

WHAT A **GOOD CLUB** LOOKS LIKE



A SMALL HOME COUNTIES VILLAGE CLUB WITH A DIVERSE MEMBERSHIP AND COACHING PROGRAMME

Lacey Green & Loosley Row Tennis Club

ABOUT THIS CLUB:

- 235 members
- 34 pay and player users
- 300 players on the programme
- 10 volunteers
- 1 coach
- Unincorporated association with CASC status
- £20,000 turnover

WHAT A GOOD CLUB LOOKS LIKE

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“Helping more people participate in tennis in a welcoming, affordable and safe environment”

PARTNERSHIP & COLLABORATION

- Run the local after-school tennis club on the courts
- Host friendly competitions with local clubs to offer more opportunities for adults and juniors
- Offer free sessions to local clubs, such as youth clubs, Cubs and Brownies

BEING INCLUSIVE & RESPONDING TO LOCAL NEEDS

- Redeveloping the clubhouse allowed us to become a fully inclusive facility
- Connections with the GP surgery means we can offer walking tennis to patients who need socially prescribed activity
- Currently offering free membership to local Ukrainian families
- University of the Third Age is based near us, and we host a weekly session for retired players

CLEAR PURPOSE AND PLAN

- Develop a long-term plan to work towards, ideally 3-5 years, which includes facility development
- Be clear about the role of the club and make sure everyone knows about it, both internally and externally
- Use your long-term plan as a guide, both in terms of charting progress and making key decisions

COMPETENT COMMITTEE & COACHES

- Keep the committee tight (8 to 10 people) with clear roles and responsibilities
- Recruit members to the committee with the right skill set
- Ensure the agenda covers all key topics (linked to the plan) including standing items such as safeguarding
- Spread the workload and consider recruiting additional volunteers outside of the main committee
- Allow the coach to sit on the committee, but have a conflict of interest policy in place
- Incentivise the coach to attract new members

RECRUITMENT & SUCCESSION PLANNING

- Make use of the free recruitment tool on the LTA website
- Ensure roles aren't too onerous to encourage new members to come forward
- Get to know members well, so that potential talent can be identified early
- Always have a watertight coaching agreement that works for both club and coach

TENNIS PROGRAMME

- Offer something every day, whether that is a group coaching programme or club session
- Be flexible; sometimes sessions have to change to adapt to the changing requirement of your membership base
- Offer Tennis Xpress, particularly during the key April-July period, to attract new players
 - Offer juniors the opportunity to play against other local clubs
 - Consider using quiet times to promote pay and play and programmes such as walking tennis

EFFECTIVE MARKETING

- Keep the website up to date and aim to answer any question potential members may have, such as coaching rates etc.
- Use free software to create promotional materials
- Sell branded clothing to promote the club within the local community
- Capitalise on members who can be advocates of the club and ask them to promote through their social networks and connections
- Post regularly on Facebook and Instagram to raise awareness of the club
- Coach offers raffles prizes to local organisations including schools

BASIC IT, INFRASTRUCTURE & ENVIRONMENTAL SUSTAINABILITY

- Using a finance programme for accounting: these are cheap, save time and are sometimes free
- Making use of the ClubSpark free website and keep it current
- Using LED floodlights to save electricity, ensuring new clubhouse has superior insulation, and recycling of rubbish and old tennis balls
- Saving committee members time by using free conferencing software

FINANCIAL MANAGEMENT & INCOME GENERATION

- Online banking with dual approval for online payments
- Keep up to date accounts which are regularly circulated to committee members
 - Use online payments for membership as it reduces administration and improves the member experience
 - Create a sinking fund along with a plan of when facilities need replacing
 - Regular social activities for fundraising and member cohesion
 - Always be on the lookout for local grants and make use of free tools such as Easyfundraising to make it easy for members to help
- Consider CASC (community amateur sports club) status as it provides some financial perks

MEMBERSHIP RETENTION

- Regularly communicate with members to keep them informed about current activity and future plans
- Identify members who use the facilities very rarely and see if you can help them get more involved, before losing them
- Put on a year-round programme of tournaments, ladders and cup competitions
- New members receive a welcome letter and are offered a tennis buddy for the first month or so
- Understand why members do not renew, and learn from the feedback
- Acknowledge the wider social role of the club and create a programme of events that brings members and their friends and family together

MEMBERSHIP RECRUITMENT

- Offer a number of membership categories to cater for different requirements and a price structure that incentivises becoming a member over non-member premiums
- Always respond promptly to membership enquiries - we aim for 15 hours max
- Promote the health and wellbeing benefits of tennis
- Understand your local community and make sure you offer something that they want or need
- Run an annual open day with free coaching and follow-on offer

