

## Message from Stephen Lloyd MP

I am writing to you regarding the AEGON International tennis tournament held every year in Eastbourne. I have been heavily involved in discussions with the Lawn Tennis Association (LTA), Eastbourne Borough Council, the Chamber of Commerce, Eastbourne Hospitality Association, the Eastbourne Independent Traders Group and the FSB to figure out ways of improving the tournament and in particular it's benefit to local businesses such as yours. The purpose of this letter is to seek your advice to find out how we can help local businesses grow in conjunction with the tennis tournament.

Over the next few months you will see a number of initiatives we are taking to improve the tournament, and develop business opportunities from our town hosting such a major sporting event. In the meantime, we would appreciate your help!

Below are 6 simple survey questions. I would be extremely grateful if you could take the time to answer them and send them to Coding Services who have been commissioned by the LTA to analyse the data at [codingservices@btconnect.com](mailto:codingservices@btconnect.com)

Thank you for helping me bring a real 'buzz' to this year's Eastbourne AEGON International tennis tournament.

Many thanks

Stephen Lloyd MP  
Eastbourne and Willingdon Constituency.

### **LTA and MP's Commission AEGON International Tournament Survey**

- 1) Are you aware of the international lawn tennis event that takes place in Eastbourne in June each year?  
  
YES                      NO
  
- 2) Does your business already benefit from the tennis event being held in the town?  
If so please give examples of how:
  
  
  
  
  
  
  
  
  
  
- 3) If there was one thing you think Eastbourne could do to increase business development opportunities for your business from the tennis tournament, what would that one thing be?

4) If there was one thing that you think the AEGON International Tennis tournament or the LTA could do to increase business development opportunities for your business from the tennis tournament, what would that one thing be?

5) Are you interested in exploring how you can further support the tennis event to ensure that it stays in Eastbourne long-term?

YES

NO

6) Can you please state what category and size your business is e.g. independent small shop, medium size accountancy practice etc.

*Thank you for completing the survey, please return your response [codingservices@btconnect.com](mailto:codingservices@btconnect.com) no later than Tuesday 8<sup>th</sup> March, so we can implement the improvements to ensure this year's tennis tournament is a great success for Eastbourne.*