was followed by steady year on year growth in November and a significant increase in December when income was nearly £95,000. Performance in December was helped in particular by income from corporate business parties using the VIP area. The following chart shows use of the VIP area.



2.4 While full January and February figures are not available for this report, the growth seen in December is being sustained in pre-bookings. Both months significantly exceed bookings for the previous year.

2.5 In 2012/13 SCL are on track to return £65,000 surplus from ten pin to the Council in the form of a reduction in the leisure contract management fee. In the last six months SCL have allocated £2,500 from profits made by ten pin bowling to charitable causes.

## 2.6 Promoting the facility

In August 2011, when the Centre took part in the National Play Day promotion, children were offered free bowling. This promotion, together with other special offers, generated good publicity and helped increase levels of use in the following period. This will be repeated in 2012.

- 2.7 Members of Scrutiny in June 2011 highlighted the need for better signposting to ten pin from the A4. In the autumn new signs for Salt Hill Park were put in place, promoting ten pin, tennis and other facilities in the park. Planning permission has been given for an additional sign to promote ten pin, in the same style as the park signs, and this will be implemented early in 2012.

### 3 **Salt Hill Park tennis**

#### 3.1 **Summary of activity**

The tennis courts in Salt Hill Park have been substantially upgraded through investment from the Lawn Tennis Association, the Council and SCL. There are eight resurfaced and floodlit courts, with a clubhouse. The tennis offer is managed by Gary Drake Tennis (GDT) who offer tennis coaching to all ages and abilities throughout the year.

- 3.2 There are currently over 80 players taking part in coaching each week, with 10 groups available for both juniors and adults of all abilities during school term time. This falls short of the 2011/12 target of 120 people taking part in coaching.

- 3.3 Tennis camps are run during the school holidays for children aged between five and 12 years. Over the six weeks during the summer holidays more than 80 children attended.

- 3.4 The site is also available to members of the public who wish to pay and play, with racket and ball hire available. There are around 20 people each week regularly using the courts on a pay and play basis. In addition, there are currently 30 paying members at GDT Slough, who are able to use the courts free of charge and attend club sessions. This compares with a target of 50 members by the end of 2011/12. These figures do not include those using the free to play facility next to the GDT courts in Salt Hill Park.

- 3.5 The Club has competed in both the junior and adult AEGON team tennis during the summer and winter months. Teams are entered in under 8s, under 14s and under 18s as well as adult men and women's teams. The site has also been used by the LTA for a number of junior tournaments and matches in the past year.

- 3.6 GDT has worked closely with a number a schools in the area to promote tennis, including Herschel and Langley Grammar. In June 2011, GDT held an inter-schools competition for both primary and senior schools in the Slough area. Three secondary schools and six primary schools entered the competition, involving around 100 local children.

#### 3.7 **Improving performance**

While performance is currently short of 2011/12 targets, there has been a steady growth in use of the tennis facility throughout 2011. GDT will be strengthening their coaching staff early in 2012 and have plans, including an increase in free to play sessions, to increase use and meet their targets.