

15 YEAR JOINT STRATEGIC PARTNERSHIP

between

LTA Operations Limited (the LTA)

and

London Borough of Enfield (the Organisation)

This document sets out the strategic partnership between the LTA and the Organisation in relation to London Borough of Enfield.

I. Purpose and Scope

The purpose of this document is to clearly identify the key partnership themes for a 15 year long term relationship and how this relates to the roles and responsibilities of each party.

In particular, the key partnership aims are to:

- ensure that tennis remains a high priority sport for residents;
- establish the health outcomes of tennis activities and create a case to health and well-being boards to invest in prevention;
- create local jobs;
- identify a sustainable strategic delivery model for tennis across the borough;
- support facilities development and capacity within key venues across the borough;
- have relevant marketing tailored to specific communities; and
- use rewards to create a positive experience of tennis.

II. Background

The LTA has a huge opportunity to change the way it works with local authorities and how it can deliver an outcomes framework that is relevant for delivering against the needs of the London Borough of Enfield. The LTA believes it can integrate this into alternative operating models based on local operation, community focus and scale of ambition within a strategic partnership. The LTA has also looked at how it can measure and report on the public health impact of tennis and wider physical activity on local residents.

Below is an example of an outcomes framework that creates the golden thread into the Local Strategic Partnership and delivery against the Sustainable Communities Strategy.

Outcomes Framework:

- residents satisfaction survey;
- 3 x 30 min sport & 5 x 1 hour sport and physical activity participation;
- volunteering numbers and hours;
- job creation;
- court utilisation; and
- number of bookings.

III. LTA Responsibilities

- Joint strategic vision for tennis and the business modelling to co-invest in a sustainable infrastructure for generations to come.
- Potential for a revenue investment support package to support delivery of a sustainable strategic vision for tennis including the development of a local workforce.
- Opportunity to have licenses to deliver certain LTA products and services as agreed.
- Customer experience package that reflects tennis provision across the borough.
- Potential for a facility audit and recommendations on tennis provision.
- Workforce development to support local delivery.
- Access to some LTA participation tracker results and other ad hoc research and insight reports.
- Potential to access technology based solutions for monitoring, managing and increasing usage at tennis facilities subject to agreement.
- Access to marketing toolkit, activation pack and national campaigns where agreed.
- Access to LTA staff and services in-line with joint strategic partnership vision where agreed.
- Support the development and review of operator delivery specifications.
- Access to the LTA's rewards technology for the benefit of residents subject to agreement.

IV. Organisation Responsibilities

- Joint strategic vision for tennis and the business modelling to co-invest in a sustainable infrastructure for generations to come.
- Capital investment support package to support delivery of a sustainable strategic vision for tennis including the development of key sites through identified development funds.
- To consult the LTA on the design and procurement of tennis facilities and services in-line with the joint strategic partnership vision.
- Where permitted, sub-license the delivery of LTA products and services to LA facilities operators in line with key conditions and agreement.
- The creation and/or continuation of a tennis network within the borough to deliver the strategic vision.

- Grant the LTA access to direct communication with local residents (where this is compatible with the appropriate legislation and guidelines on Data Protection from the Information Commissioner's Office)..
- Promote tennis opportunities within the borough through council publications, events and case studies.
- Report on a quarterly basis the utilisation of tennis courts via bookings/through operator contracts.

V. General

1. The Parties agree that (notwithstanding any other provisions or that this document may be referred to as an agreement) this document is not intended to be legally binding or to create any legal obligations on either party or to collaborate in any way for a certain period and neither party shall be required to comply with the responsibilities set out. The parties agree that they may enter into legally binding agreements in relation to some of the aspects set out in this document at a later date.
2. This strategic partnership shall commence on **TBC** and expire on 31 March 2031.
3. The LTA and the Organisation shall keep the contents of this document confidential at all times (where this is compatible with the appropriate legislation and guidelines on Freedom of Information from the Information Commissioner's Office).
4. Any variation to this document must be made in writing and signed by an LTA Head of Region (or such other authorised representative as the LTA may nominate from time to time).

LTA OPERATIONS LIMITED

Name: _____

Title: _____

Signature: _____

THE ORGANISATION

Name: _____

Title: _____

Signature: _____