
RESOURCE C

Performing a Needs Analysis

Understanding the need for a proposed covered court tennis facility to meet community recreational and competitive needs is an extremely important first step in determining the viability of the new tennis venue. The needs assessment involves examining key data about the community as well as tennis specific information applicable to the local jurisdiction. The following pertinent information is usually available through municipal planning departments.

- Historic and projected population numbers by age cohort;
- Household income;
- Education status of community residents; and
- Existing and projected ethnicity of the community.

Examining this information provides a base level of understanding of the existing community and what it should look like in the future.

The analysis should also take into account leisure trends in general and the specific trends related to tennis. General leisure trends can usually be found in recreation planning documents and specific information about tennis should be available through either Tennis Canada or the provincial tennis association. In combination this information provides a window into where recreation service delivery will be going in the future and how this future will affect tennis.

High-quality analysis if need should include the certain degree of public consultation. For general public input regarding the proposed project, this could take the

form of a general survey circulated through the municipal web site. Full more specific input, a survey to tennis enthusiasts could be distributed through a community tennis club or a local sports council. The survey should request input regarding the proposed project including the likelihood of supporting the project, the probability of utilizing the covered courts and user fees sensitivity. Frequently, survey results are complemented by face to face feedback received through public meetings, focus groups or stakeholder interviews. A combination of these consultation methods usually provides useful direction regarding the public's attitude towards the proposed facility and offers insight into the propensity for its use.

The needs assessment should also include an environmental scan the existing supply of tennis facilities available through public, not-for-profit more private sector providers. Where possible, use profiles of these facilities would be helpful in gauging local interest in tennis activity.

In combination, these examinations and consultations will be helpful in setting the stage for more detailed analysis of market conditions.



Photo Credit: Tennis Edmonton