



**Report Title:** Registered Venue Report

**Club:** Eastgate Club

**Prepared by:** LTA Participation Team

**Created on:** 20/11/2020

**Description:** This report was created using Periscope® mapping software and contains demographic data relating to the named LTA Registered venue and it's associated LTA members.

Note: Total members listed may differ to actual club membership numbers, as this tool only uses postcode data from club members who have opted in to LTA membership.

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# 1. Profiles

## 1.1 Basic overview of the Tennis Profiles

We've created 6 different profiles to show what people want from their tennis experience

<b>Tennis Titan</b>	Frequent players & tennis club members for whom tennis is their main sport and key interest.
<b>Tennis Troupers</b>	Often club members, largely family-oriented, middle-aged players for whom tennis is a hobby; interested in playing with teams to partnering with their kids in the sunnier seasons.
<b>Seasonal Spinners</b>	Largely young women, they play sport in general for athletic reasons (often being gym-goers and joggers), and enjoy their tennis a lot, though tennis is very intertwined with friends and being social.
<b>Wimbledon Warriors</b>	Largely young men who are keen athletes, they like tennis and want to play more, though are often held back by factors outside of the summer.
<b>Social Butterflies</b>	Infrequent, younger and less experienced players for whom tennis is an occasional fun summer activity.
<b>Senior Stalwarts</b>	An older group of players for whom tennis is a social habit and they play with a regular group as a way of keeping social and enjoyable gentle exercise.
<b>Non Profile</b>	This is a term to identify certain demographics that do not match a tennis profile.

## 2. Clubs and Parks

### 2.1 Registered venues within 10 mins drive time of Eastgate Club

Name	Type	None Floodlit	Floodlit	Indoor	Seasonal	Padel	Total Courts
Canwick Tennis Club	Club	2	0	0	0	0	2
Nettleham Tennis Club	Club	0	3	0	0	0	3
David Lloyd Club Lincoln	Club	0	4	4	0	0	8
Reepham and District Tennis Club	Club	0	2	0	0	0	2

### 2.2 Registered venues within 20 mins drive time of Eastgate Club

Name	Type	None Floodlit	Floodlit	Indoor	Seasonal	Padel	Total Courts
Canwick Tennis Club	Club	2	0	0	0	0	2
Nettleham Tennis Club	Club	0	3	0	0	0	3
Rustons Tennis Club	Club	0	6	0	0	0	6
Washingborough Tennis Club	Club	0	2	0	0	0	2
David Lloyd Club Lincoln	Club	0	4	4	0	0	8
Reepham and District Tennis Club	Club	0	2	0	0	0	2
Lincoln Tennis Academy	Club	0	0	3	0	0	3
Saxilby Tennis Club	Club	3	0	0	0	0	3
North Scarle Tennis Club	Club	0	3	0	0	0	3

### 2.3 Non-registered parks within 10 mins drive time of Eastgate Club

#### Name

West Common

Boultham Park

Bracebridge Heath Recreation Ground

Mulsanne Park

### 3. Membership

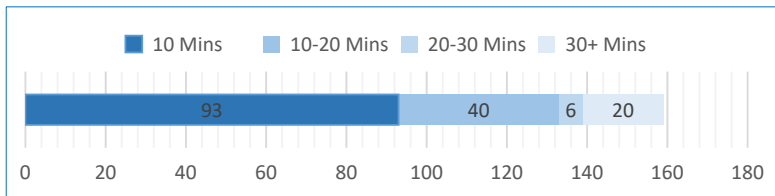
#### 3.1 Members within 10 mins drive time of Eastgate Club

Tennis Segment	Total	10 mins	Total %	10 mins %
Tennis Titans	0	0	0%	0%
Tennis Troupers	12	6	8%	6%
Seasonal Spinners	13	12	8%	13%
Wimbledon Warriors	6	6	4%	6%
Social Butterflies	2	2	1%	2%
Senior Stalwarts	122	65	77%	70%
Non Profile	4	2	3%	2%
<b>Total</b>	<b>159</b>	<b>93</b>	<b>100%</b>	<b>100%</b>

#### 3.2 Members within 20 mins drive time of Eastgate Club

Tennis Segment	Total	20 mins	Total %	20 mins %
Tennis Titans	0	0	0%	0%
Tennis Troupers	12	8	8%	6%
Seasonal Spinners	13	12	8%	9%
Wimbledon Warriors	6	6	4%	5%
Social Butterflies	2	2	1%	2%
Senior Stalwarts	122	102	77%	77%
Non Profile	4	3	3%	2%
<b>Total</b>	<b>159</b>	<b>133</b>	<b>100%</b>	<b>100%</b>

#### 3.3 All members drive time of Eastgate Club



Drive-Time	# Members
10 Mins	93
10-20 Mins	40
20-30 Mins	6
30+ Mins	20

## 4. Potential

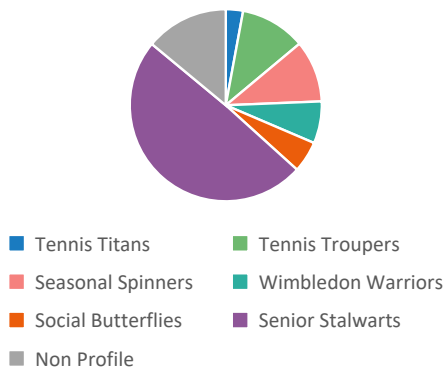
4.1 Potential within 10 mins drive time of Eastgate Club

Tennis Segment	Population	%
Tennis Titans	2,521	3%
Tennis Troupers	9,557	11%
Seasonal Spinners	9,041	10%
Wimbledon Warriors	6,132	7%
Social Butterflies	4,571	5%
Senior Stalwarts	42,758	49%
Non Profile	12,132	14%
<b>Total</b>	<b>86,712</b>	<b>100%</b>

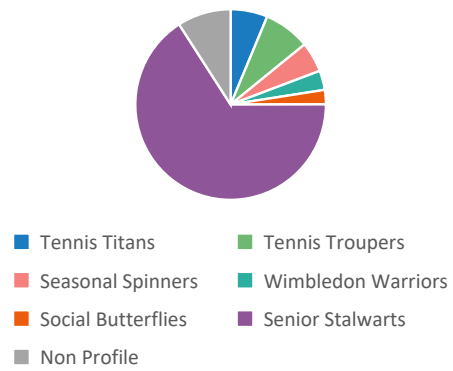
4.2 Potential within 20 mins drive time of Eastgate Club

Tennis Segment	Population	%
Tennis Titans	11,756	6%
Tennis Troupers	14,714	8%
Seasonal Spinners	9,591	5%
Wimbledon Warriors	6,139	3%
Social Butterflies	4,571	2%
Senior Stalwarts	123,514	66%
Non Profile	17,027	9%
<b>Total</b>	<b>187,312</b>	<b>100%</b>

10 mins



20 mins



### 4.3 Top 5 Postal Sectors within 10 mins drive time by Tennis Profile

Tennis Titans		
Postcode	Location	Potential
LN1 2	Saxilby	2,672
LN2 2	Lincoln	1,701
LN2 3	Welton	1,643
LN4 2	Bracebridge Heath	981
LN6 8	Lincoln	564

Tennis Troupers		
Postcode	Location	Potential
LN1 1	Lincoln	2,805
LN2 4	Lincoln	2,787
LN4 2	Bracebridge Heath	1,384
LN6 7	Lincoln	1,119
LN5 7	Lincoln	1,031

Seasonal Spinners		
Postcode	Location	Potential
LN1 1	Lincoln	2,439
LN5 8	Lincoln	2,164
LN2 5	Lincoln	1,491
LN1 3	Lincoln	1,477
LN2 4	Lincoln	942

Wimbledon Warriors		
Postcode	Location	Potential
LN6 7	Lincoln	3,161
LN1 1	Lincoln	1,928
LN2 1	Lincoln	406
LN2 5	Lincoln	347
LN5 7	Lincoln	234

Social Butterflies		
Postcode	Location	Potential
LN5 7	Lincoln	1,985
LN5 8	Lincoln	1,376
LN2 5	Lincoln	1,198
LN4 1	Washingborough	11
LN2 2	Lincoln	0

Senior Stalwarts		
Postcode	Location	Potential
LN5 9	Lincoln	10,803
LN4 1	Washingborough	9,451
LN6 8	Lincoln	9,009
LN6 0	Lincoln	8,602
LN1 2	Saxilby	8,265

#### 4.4 Top 5 Postal Sectors within 20 mins drive time by Tennis Profile

Tennis Titans		
Postcode	Location	Potential
LN1 2	Saxilby	2,672
NG23 6	Sutton on Trent	2,279
LN6 9	Lincoln	1,893
LN5 0	Wellingore	1,794
DN22 0	North LeVERTon	1,788

Tennis Troupers		
Postcode	Location	Potential
LN1 1	Lincoln	2,805
LN2 4	Lincoln	2,787
LN6 9	Lincoln	2,292
LN4 2	Bracebridge Heath	1,384
NG24 2	Newark-On-Trent	1,328

Seasonal Spinners		
Postcode	Location	Potential
LN1 1	Lincoln	2,439
LN5 8	Lincoln	2,164
LN2 5	Lincoln	1,491
LN1 3	Lincoln	1,477
LN2 4	Lincoln	942

Wimbledon Warriors		
Postcode	Location	Potential
LN6 7	Lincoln	3,161
LN1 1	Lincoln	1,928
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Social Butterflies		
Postcode	Location	Potential
LN5 7	Lincoln	1,985
LN5 8	Lincoln	1,376
LN2 5	Lincoln	1,198
LN4 1	Washingborough	11
NG34 8	Sleaford	0

Senior Stalwarts		
Postcode	Location	Potential
LN5 9	Lincoln	10,803
LN4 1	Washingborough	9,451
NG34 8	Sleaford	9,085
LN6 8	Lincoln	9,009
LN6 9	Lincoln	8,621