

WHAT A **GOOD CLUB** LOOKS LIKE



A FRIENDLY, AFFORDABLE TENNIS CLUB BASED IN A COASTAL VILLAGE WITH A FOCUS ON FUN, FITNESS AND FAIR PLAY

Bucehaven Tennis Club

ABOUT THIS CLUB:

- 240 members
- 10 pay and play users
- 735 players on the programme
- 367 in the schools outreach programme
- 6 volunteers
- 6 Tennis Leaders
- 2 coaches & 6 Tennis Leaders
- Unincorporated association
- £21,000 turnover

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“Driving tennis participation sustainably in the local community”

PARTNERSHIP & COLLABORATION

- This year the club would like to establish connections with local businesses
- The club’s coaches work with other local coaches to deliver a ‘cluster’ coaching programme, competitions and other activities
- The club has strong links with Fife Council Sport Development, Active Schools, Community Use Schools and Sports Council

CLEAR PURPOSE AND PLAN

- The club’s vision, strategy, goals and performance are communicated regularly to members and other key stakeholders
- The management committee is strongly committed to maintaining this momentum and achieving the goals that have been agreed
- Performance is reviewed at every management committee meeting
- All actions are recorded in meeting minutes, carried forward to the next meeting and ticked off when completed

COMPETENT COMMITTEE & COACHES

- Role definitions for 8 key management committee roles have been developed
- The club provides consistent support to the head coach (on-court and off-court) at open days, community events, competitions and other tennis programme activities
- The club engages regularly and consistently with members on strategy, plans and performance through surveys, targeted email communications and social media activity
- The main office-bearers have roles that are defined in the club’s constitution and other management committee members has a specific role e.g. safeguarding officer
- Additional roles are included from time to time to meet the varying workload and to ensure that the workload is spread across the committee
- The head coach contributes to the club’s strategy development and planning
- The management committee and head coach work in partnership with a shared vision and goals

BEING INCLUSIVE & RESPONDING TO LOCAL NEEDS

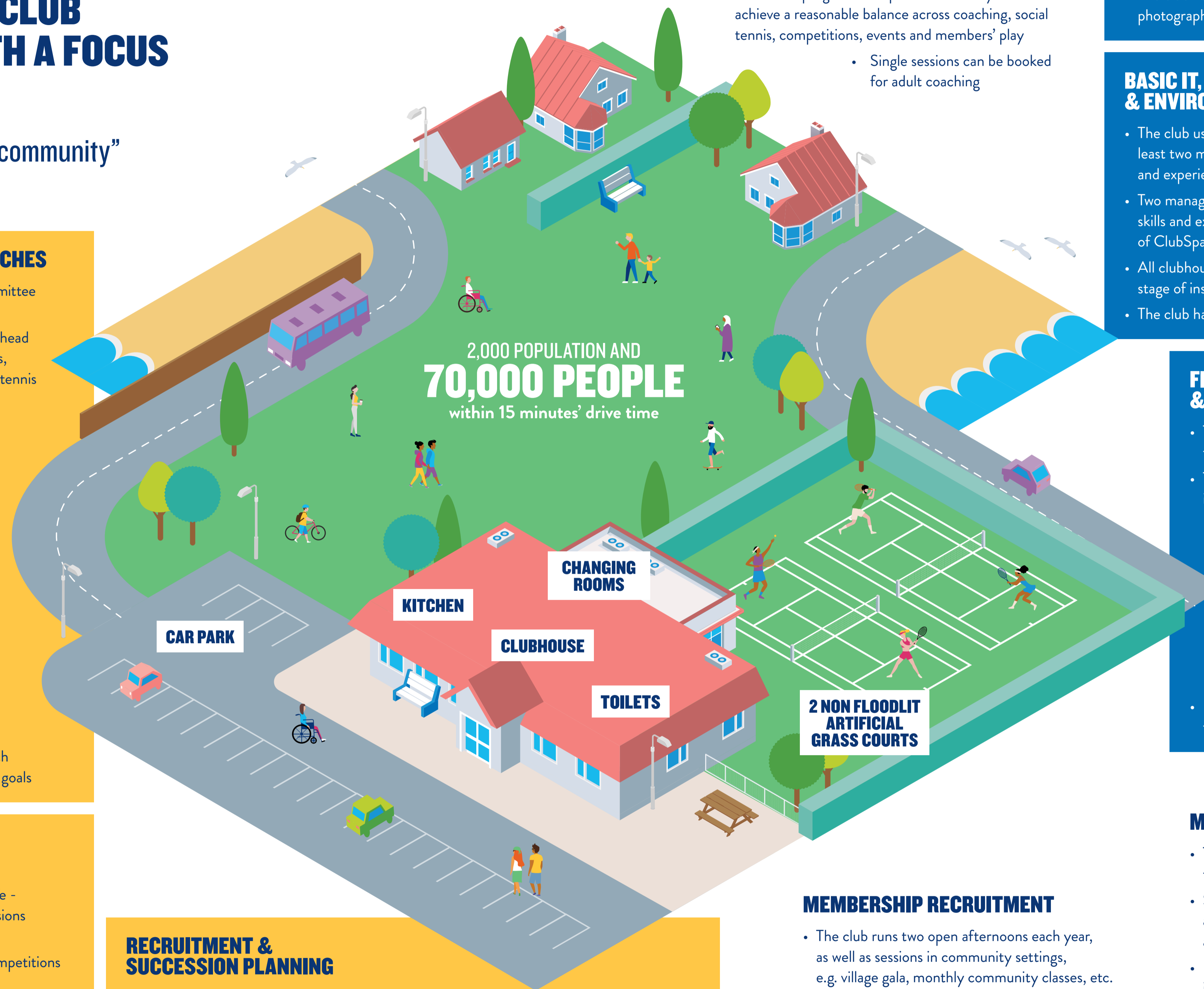
- Strong relationship with Disability Sport Fife - learning disability and wheelchair tennis sessions have been established
- The club offers coaching, social play and competitions to players of all levels
- The club is very welcoming to new members and offers tennis opportunities that are attractive to players of all ages and levels
- We communicate our purpose of “developing the sport of tennis and promoting the health and wellbeing of players” to stakeholders and demonstrate our commitment to it in our strategy, plans and actions
- We encourage open feedback from members and use it to drive continuous improvement

RECRUITMENT & SUCCESSION PLANNING

- The club’s strategy is to build a coaching workforce, rather than bring in coaches from outside the club
- To achieve this, we are developing a ‘coaching pathway’ that will encourage potential coaches to develop their skills, gain qualifications and build a career in tennis
- We plan to have a parallel pathway for competition organisers and officials
- We are moving from an approach that relied on committee members having all the skills needed to run the club, to one that identifies members with key skills that can help to drive change, development and growth
- Role definitions give prospective committee members a clear understanding of expectations

TENNIS PROGRAMME

- We keep the design of the tennis programme very flexible, allowing us to make adjustments to meet user needs
- The tennis programme offers coaching, social tennis and competitions for players of all ages and levels
- The calendar for fun tennis events is carefully planned to offer opportunities for age groups and levels throughout the year
- The club promotes beginner coaching and community Cardio Tennis sessions to parents of children on the programme
- The tennis programme is planned carefully to achieve a reasonable balance across coaching, social tennis, competitions, events and members’ play
 - Single sessions can be booked for adult coaching



EFFECTIVE MARKETING

- Regular Facebook posts, with plans to join Instagram and Twitter
- The club engages regularly in the main local community Facebook group and contributes to the village community newsletter
- We encourage members and other regulars to spread news about the club to their family and friends
- We promote our open days, community classes and other events through local Facebook groups, primary schools and printed media
- The club has very good relationships with sports journalists and photographers at the local newspaper

BASIC IT, INFRASTRUCTURE & ENVIRONMENTAL SUSTAINABILITY

- The club uses ClubSpark and for each module, there are at least two management committee members with strong skills and experience
- Two management committee members have in-depth IT business skills and experience that help the club to make optimum use of ClubSpark
- All clubhouse lighting uses LED bulbs, and we’re in the feasibility stage of installing floodlights
- The club has teams in junior events and car sharing is encouraged

FINANCIAL MANAGEMENT & INCOME GENERATION

- The club’s bank accounts are monitored regularly and finance is always on the agenda at committee meetings
- The club’s current account has a buffer amount included to accommodate any unexpected outgoings
 - In addition, there is a ring-fenced account to fund projects to develop the club e.g. court resurfacing
- Grant applications is an area that will be explored this year
- The club has good relationships with key stakeholders, such as the local council and the schools network
- Building relationships with local businesses is an area the club would like to pursue next

MEMBERSHIP RETENTION

- The club prides itself on offering tennis opportunities to players of all ages and levels
- Surveys to club members have been done on an ad-hoc basis; the intention is to issue regular or annual surveys
- Upon joining, a welcome email is issued with club information, who to contact for assistance and to introduce new members to existing members for support
- Club members are regularly informed of activities via email e.g. the monthly “Upcoming Events” email. Information on actives/coaching is also posted on the club’s Facebook page
- The club’s Messenger account is available to members with queries, and the committee members are always happy to discuss any concerns

MEMBERSHIP RECRUITMENT

- The club runs two open afternoons each year, as well as sessions in community settings, e.g. village gala, monthly community classes, etc.
- We encourage members and other regulars to spread news about the club to their family and friends.
- The club’s primary school programme visited three local primary schools to deliver tennis taster sessions
- The club has close links with a local high school and delivered tennis sessions for the S1 ‘School of Sport’
- Tennis activities are promoted through the local newspaper, printed media and Facebook (the club’s and local community’s pages)