



THE AELTC WIMBLEDON PARK PROJECT

SOCIAL, COMMUNITY AND ECONOMIC BENEFITS - ADDENDUM REPORT

April 2024

QUOD
for and on behalf of
The All England Lawn Tennis Ground
PLC

51365-QUO-XX-XX-RP-Z-0001 P05

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1 Executive summary

- 1.1 The Championships (simply known as ‘Wimbledon’) is the most prestigious tournament in world tennis and a key date in the British summer calendar. Hosted by the All England Lawn Tennis Club (Championship) Limited (AELTC) (‘the Club’), this grand slam event has wide reaching social and economic benefits. Attracting players, media and visitors from across the globe, the revenue and spending generated by this event stimulates the local, regional and national economy.
- 1.2 The AELTC Wimbledon Park Project (WPP) is a transformative development of the former Wimbledon Park Golf Course (WPGC). It includes 38 new outdoor grass courts, a new Parkland Show Court and access provided for public open space.
- 1.3 The WPP proposed delivery of state-of-the-art tennis infrastructure within a historic landscape offers an unrivalled opportunity to expand and enhance not only the delivery of The Championships but also the year-round experience for local residents and visitors, and will indirectly support tennis investment via the Lawn Tennis Association (LTA) across the UK.
- 1.4 Importantly, the proposals will increase the capacity of The Championships and bring the Qualifying event onsite. This will provide further opportunities for spectators and local residents alike to watch world-class tennis and bring Wimbledon in line with the other grand slam tennis events who all host their Qualifying event onsite. The AELTC will provide up to 1,000 tickets for local schools in London Borough of Merton (LBM) and London Borough of Wandsworth (LBW) to attend the Qualifying event, further increasing the reach of the event and the connection of a global event in a local setting.
- 1.5 The proposals will also increase the level of revenue generated by The Championships to create additional funding to be channelled back into the LTA and other initiatives supported by the Club and the Wimbledon Foundation, for example the Wimbledon Foundation’s Wimbledon Junior Tennis Initiative, Set for Success and Work at Wimbledon. In addition, the physical spaces delivered as part of the proposals, the new northern and southern parklands and relevant facilities will create flexible spaces for the wider community to use for a range of activities.
- 1.6 This Addendum Report provides an update to the original ‘Economic, Social and Community Benefits Final Report (July 2021)’. It provides updated data where this may have changed since the original report.
- 1.7 This Addendum Report is being submitted to the GLA in tandem with other improvements proposed to the WPP proposals, including a proposed increase in publicly accessible open space at the site, by opening up 1.7ha in the top northern part of the of the former golf course (WPGC) for public use (with improved connectivity to the neighbouring Wimbledon Park). In total, this addition of a northern parkland will increase the amount of newly created publicly accessible open space to 11.1ha.

The AELTC Wimbledon Park Project



38 new grass courts



8,000 seat capacity Parkland Show Court, sustainably designed and fully accessible



11.1ha of parkland restoring a historic landscape and lakeside walk, and improving the recreational value of lake (de-silting)



Qualifying event (+ Junior Qualifying) moved on-site to improve the overall grand slam experience to a broader range of competitors



Between 2019 and 2023, the Lawn Tennis Association received **£210.8** million to reinvest into British Tennis supporting performance and grassroots tennis



By 2033, there will be **135,000** additional spectators from the 2022 Championships



Since 2014, the Wimbledon Foundation has awarded **£18.9** million to 382 organisations including **£4.5m** and **£4m** distributed across LBM and LBW respectively



More tennis & opportunity to experience show court tennis with **1,000** free tickets for local school children to attend the Qualifying event



Over the past 10 years, **142,000** items have been donated to charity and community groups, including **46,783** Wimbledon towels



256 new Championships jobs & **40** new FTE roles year round



Additional funding towards community initiatives by the AELTC & Wimbledon Foundation including:



Direct economic impact of the expanded site **£256.97** million in London*

- Wimbledon Junior Tennis Initiative
- Work at Wimbledon

* Based on 2028 prices (SHU)

The WPP development will:

ECONOMIC BENEFITS



Stimulate the national, regional and local economy, modelling by Sheffield Hallam University suggests that the WPP will generate £256.97 million (2028 prices) of direct economic impact for London;



Support local jobs growth of up to 256 staff at The Championships, and 40 full time equivalent (FTE) roles over the year. The Club will also engage with LBW to develop an Employment and Skills Plan to actively seek local procurement;



Contribute to additional local spend, with the spending impact of the new employees associated with WPP estimated to be approximately £233,000 per annum in additional spending;



Generate employment within the construction industry, with WPP estimated to require an average of between 50 construction workers (new grass courts) to 400 construction workers per day (new Parkland Show Court) (2025 to 2033); and



Support The Lawn Tennis Association (LTA) year-round through significant financial contributions. Between 2019 and 2023, contributions amassed between £35 million (during Covid-19) and £48 million each year.

SOCIAL AND COMMUNITY BENEFITS



Encourage local engagement and visits to The Championships, providing local residents access to the Parkland Show Court (500 tickets per day when in use) and local school children and/or community youth groups with up to 1,000 tickets free of charge to the Qualifying event;



Increase local provision of public open space, by unlocking 11.1ha parkland for use by the public free of charge in perpetuity and maintained by AELTC;



Encourage year-round community use of the new grass tennis courts, with at least seven of the new grass courts made available for use by the local community between mid-July to mid-September;



Deliver at least 400m² of on-site community space, including bookable community spaces within the Golf Clubhouse;



Improve connectivity across the site, through provision of new boardwalks and new angling pontoons;



Support active travel to and from Wimbledon Park, with financial contributions to fund TfL projects and travel plan monitoring;



Actively engage with the LBM and LBW to **develop a local business engagement event strategy**, including hosting an annual event for local businesses to make them aware of procurement opportunities at the WPP development;



Enhance local ecology, including desilting of the Wimbledon Park Lake; and



Enhance Wimbledon Park in heritage, recreational and amenity terms, through AELTC financial contributions.

2 Introduction

- 2.1 The AELTC Wimbledon Park Project (WPP) (the 'Proposed Development') is a transformative development of the former Wimbledon Park Golf Course (the 'Site'). It is driven by two core objectives;
- To maintain the Wimbledon Championships (The Championships) at the pinnacle of sport by bringing Qualifying to SW19; and
 - To provide year-round substantial public benefit to those who live locally to the ground.
- 2.2 The proposal includes 38 new outdoor grass courts, a new Parkland Show Court and access provided for public open space.
- 2.3 The objective of this report is to outline the social, economic and community benefits of WPP to demonstrate the significant impact WPP will have across the year, at a local, regional and national scale.



3 Background

- 3.1 The planning application covers expansion of the existing AELTC grounds, owned by The All England Lawn Tennis Ground Plc (AELTG) and run by AELTC, onto the former Wimbledon Park Golf Course, with the introduction of new tennis courts, tennis related infrastructure and buildings. The cross boundary application (LBM and LBW) comprises part detailed and part outline planning permission.
- 3.2 The initial planning applications were submitted to LBM and LBW in July 2021. LBM has resolved to grant permission (subject to planning conditions and conclusion of a Section 106 agreement) on 26th October 2023, whilst LBW resolved to refuse permission for this application on 21st November 2023.
- 3.3 The planning application of the redevelopment of the Site was called in by the GLA in December 2023.
- 3.4 The GLA's Strategic Planning Application Stage 2 Referral report¹ stated reasons for calling in the application, based on its Potential Strategic Importance (PSI) given the: significant impact on the implementation of the London Plan; significant effects on more than one borough; and sound planning reasons for intervention. The reasons are further explained below (in summary):
- The expansion of the Wimbledon Tennis Championships would **enhance London's global competitiveness by promoting and supporting one of its key cultural assets**. The proposal would also **improve access to green, open space and sporting facilities** for the community. At the same time, the site is Metropolitan Open Land (MOL) which is afforded the same level of protection as Green Belt. Collectively these issues would have a significant impact upon the implementation of the London Plan.
 - The development would have a **significant effect on more than one Borough**. Furthermore, The Championships are one of the most prestigious sporting events in the world and, as a result, the **visitation and economic impacts associated with the event are relevant to London and the UK as a whole**.
 - The expansion of The Championships site would **deliver significant benefits** through the new northern and southern public parklands, boardwalk, de-silting of Wimbledon Park Lake, a range of off-site enhancements to Wimbledon Park, as well as other community and public benefits.

¹ GLA, 2024. Wimbledon Park Golf Course, Strategic Planning Application Stage 2 Referral

4 Purpose

4.1 This addendum report reviews additional information since the initial planning application in 2021, specifically:

- Review of relevant planning policy since 2021, to support the case for development;
- Review of the GLA Stage 2 report, outlining the Strategic Planning Application Stage 2 Referral;
- Outline of the social and economic importance and contribution of the AELTC and The Championships to the community and economy at a UK, regional and local level; and
- Articulation of the benefits of the additional facilities in the context of The Championships, what benefit this will have for players and spectators.

5 Policy and strategic update

5.1 This section summarises key policy and strategic context since the 2021 Report.

GLA Strategic Planning Application Stage 2 Report

5.2 The **GLA Stage 2 report** outlines the position of the two Local Planning Authorities – LBM and LBW as well as the reasons for the Mayor to exercise power to act as a local planning authority in respect to the PSI application on the grounds of:

- **Statutory Test 7(1)(a): Significant impact on the implementation of the London Plan** – The proposed development would have a significant impact on the implementation of the “spatial development strategy”, growing a good economy and supporting London’s culture, creating a healthy city, MOL and open space and the potential for the Development to enhance public access to MOL.
- **Statutory Test 7(1)(b): Significant effects on more than one London Borough** – The application straddles the boundaries of Merton and Wandsworth. The effects of the expansion would occur well beyond these boundaries, across London and the UK, including economic impacts and visitors.
- **Statutory Test 7(1)(c): Sound planning reasons for intervening** – The expansion of the Site would enhance London’s economy and global competitiveness by promoting and supporting one of its key cultural assets.

Tourism, London and the Economy

- 5.3 Tourism plays a vital role within the regional and national economy. The **London 2030 Tourism Vision**² sets out a vision to broaden the London experience and make tourism accessible for all. The Vision outlines the role to make London one of the greenest cities in the world, whose growth is enhanced by its green credentials, as well as leveraging the role of London as a gateway. This is accompanied by **London's Visitor Experience Strategy**³ which outlines that London is ranked in the top three global destinations based on its visitor numbers, however, London has lower visitor satisfaction rates than competitor cities such as Tokyo, Dubai and Rome, highlighting the importance of supporting the tourism industry for London's long-term prosperity, given visitors create jobs for Londoners, sustain businesses and generate taxes.
- 5.4 The Championships is the most prestigious tournament in world tennis which attracts global visitors and also contributes more widely to London's brand as a visitor destination. The Championships support London's status as a global sporting and cultural hub, attracting a far reaching global audience. During the 2022 Championships, BBC's online coverage through BBC Sport and BBC iPlayer set a streaming record of 53.8 million, almost double the 30.5 million streaming record set for the 2021 Championships⁴. Globally, total linear TV audiences were over 320 million, with over 174 million unique viewers⁵.
- 5.5 Tourism is also outlined as a priority for both LBM and LBW within their local plans. LBW state that as part of their Spatial Development Strategy, the council will "support growth in the tourism industry and visitor economy"⁶, whilst LBM's Policy N9 for Wimbledon outlines the vision to ensure that Wimbledon continues to be a thriving destination for businesses, local residents and visitors, with its key objective to create a vibrant town centre and "encourage appropriate development to support businesses and attract visitors and tourism to the area all year round". Specifically, Policy N9.1 paragraph q outlines LBM's role to "recognise the importance of Wimbledon Tennis Championships, support the continued upgrade and improvement of AELTC's facilities either side of Church Road and at Raynes Park to maintain its global position as the best grass Grand Slam tennis competition and to provide economic, community and sporting benefits locally"⁷. The objectives of WPP align closely with LBM and LBW's ambitions to support and encourage tourism and the visitor economy locally.

² London & Partners, 2023. London 2030 Tourism Vision, Available at: <https://www.londonandpartners.com/our-insight/tourism-vision>

³ London & Partners, 2023. London's Visitor Experience Strategy. Available at: <https://www.londonandpartners.com/our-insight/tourism-vision>

⁴ BBC, 2022. BBC Media Centre - Wimbledon coverage smashes online viewing record.

⁵ YouGov Sport, 2022. Wimbledon, 2022 – Broadcast Media and Sponsorship Report

⁶ London Borough of Wandsworth, 2023. Adopted Local Plan

⁷ London Borough of Merton, 2021. Local Plan, Wimbledon. Available at:

<https://www.merton.gov.uk/system/files?file=0920wimbledon20merton20local20plan20reg1920july21.pdf>

6 The need for development

- 6.1 The WPP aims to support AELTC's ambition to maintain The Championships as the pinnacle of tennis and realise its full potential as one of the best-known sporting events in the world.
- 6.2 The Championships is the only Grand Slam tournament where the Qualifying event is not held onsite. The long-term sustainability of the Qualifying event at Roehampton is also in doubt with only a short lease extension secured until 2036. Without a Qualifying event, The Championships cannot take place.
- 6.3 The relocation of the Qualifying event will enhance the player experience as competitors will have the opportunity to play at the world-renowned venue in the newly landscaped and upgraded facilities, including purpose-built grass tennis courts which is not the case at the current Qualifying site at Roehampton.
- 6.4 In addition, the relocation of the Qualifying event from Roehampton, which comparative to the AELTC's main site has lower public transport accessibility⁸ and town centre amenity, has the potential to drive greater economic and social benefits for the local area of Wimbledon, including Southfields in Wandsworth. The expanded Qualifying tournament on the main site will improve the spectator experience, attracting more visitors and generating additional employment.
- 6.5 The proposals will also provide new courts allowing players of The Championships main draw to have access to a whole court for practice each day, rather than half a court as currently provided. Alongside the new player hubs these facilities will help the AELTC to provide an exceptional player experience.
- 6.6 The WPP proposals will also provide year-round substantial public benefit to those who live locally, with access to public open space and grass tennis courts. The WPP proposals are therefore not just about securing additional social and economic benefits from the Qualifying event, but maintaining, and building on, the existing benefits of The Championships.
- 6.7 The need for development is further detailed in the Planning Statement Addendum (May 2022).

⁸ The AELTC Wimbledon Qualifying and Community Sports Centre Roehampton has a Public Transport Accessibility Level (PTAL) rating of 0, which is the worst rating indicating very poor public transport accessibility. Wimbledon Park has PTAL ratings between 1a-1b, with multiple nearby bus stops, and walking proximity to Wimbledon Park and Southfields stations.

7 The Championships and their importance

- 7.1 The expansion of The Championships would enhance London's global competitiveness by promoting and supporting one of its key cultural assets, improving access to green, open space and sporting facilities for the community. The development will in particular positively effect the local area – including the LBM and LBW, through the delivery of social, environmental and economic benefits.
- 7.2 The AELTC and The Championships make a significant contribution at a local, regional and national level. Attracting visitors, spectators and players (and their teams) from abroad and across the country to SW19 every summer, The Championships create employment and support wider economic and societal impacts. As outlined in UK Sport's Value of Events study⁹, there are five main areas of impact of major sporting events, these include:
- **Economic impact:** hosting major sport events provide hosts with a significant opportunity to attract visitors, including spectators, media and officials. These visitors spend money on goods and services whilst in the host city, creating a significant injection of new money in the local economy;
 - **Societal impact:** major sporting events have the potential to advance societal change and positively impact people's lives;
 - **Reputational impact:** major events brings increased awareness to host cities and regions – increased exposure is a powerful way to market and advertise these destinations to a global audience;
 - **Sport impact:** hosting major sporting events provides athletes with increased opportunities to gain ranking points; and
 - **Environmental impact:** ensuring major events are organised with environmental sustainability at the heart of them can provide a positive legacy and protect the future of sport and the world.
- 7.3 The Championships attract significant additional spending into the economy. This impact is felt at a national, regional and local scale. Spending on food, accommodation, travel, and costs to run the event channels significant funding into the economy. This economic impact is generated by several sources including spectators, players, court officials, event staff and media, commercial partners and rights holders; and the AELTC directly.

⁹ UK Sport, 2022. Value of Events 2022 Study

Economic impact of the proposals

- 7.4 The WPP proposals will bring more visitors to the Site during the course of The Championships, including visitors associated with the Qualifying event, as well as year-round. This will, in turn, increase the associated economic impact of the event and its year-round operation and offer as a whole.
- 7.5 The expanded Championships site, including the WPP, is anticipated to be able to accommodate approximately 50,000 spectators per day from 2033 onwards. Over the course of the event that represents an increase of nearly 135,000 admissions relative to the 2022 Championships.
- 7.6 Notably, the relocation of the Qualifying event from Roehampton to the main site will allow access for 10,000 spectators per day, which is 40,000 spectators over the four days of competition.
- 7.7 Sheffield Hallam University have modelled the economic impact for 2028 with the WPP proposals. These estimates are shown in Table 7.1, which exclude any expenditure incurred by the AELTC relating to the proposed increase in ground capacity as well as any incremental surplus distributions that would benefit the local, regional and national economies. The total economic impact of the Championships, with the new WPP proposals are projected to be £326.10m for London and £336.02m for the UK (2028 prices)¹⁰. These estimates are considered conservative as they do not account for the additional revenue that will be generated for AELTC through increased ticket sales, which is expected to boost economic activity in the local, regional and national economies. It is also expected that these figures will be greater in 2033, upon completion, given inflation and other factors including changing trends in consumer spending, with increased household spending on recreation and cultural activities including sporting events¹¹.

Table 7.1: Economic impact projections for Wimbledon 2028¹²

2028 Projected (£m)			
Location	Local (LBM, LBW)	London	UK
Spectators	21.9	72.55	38.9
Players, Officials, Staff & Media	7.33	10.25	9.44
Partners & Rights Holders	3	19.56	13.72
AELTC (including reuse of surplus)	66.96	154.61	101.2
Direct Economic Impact	99.18	256.97	163.26
Indirect and Induced Impacts		69.13	202.76
Total Economic Impact		326.10	366.02

¹⁰ Sheffield Hallam University, 2019. Economic Impact of the Championships (Wimbledon)

¹¹ ONS, 2023. Family spending in the UK: April 2021 to March 2022.

¹² Sheffield Hallam University, 2019. Economic Impact of the Championships (Wimbledon)

Employment and training

- 7.8 The AELTC and The Championships support a broad range of jobs including long term, seasonal and event employment, as well as construction jobs associated with the Proposed Development.
- 7.9 The AELTC is a significant employer in the local area. Currently in 2024, there are 484 staff employed directly by the AELTC or through its onsite contractors year-round (Table 7.2). Additional jobs will be created as a result of the WPP proposals. At this stage, it is estimated that an additional 40-year round (FTE) jobs will be created associated with various departments including grounds staff.

Table 7.2: AELTC staff¹³

Department	Jobs
AELTC employees	345
Security	30
Food and beverage staff	52
Cleaning	57
Total existing jobs	484
Additional uplift due to the WPP proposals	40
Grand total with WPP proposals	524

- 7.10 Data provided by the AELTC estimates that an additional 256 jobs will be created as a result of the proposals from contractors or partners delivering services to the AELTC over the course of the Qualifying Event and The Championships. This additional employment will be within the security, food and beverage and cleaning departments. A breakdown of jobs is set out in Table 7.3.

Table 7.3: Championship related staff¹⁴

Department	Jobs
Championships roles (including drivers, court services and ticketing)	1,805
Temporary employment (food and beverage staff)	2,742
Qualifying event (relocated on-site)	201
Security (including traffic control)	1,181
Cleaning	543
Officials	380
Hospitality hosts	75
Total existing Championship jobs (2024)	6,927
Additional uplift due to the WPP proposals	256
Grand total with WPP proposals	7,183

¹³ AELTC, 2024. HR Department

¹⁴ AELTC, 2024. HR Department

7.11 These new jobs can create opportunities for local residents to apply for these roles, which come with training, and the opportunity to gain or improve skills. In addition, the delivery of the proposals will also create employment within the construction sector.

7.12 In total, the construction programme is expected to run from 2025 up to 2033. Information from the AELTC in relation to construction projects of a similar nature has been used to estimate the potential number of jobs associated with the various elements of the proposals for the site. This has been broken down by each phase of the project:

- New Parkland Show Court;
- New grass courts: construction of 38 new grass courts (inclusive of the new Parkland Show Court);
- Lake works: including desilting the lake, lake edge ecology and construction of the lake boardwalk; and
- Other built structures and associated infrastructure (i.e. transport links, landscaping).

7.13 The construction phase of these elements will take place over a variety of time periods and, in some cases, will overlap. This will mean that the level of construction employment on the site will fluctuate over the construction programme. It is expected that the programme will evolve and change over time and as such the employment associated with each element is considered individually rather than summed to a single figure of construction jobs expected to be supported by the proposals.

7.14 The range within the estimated employment levels highlights how the numbers of workers required on site may fluctuate as various trades are needed and come on and off site over the construction programme, these are shown in Table 7.4.

7.15 In addition, the AELTC together with the Wimbledon Foundation have a ‘Work at Wimbledon’ Initiative (see Section 8 for more information) which supports local people facing barriers to employment to access job opportunities at The Championships.

Table 7.4: Construction related employment¹⁵

Department	Jobs onsite per day	Duration
Lake works	Unknown	2025-2028
New grass courts	50	2025-2028
New Parkland Show Court	300-400	2029-2032
Other built structures and associated infrastructure	100-200	2025-2033

¹⁵ AELTC, 2021. Employment figures

Additional spend

- 7.16 WPP will contribute to additional local spend in addition to the direct effects mentioned above, with the spending impact of the 40 new year-round employees associated with WPP estimated to be approximately £122,500¹⁶ per annum in additional spending. Taking into account the additional 256 Championship workers, and assuming they are employed for a period of a month, the estimated additional local spend is £110,500. On an annual basis, additional employment is therefore expected to generate £233,000 in local spend, excluding spend by construction workers.

Summary

- 7.17 The WPP proposals will bring more visitors to the site during the course of The Championships, including visitors associated with the Qualifying event as well as year round via visits to the Wimbledon Lawn Tennis Museum and Tour of the Grounds. The proposals will support additional jobs, including 40 AELTC all-year-round FTE positions, as well as additional 256 Championship jobs and provide economic benefit to the local, regional and national economies.

Case study: Economic impact of the 2022 Australian Open Grand Slam tournament

The \$972 million (~£505 million) redevelopment of Melbourne Park (home to the Australian Open) was completed in August 2021 after almost a decade of construction work. During that time, it contributed significantly to the state's economy by creating 2,300 full-time jobs under the local first policy (90% of local procurement) (1).

The 2022 Australian Open supported 600 Tennis Australia staff (combination of full-time and part-time), which expanded to 6,000 employees as casual and contractor workforces supported the delivery of the tournament (2).

As demonstrated by the Australian Open development, investment in infrastructure and amenity contributes to a boost in economic impact of grand slam sporting events, supporting job growth.

- (1) Department of Jobs, Skills, Industry and Regions, 2022. Melbourne Park redevelopment. Available at: <https://djsir.vic.gov.au/news-and-articles/from-apprentice-to-manager-on-the-melbourne-park-redevelopment>
(2) Tennis Australia, 2023. Annual Report. 2022-2023. Available at: <https://www.tennis.com.au/wp-content/uploads/2024/02/Tennis-Australia-Annual-Report-%E2%80%93-2022-2023-1.pdf>

¹⁶ Local expenditure by net additional employees. An average spend per day of £13.93 per employee has been applied, based on survey information carried out by research agency Loudhouse for Visa Europe (2014) and adjusted to account for inflation.

8 AELTC and its social and community importance

- 8.1 The AELTC plays a significant role within the local community, either directly or via the Wimbledon Foundation, the charity of the All England Club and The Championships, which collectively support a wide range of community initiatives across LBM and LBW as well as across London and the UK.
- 8.2 The annual surplus generated by The Championships goes to the Lawn Tennis Association (LTA), the national governing body of tennis in Great Britain. The LTA reinvests it into British tennis both by supporting performance and grassroots tennis. **Between 2019 and 2023 the LTA received £210.8 million, with £48.8 million in 2023 alone.**

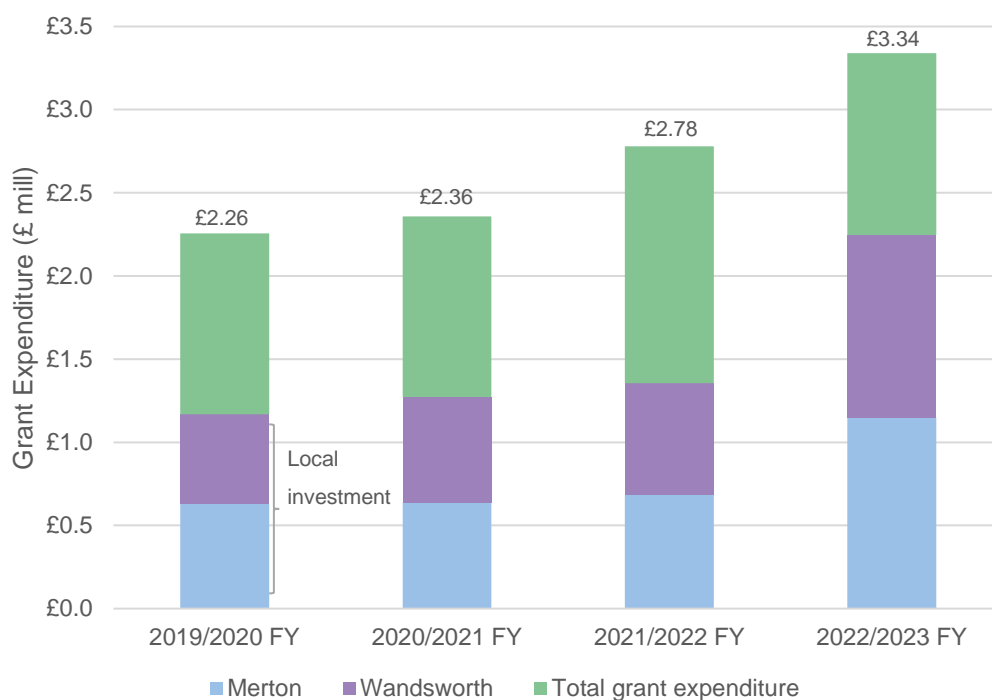
The Wimbledon Foundation

- 8.3 The Wimbledon Foundation champions opportunity for all. It supports a range of programmes and initiatives locally, nationally and internationally which tackle social disadvantage, promote healthy active lives, to inspire the next generation and support communities in times of need.

Financial Investment

- 8.4 In 2024, the **Wimbledon Foundation** celebrates its 10-year anniversary. Over the decade it has expended a grand total of **£18.9 million on grants and donations to 382 organisations, reaching over 9 million people**. Almost half (45%) has been invested locally: **£4.5 million in LBM distributed to 151 organisations, and £4 million in LBW distributed to 172 organisations**.
- 8.5 The Wimbledon Foundation's investment has continued to increase annually between 6-20% year on year, over the past four financial years as shown in Figure 8.1 – a large share of which has been local investment to LBM and LBW.

Figure 8.1: Wimbledon Foundation investment¹⁷



National Flagship Programme – Set for Success

- 8.6 The Wimbledon Foundation’s national flagship programme is Set for Success. In partnership with Barclays and delivered by the Youth Sport Trust, this **youth leadership programme** provides young people from disadvantaged backgrounds around the UK with the opportunity to develop valuable life and leadership skills. Through mentoring sessions with inspirational world-class athletes and participation in sport and social action projects, Set for Success helps young people develop skills and identify their future goals. Each young person has the opportunity to achieve accredited qualification at the end of the two-year programme.
- 8.7 Now in **42 schools across the UK**, of which **6 schools are in LBM and LBW**, in the 2024 academic year the programme is engaging with 630 students. **By 2027, the programme will have engaged 3,900 students in 150 schools.**

Gifts-in-kind programme

- 8.8 As part of the Wimbledon Foundation’s support to organisations, the Foundation runs an **extensive gifts-in-kind programme** donating items from The Championships. Over ten years, **142,000 items have been donated to charities and community groups**, including **46,783 Wimbledon towels** as an example.

¹⁷ AELTC, 2024. Wimbledon Foundation Investment

Wimbledon Junior Tennis Initiative

- 8.9 The Wimbledon Junior Tennis Initiative (WJTI) was set up in 2001. Every year it introduces children in LBM and LBW state primary schools to tennis, **teaching them tennis skills and improving fitness levels through fun exercises.**
- 8.10 In the autumn and spring terms the WJTI coaches work with schools with higher pupil premium levels across the two boroughs offering coaching for six-week periods. In the summer term, they deliver weekly taster sessions. By the end of the 2024 academic year, the programme will have visited **67 schools in LBM and LBW and engaged around 8,000 children.**
- 8.11 Pupils who demonstrate aptitude continue to be invited to join the year-round WJTI programme. Around **400 children attend free weekly training sessions** learning to play tennis as well as developing the life skills and values sport brings such as teamwork, discipline and fairness.

Ball Boys and Girls Programme

- 8.12 In addition, the AELTC run the **Ball Boys and Girls (BBGs) programme.** The BBGs are a well-known tradition of The Championships with approximately 250 BBGs recruited from secondary schools across Southwest London and beyond, giving young people a fantastic opportunity to be part of The Championships whilst learning valuable life skills like teamwork, communication and performing on the biggest of stages.

Work at Wimbledon

- 8.13 Since 2021, the AELTC HR team and the Wimbledon Foundation have been working on a joint initiative called Work at Wimbledon, **supporting local people facing barriers to employment to access job opportunities at The Championships.**
- 8.14 Engaging with local charities, Work at Wimbledon offers a supported pathway into employment with every applicant guaranteed an interview. Information sessions are held in community venues across LBM and LBW as well as open days at the AELTC to encourage people who might have never been before to feel welcomed.
- 8.15 From the pilot year in 2021 to The Championships 2024, **a total of 179 local people will have been part of the scheme and worked in various different roles during The Championships.** Applicants who are not successful receive personalised feedback to provide them with valuable experience and help them with future applications.

Community Outreach

- 8.16 Alongside the Wimbledon Foundation's work which is focused on supporting charities and organisations locally, nationally and internationally, the AELTC also runs an extensive community outreach and engagement programme to connect with those who live locally to its three sites.
- 8.17 In relation to WPP proposals, the AELTG have been hosting guided tours of the former golf course for anyone to hear about the proposals and see it in situ. As of May 2024, **100 guided walks on the golf course have been run with 1,500 local residents attending those walks.**

8.18 In addition, the AELTC hosts an annual calendar of events for local residents to come and enjoy for free, including:

- **Community Open Weekend**, inviting those living locally to come and enjoy everything Wimbledon has to offer for free. Welcoming over 1,000 people across a weekend, guests can enjoy tours of the Grounds; visit the Wimbledon Lawn Tennis Museum; have access to the Wimbledon Library which is not normally open to the public; get up and close with The Championships trophies; enjoy arts and crafts activities; take part in competitions; learn more about the Wimbledon Foundation and the WPP proposals; and enjoy a free hot drink and a sweet treat.
- AELTC also hosts regular **Nature Weekends** with the aim to bring local nature to life for young and old. Themes centre around the importance of water to nature; exploring nocturnal wildlife; and how to help local wildlife and nature over the winter months.

8.19 In total, **over 7,300 people have engaged with the AELTC and the WPP proposals** either via a guided tour on the former golf course or attending one of the events above.

8.20 In addition, the AELTC also offers a range of year-round benefits to those living locally to its sites, which includes discounts in the Wimbledon Shop, the Wingfield Café and free access to its Museum, as well as the opportunity to join the Community Ticketing Scheme where tickets for The Championships are made available in a closed sale to those living close to the Grounds, recognising the impact of living close to the AELTC might have on local people.

Summary

8.21 The WPP will increase the level of revenue generated by The Championships to create additional funding to be channelled back into the LTA and the initiatives mentioned above. In addition, the physical spaces delivered as part of the proposals, the new northern and southern parklands and relevant facilities will create flexible spaces for the wider community to use for a range of activities year-round.

9 Knock-on impact of The Championships

- 9.1 The physical benefits of sport and physical activity are well documented and continue to be a central reason for Government investment. Being active can reduce the risk of developing type 2 diabetes by 30 to 40% and can reduce the risk of a range of medical conditions, including cancer, dementia, strokes, obesity, heart disease and depression. Additionally, a study commissioned by Sport England found that, when measured against costs of engagement and providing opportunities for every £1 spent on community sport and physical activity, a return of investment of £3.91 was created for individuals and society¹⁸. This demonstrates the health and wellbeing and economic impact of sport and physical activity.
- 9.2 Primary research conducted by Sheffield Hallam University¹⁹ revealed that four out of five spectators (83%) were more inclined to attend other sporting events as a result of being at The Championships. Moreover, almost every other spectator surveyed (49%) said that The Championships had inspired them to play tennis (29%) or play more tennis (20%).
- 9.3 This demonstrates the wider impacts of The Championships in terms of promoting an active lifestyle and the inspirational effect of attending the grand slam event. It is expected that the influence is likely to stretch far beyond those who have attended the event, reaching into homes throughout the country via television and other media coverage.
- 9.4 In addition, the 38 new courts (excluding the Parkland Show Court) provide opportunities for community use after The Championships, hosting smaller tournaments and a week-long finals of Play Your Way to Wimbledon, the UK's biggest grassroots tennis participation event where finals take place at the AELTC each year. This would also be in line with the national context of trying to overcome some of the common barriers which affect people's ability to be physically active. The national context recognises that the sport system in the UK should actively reach out to those who do not involve themselves in sport and institutions and private organisations such as the AELTC can (and do) play a role, which in turn can benefit the local community.

¹⁸ Sport England, 2019. Social and economic value of community sport and physical activity

¹⁹ Sheffield Hallam University, 2019. Economic Impact of the Championships (Wimbledon)