

# INVESTMENTS

Sports Complexes



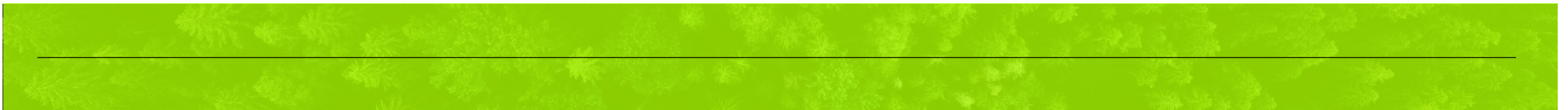
# CONTENT

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# ABOUT US

# WHO WE ARE...

## MEET OUR TEAM



### **BEN ELSEY**

CEO and Founder of MACEN  
RICS Consultancy

Ben has worked in the construction industry for over 20 years and is a Chartered Quantity Surveyor.

Ben's project experience includes mixed-use schemes, high-end residential, commercial and charity work. Ben heads up all site acquisitions and project delivery.

Ben ensures costs are kept inline with CAPEX investment, manages and communicates project timelines and is the general liaison point for all contractor teams.



### **PAUL TISDALE**

Former Premiership  
footballer and coach

Paul was a professional football manager for 22 years, notably Exeter City FC where he became the EFLs longest serving manager in 2018.

Paul was instrumental in establishing ECFC as one of England's most healthy and sustainable football businesses.

Paul brings opportunities on the celebrity endorsement of our sports venues. He also manages the brand and helps to bridge the gap between sponsorship, celebrity and sites.



### **EDWARD PARSONS**

Group CFO of a  
private business

Edward managed the growth of a private business, spearheading billion \$ company acquisitions (M&A).

Edward is a keen sailor at Emsworth Sailing club and you will see him regularly participating in sailing competitions both at home and abroad.

Edward manages and tracks cash flow and financial planning as well as analysing the company's financial strengths / weaknesses, and where necessary, proposes corrective actions.



### **STU POOLE**

CEO and Founder of  
Titanium Element Ltd

Stu worked alongside Edward managing the restructure and growth of a private business.

Stu is a Business Operations and Procurement specialist, with a Black Belt SIGMA qualification.

Stu has delivered \$2 billion global tender programmes, resulting in business savings of over \$100m and the mitigation of supply chain risk for FTSE100 global blue- chip companies.

Stu makes the profitable and risk-free business decisions . He manages the overall operations and resources of the company, acting as a main point of communication for the board.

# OUR VISION



We believe that **playing sports, staying fit** and **exercising** are vital to the maintenance of a healthy lifestyle.



Our **top-quality sports facilities** will cater for **local communities** bring people together due to their shared love of sport.



**Sport does not have a language**  
**Sport does not need words**  
**Sport connects people**



Our leisure spaces will function as **hubs for the community members**, no matter their **age, gender or fitness background**. We recognise and **remove barriers** that may be faced by people involved, or wanting to be involved in sport



## CREATE

combined, shared facilities and sports-based environments



## PROVIDE

sports and leisure opportunities for local people of all ages and abilities



## ENCOURAGE

greater participation in sport

# THE HOW?



## ACQUISITION

We partner to acquire the freehold of land, freehold properties & leasehold land



## DEVELOPMENT

We develop multi-use schemes for sports and residential



## RICS PROJECT DELIVERY

All projects are passed through our Royal Institute of Chartered Surveyors consultancy



## OPERATIONAL

We ensure ongoing operational and cost management of sites

**WHAT WE DO**

# OUR FOUR SCALABLE PILLARS



## EXISTING SPORTS FACILITIES

Target existing medium sized Sports facilities  
i.e. Football clubs, clubhouses, tennis clubs



## PRIVATE LAND (WITH AND WITHOUT PLANNING)

Property developers  
Freeholders  
i.e. Farms, businesses, Trustees.



## COUNCIL OWNED LAND

Contacting local councils on freehold property and land availability  
Section 106 funding availability from housing developers



## LARGE AND MEDIUM SIZED WAREHOUSES

We work with agents across the Southern Counties who provide information and assist in targeting possible new sites



# LARGE SPORTS COMPLEX – HAYWARDS HEATH (IN PROGRESS)

1. Four covered and floodlit Padel Courts
2. Two 3G floodlit football pitches
3. One 2G floodlit Multi use pitch – Hockey, Netball, Tennis
4. Clubhouse
5. Entry road
6. Car Park for 120 cars



## STAGE OF DEVELOPMENT

### FUNDING PARTNER

Robert MacMillan

### CAP EXPENDITURE

6m- £1.5m S106 developer fund MSDC  
/ £4.5m RM

### PRE – PLANNING HAS

#### CONCLUDED

no showstoppers

### ECOLOGY

in progress

### S106 FUNDING

provisionally approved

### QS, PM, ARCHITECT

#### ENGAGED

Tender on Cap Ex in progress,  
designs complete

# LARGE SPORTS COMPLEX - HAYWARDS HEATH

Project in progress



**50 YEAR**

lease on 5 acres of land



**2024/25**

Est. opening



**COMMUNITY INTEREST COMPANY**

set up to manage and ruin the site



**£6M INVESTMENT NEEDED**

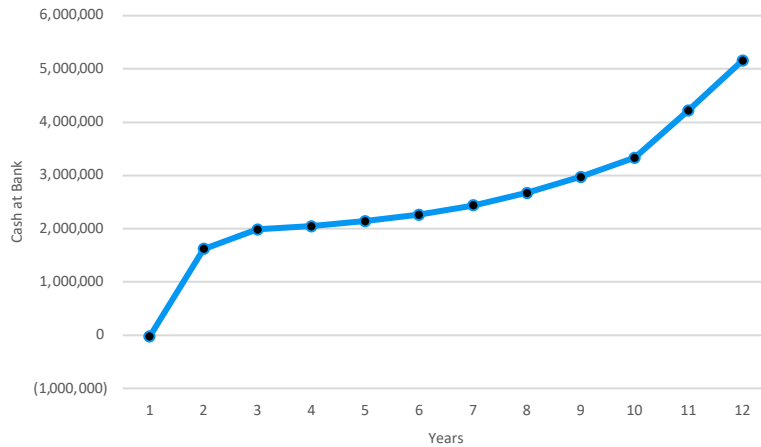
Investment (£4.5M PI/£1.5m S106)



**8 YEAR**

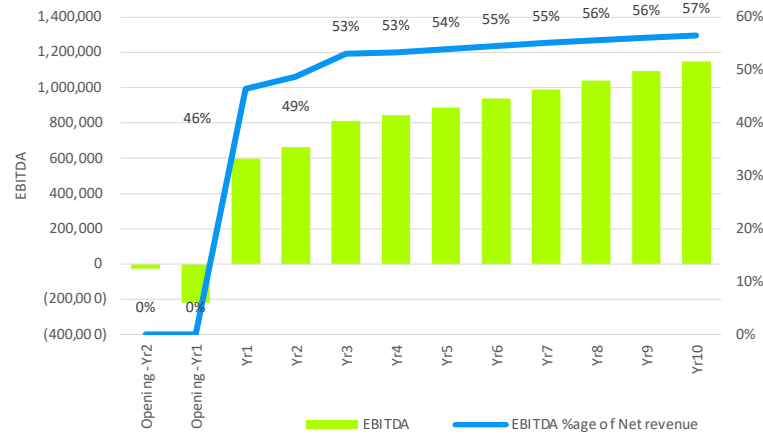
loan repayment period with 6% coupon

CLOSING BANK POSITION - INCLUDING LOAN REPAYMENT



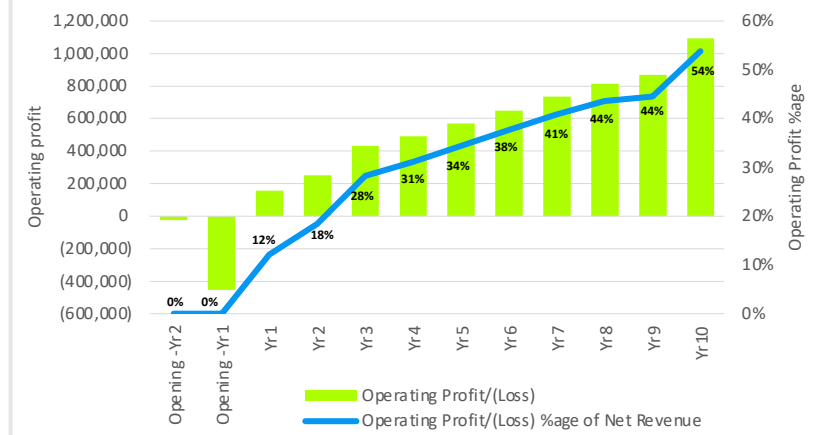
**LOANS REPAID OVER 8 YEARS / 6% COUPON**

EBITDA & MARGIN BY YEAR



**£902K / 54% AVERAGE PA**

OPERATING PROFIT & MARGIN BY YEAR



**£605K / 36% AVERAGE PA**

# **INVESTMENT OPPORTUNITIES**

# MEDIUM SPORTS COMPLEX - REDHILL SURREY

## THE Acquisition -

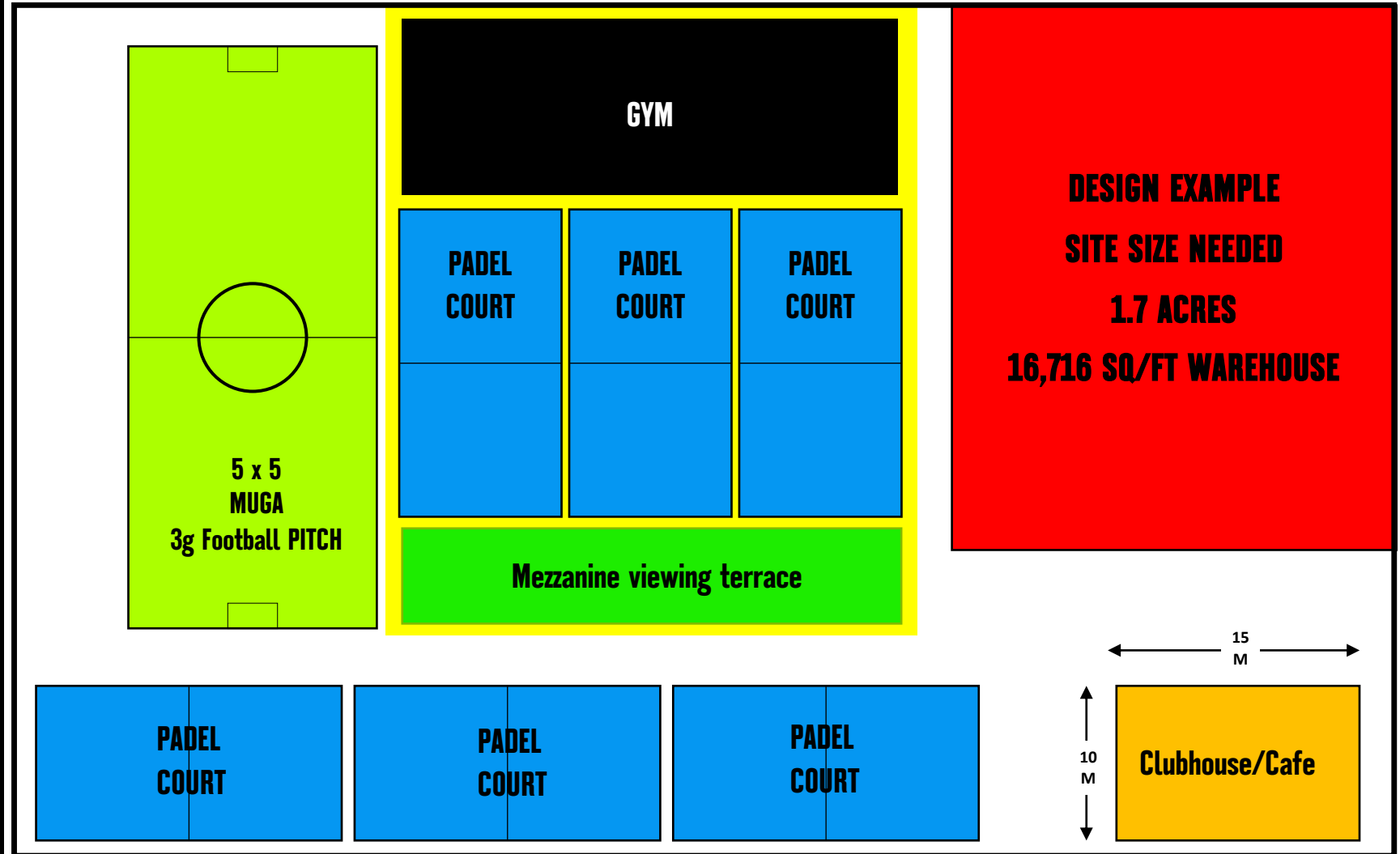
Purchase Freehold, Bungalow and Warehouse

1. Three indoor Padel courts
2. Three outdoor covered floodlit Padel courts
3. Gym – functional membership
4. One 3g floodlit football pitch
5. A Boutique Clubhouse with Cafe

## SPORTS AROUND REDHILL

**PADEL COURTS**  
**IN THE LOCAL AREA**  
**2**

**FOOTBALL TEAMS**  
**IN THE LOCAL AREA**  
**52**



# MEDIUM SPORTS COMPLEX

## New Site Survey



**6X**

Padel courts-  
3 indoor / 3 floodlit  
outdoor

**3G**

**3G**

Football 5x5  
pitch



**CLUBHOUSE**

Changing rooms  
and a Café



**GYM**

Functional  
membership-  
based facility



**£4.3M**

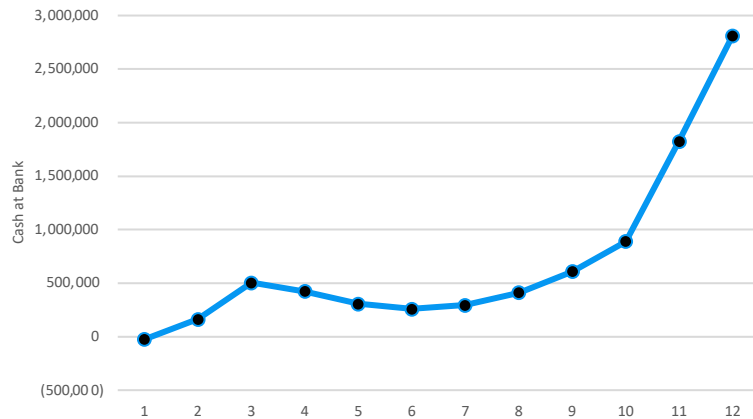
Investment  
required



**8 YEAR**

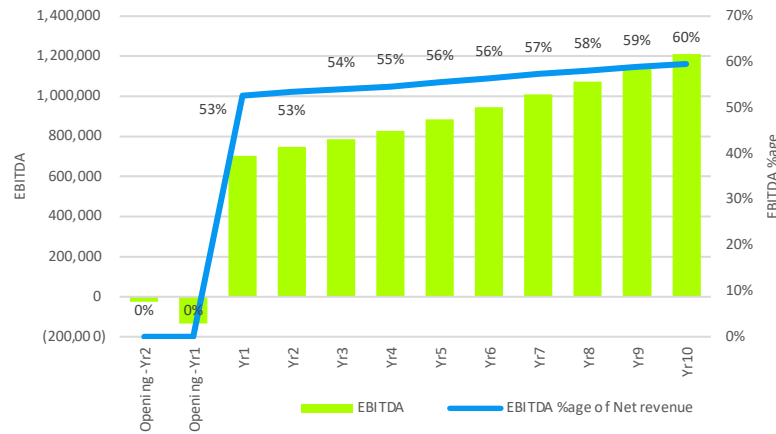
loan repayment period  
with 8% coupon

CLOSING BANK POSITION –  
INCLUDING LOAN REPAYMENT



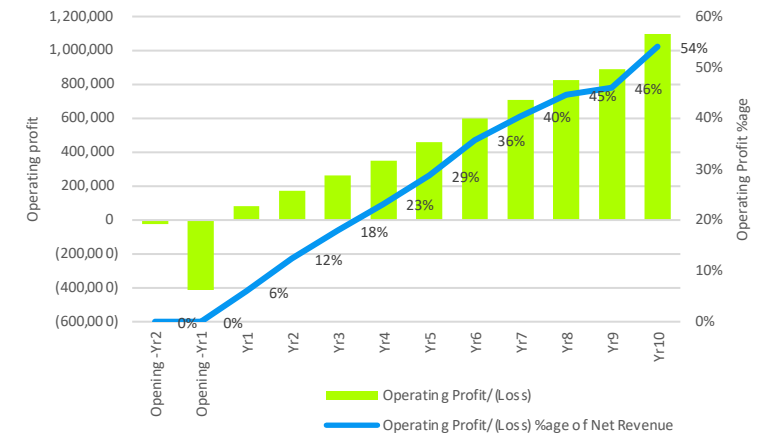
**LOAN REPAID OVER 8 YEARS / 8% COUPON**

EBITDA & MARGIN BY YEAR



**£932K / 56% AVERAGE PA**

OPERATING PROFIT & MARGIN BY YEAR



**£544K / 33% AVERAGE PA**

# WAREHOUSE COMPLEX - LOCATION TBD

## THE DESIGN -

1. Eight indoor Padel courts
2. Gym - functional membership
3. A Boutique Clubhouse environment with Cafe

**Targeting  
affluent towns/Cities**

**Bath - Somerset**

**Brighton - Sussex**

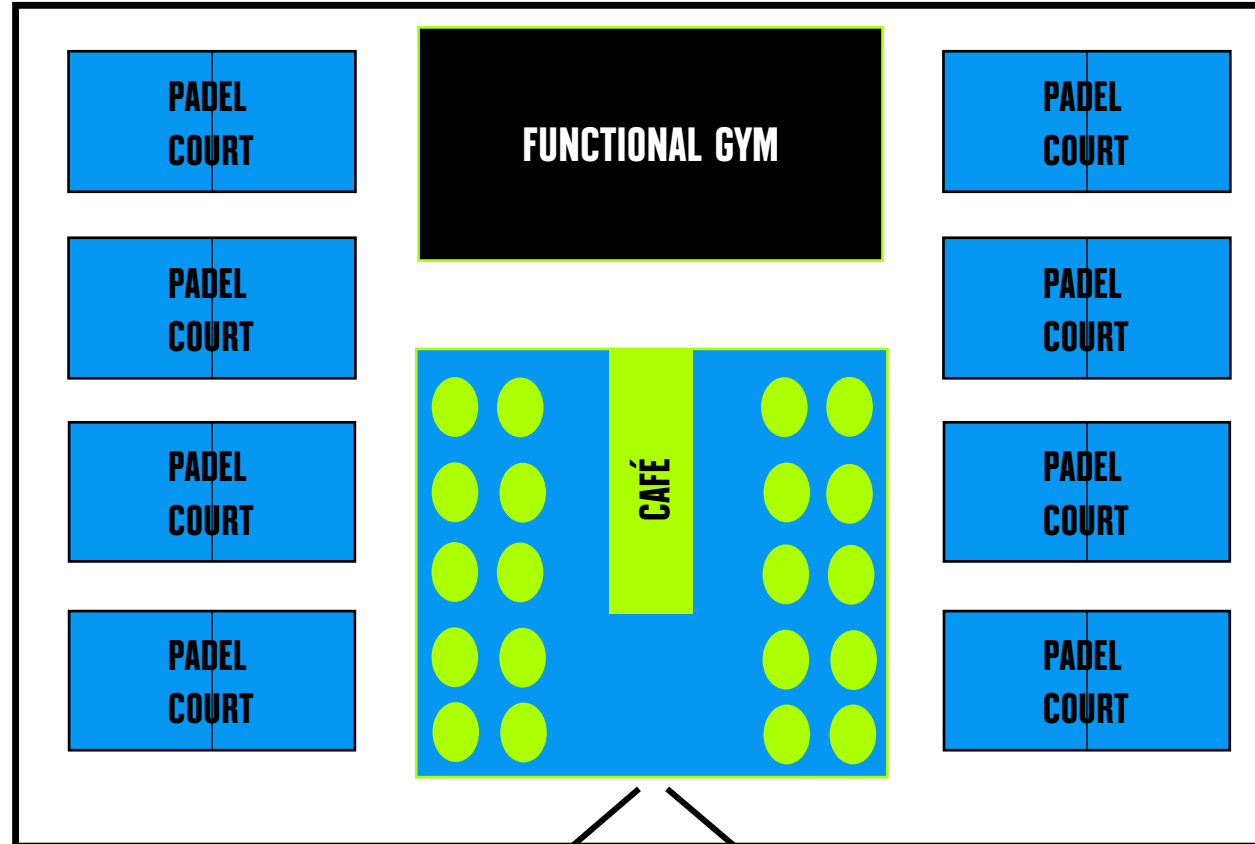
**Lewes - Sussex**

**Poole - Dorset**

**Cobham - Surrey**

**Cheltenham - Gloucestershire**

**Marlborough - Wiltshire**



**WORKING  
LAYOUT/DESIGN \***



# LARGE WAREHOUSE BASED SPORTS COMPLEX

Potential site Sussex



**8X**

Padel courts-  
3 indoor / 3 floodlit  
outdoor



**CLUBHOUSE**

Changing rooms  
and a Café



**GYM**

Functional  
membership-  
based facility



**£2.5M**

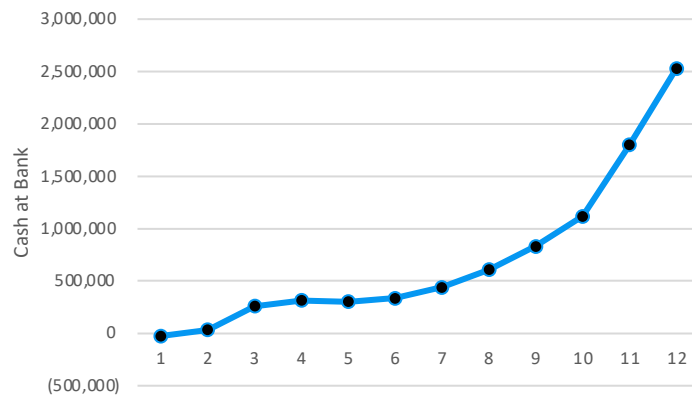
Investment  
required



**8 YEAR**

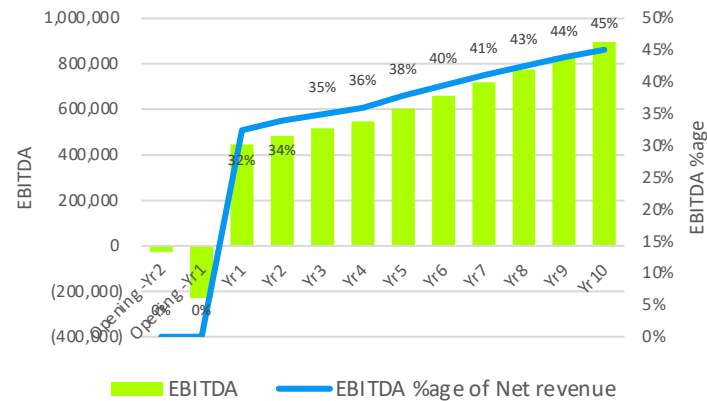
loan repayment period  
with 8% coupon

Closing Bank Position - including  
Loan Repayment



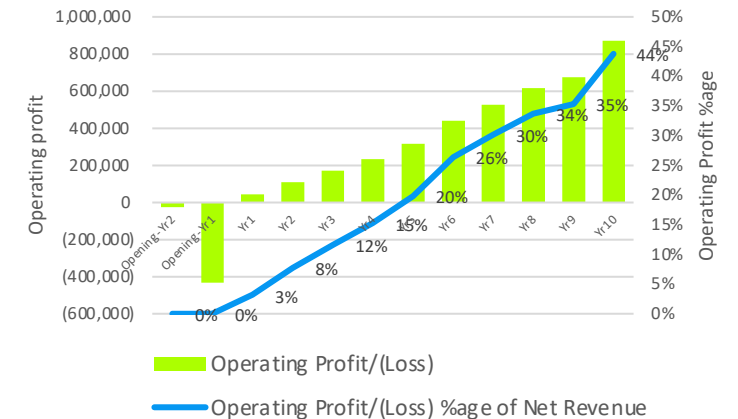
**LOAN REPAID OVER 8 YEARS / 8% COUPON**

EBITDA & Margin by Year



**£648K/ 39% AVERAGE PA**

Operating Profit & Margin by Year



**£400K / 24% AVERAGE PA**

# **PADEL TENNIS**

**THE FASTEST GROWING SPORT IN THE WORLD**



# PADEL FACTS



**Padel tennis** is a cross between **squash & tennis** and is played by around **20 million people** globally

The **smaller court** size and **slower ball** speed make it simpler for beginners to pick up the game and **enjoy playing.**

**This racquet sport** is typically played in **doubles** on a court roughly **25 per cent smaller** than a **tennis court.**

## The celebs love it

There are a LOT of celebrities that LOVE Padel.

Footballers, influencers and actors all enjoy the sport.

**Jurgen Klopp, Neymar, David Beckham, and Messi** have been spotted playing it.

Many of them promote Padel on their social media showing how good it is!

## Social Media

**415 million** views of the World Padel Tour **YouTube Channel**...and **11 million** of these have come in the last 30 days.

## 30% of Padel players are women

Padel is not completely male dominated. With 30% of players being women, compared to only 15% in tennis.

So, if you think Padel is a man's game, think again!

It is known for being an **inclusive sport** suitable for players of all ages, backgrounds and skill levels.

## One of the craziest Padel tennis facts!

Padel is the **fastest** growing sport in the world, **increasing** at a rapid rate around the world.

**Sweden** has seen a huge increase of play and uptake has shot up by **310% since 2019.**

**450 courts** have been built in **2020** and over **1,000,000** bookings were made!

## There is a huge increase in Padel Racquet sales

**900,000** Padel racquets were sold last year, compared to **400,000** tennis racquets in the previous year.

This shows how there are so many new Padel players that need racquets!

## Padel is not an Olympic sport (yet)

While Padel is not an Olympic sport there have been many calls for it to become one, as it continues to grow worldwide.

Currently Padel is played in 57 countries across the world - to qualify as an Olympic sport, the sport must be played in at least 75 countries.

As it continues to go global, let's watch this space Padel fans!



# PADEL TRENDS IN EUROPE

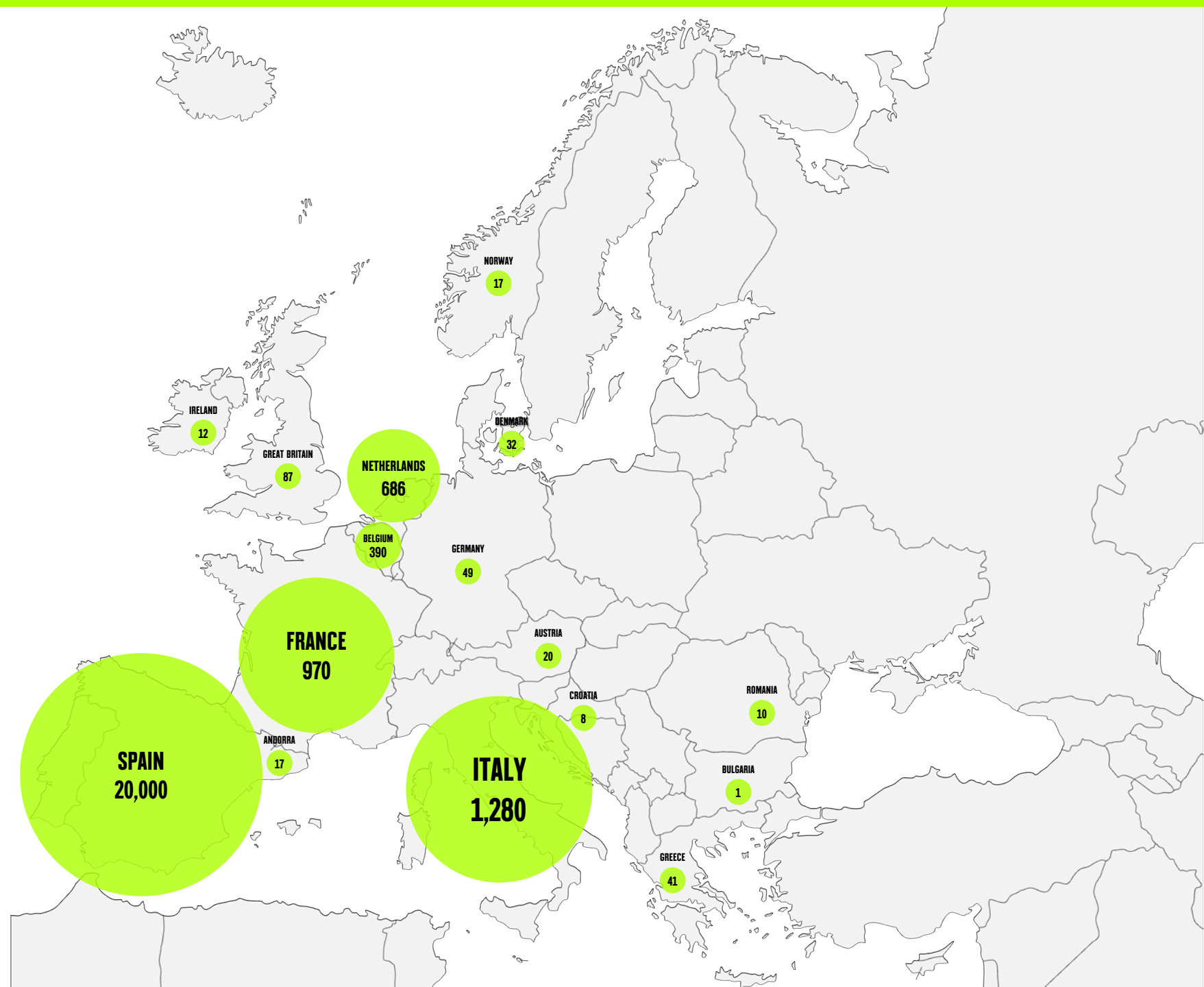


Padel in Europe and the **UK** is expected to follow similar growth to that in **Spain**, where there is an estimated **20,000 Padel courts** and **6 million players**.



THE TENNIS FEDERATIONS ACROSS EUROPE HAVE NOW **INTEGRATED PADEL** into their thinking which has seen the launch of multiple sites

ITALY	1,280
FRANCE	970
NETHERLANDS	686
BELGIUM	390
GREAT BRITAIN	87
GERMANY	49
GREECE	41
DENMARK	32
AUSTRIA	20
NORWAY	17
ANDORRA	17
IRELAND	12
ROMANIA	10
CROATIA	8
SAN MARINO	2
BULGARIA	1



# A BRIEF HISTORY OF PADEL

## PADEL TENNIS

Padel is invented by **Enrique Corcuera** in **Acapulco, Mexico.**



1969



1974

Padel was introduced to **Spain** by **Prince Alfonso of Hohenhole**, who built two courts at his **Marbella Club Hotel.**

Argentine millionaire **Julio Menditeguy** a Marbella regular, imported the sport to his country where it became a sporting sensation. There are now over **2 million Padel players and over 10,000 Padel courts in Argentina.**



1975



1991

Representatives from the Spanish, Argentinian and Uruguayan Padel associations held a meeting in La Moraleja, Madrid and the **International Padel Federation (FIP) was formed.**

**The British Paddle Association** was formed by a group of passionate British expats who wanted to compete in the inaugural World Championships. Founder members included Nigel Garton, director and coach at Middlesbrough Padel Club.

The **first World Padel Championship**, hosted by the International Padel Federation, was held in Madrid with the finals being **played at Expo 92 World Fair in Seville.** The first participants were Argentina, Spain, UK and France.



1992

The Sports Council of Spain recognised Padel as a sport and changed the name to Padel due to Spanish pronunciation.

1993

**The World Padel Tour (WPT)**, a new circuit of professional tournaments was launched in partnership with Estrella Damm. As most events are held in Spain or Argentina and most related content is in Spanish, the professional game and its following has been limited to mainly Hispanic nations.



**The Padel Pro Tour (PPT) was created**, the first professional circuit of tournaments where international players competed for world ranking points and positions.

2005

After constant expansion during the 90's Padel **spread** from the **southern coast to the rest of Spain.** There were now more than **500 Padel clubs** across the country.



2000

**Padel arrives in the UK** with the **first courts being built by David Lloyd Leisure and enthusiastic tennis club** members who wanted somewhere to play Padel on returning home from holidaying in Spain. The **British Padel Federation** is established this year.



2011

The **Lawn Tennis Association** forms a strategic alliance with **British Padel** and **LTA Padel** is born.



2019

2013

2024

**Will Padel tennis be an Olympic sport at LA in 2028? Let's hope so!**

# THE LTA PADEL DEVELOPMENT PLAN PRESENTED

4-year strategy to integrate, build, accelerate, and scale the sport of Padel in Great Britain.

2020

## INTEGRATE THE GAME

The initial phase of the development plan was to fully integrate Padel into the LTA, aligning membership, competitions and the coaching pathway.

2021

## BUILD THE GAME

A primary focus to develop the overall infrastructure of the sport, i.e. the amount of Padel courts, a workforce, products and a structured player pathway.

2022

## ACCELERATE THE GAME

We can then implement marketing initiatives, develop partnerships, to enhance the overall awareness and visibility of the game and continue to increase overall participation.

2023

## SCALE THE GAME

With the number of courts increasing, the workforce and a player pathway bedded in, the foundations will be in place to rapidly grow the sport.

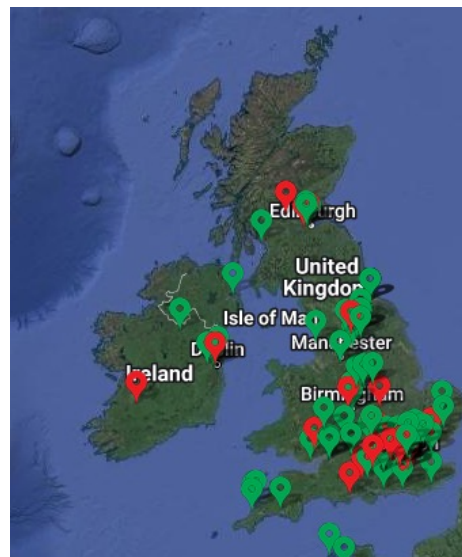
# PADEL TENNIS

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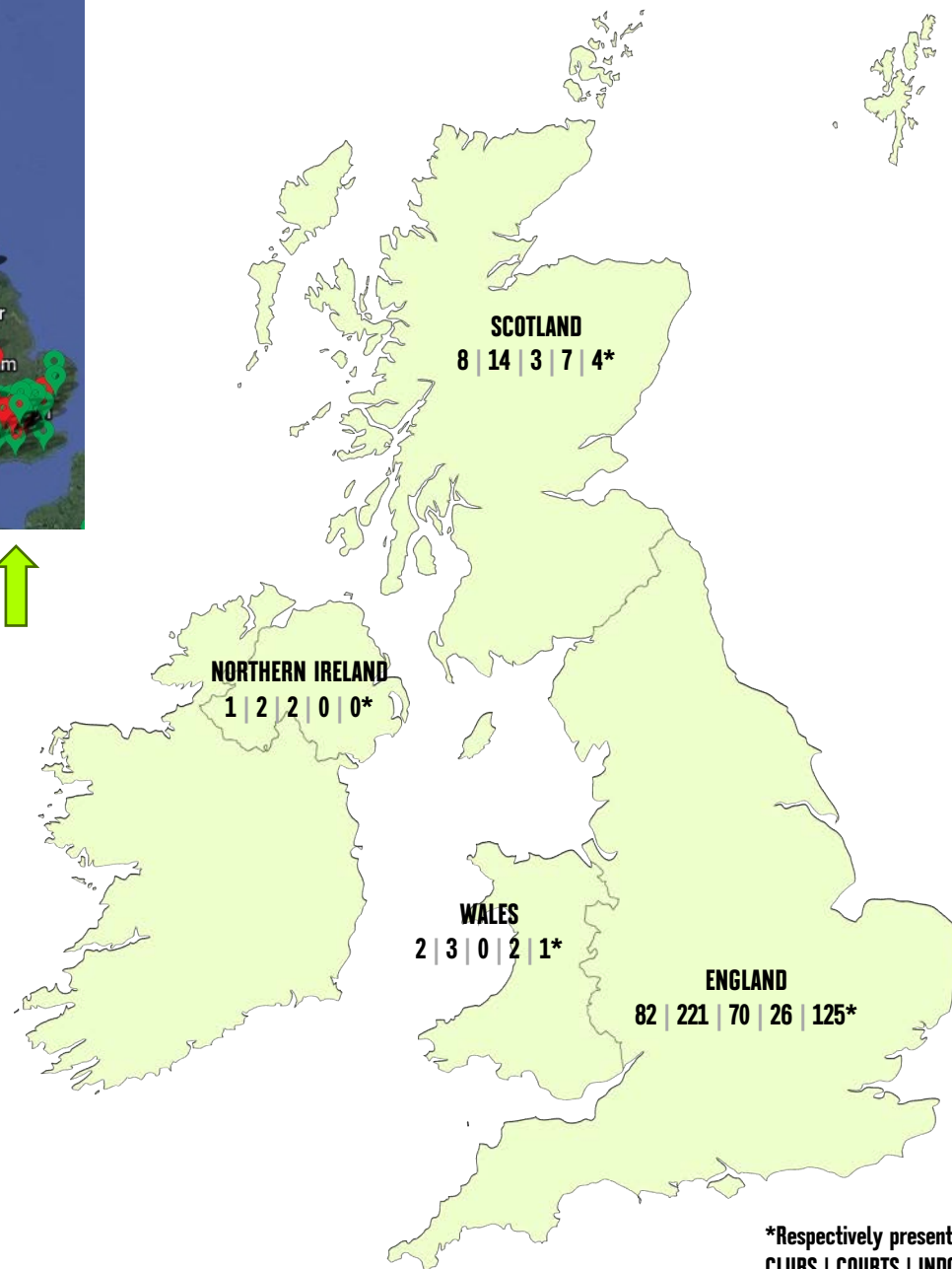
# UK PADEL COURTS STATS

Many Padel courts **require players to have membership** of a **tennis or sports club**, which means **non-members** can only use the facilities as a guest of an **existing member**.



↑ Click the map above for enhanced details on UK coverage ↑

	Clubs	Courts	Indoor	Covered	Outdoor
UK	93	240	75	35	130
England	82	221	70	26	125
Scotland	8	14	3	7	4
Wales	2	3	-	2	1
Northern Ireland	1	2	2	-	-



\*Respectively presented above  
CLUBS | COURTS | INDOOR | COVERED | OUTDOOR