

LTA CLUB HEALTH SURVEY

Why are we doing to support clubs?



A key priority for the LTA is to support clubs to grow and retain membership, increase participation and be financially sustainable.



In order to maintain and improve the health of clubs, the LTA wants to help them remain relevant to their community and stay financially viable. More regular monitoring will provide a better understanding of the key issues impacting the club network.

What are we doing to better monitor clubs?

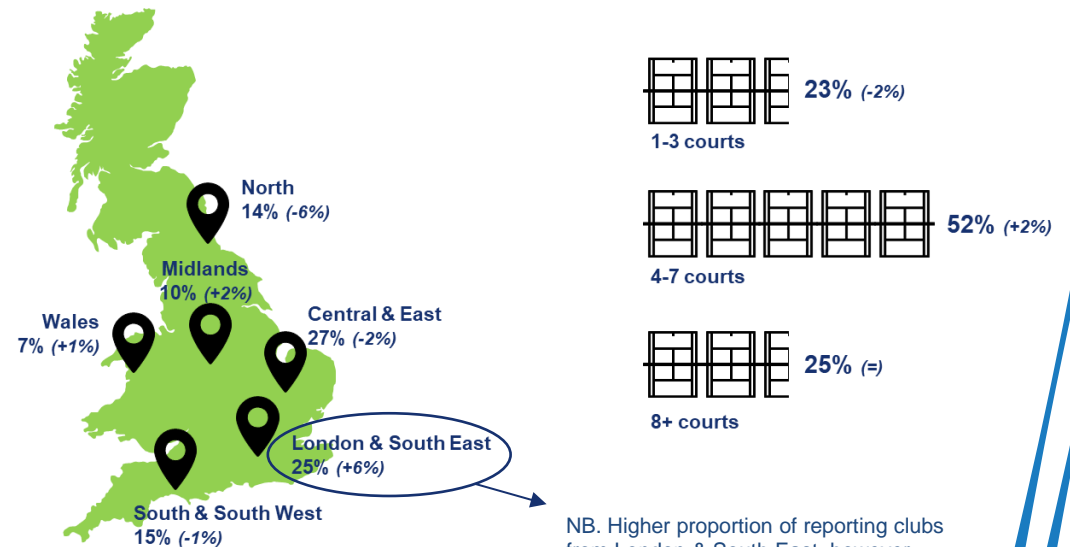


The monitoring is quarterly in frequency and explores a range of areas impacting on the overall health of a club, including club governance & management, programming & court utilisation, financial stability and membership growth and retention.

In addition to health the monitoring examines trends and impact of LTA's support.

In October's data collection period we received 343 (+25 from wave 1). More clubs were invited in wave 2 which resulted in a greater skew towards the London and South East and fewer taking part in the North. This variation was closely examined and had limited impact on the overall health measure.

As the number of clubs interviewed grows, we'll receive more robust data, allowing us to provide further analysis on club size and region.



NB. Higher proportion of reporting clubs from London & South East, however investigations have revealed this not to have made an impact on data

Breakdown of responses – regionally and by size of club

TOP TAKEAWAYS – October 2019

Overall Club Health 74%^{+3%}

| | |
|----------------|--------------------|
| England | 74% ^{+3%} |
| South & SW | 74% ^{+1%} |
| North | 72% ^{+4%} |
| Midlands | 72% ^{+4%} |
| Central & East | 74% ^{+3%} |
| London & SE | 79% ^{+6%} |
| Wales | 71% ^{+4%} |

Overall clubs have seen an improvement in health during the summer driven support they received around member retention. Wales has particularly improved its governance

So what will the LTA do as a result of this feedback?



The LTA will look to build on the growth of face to face communication, particularly among clubs who have yet to be visited. The face to face communication was seen as highly effective and developing a wider rollout will help in building closer relations between clubs and the wider LTA



Positivity is growing among clubs, both about their current and future prospects. Maintaining a bespoke strategy for different regions could maintain this positive wave. For instance, assisting Northern clubs in helping them better utilise courts, or focussing comms for South, South West and Midlands clubs on Governance and Financial Stability

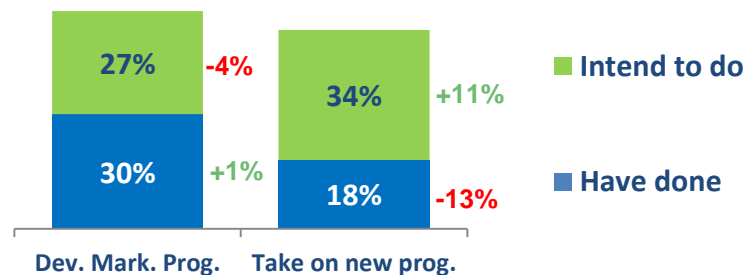


Clearer delivery of information around facility development to clubs will build stronger perceptions of the LTA and enable faster club growth. Some claim communication with the LTA has been rather slow, which could have contributed to clubs missing funding application deadlines. Going forward this will be streamlined to help all clubs



87%^{+4%} positive about club future

As a result, positivity for the future has also improved.



Clubs have taken on new programmes and developed a marketing programme as a result of LTA support



Future priorities for clubs



Membership Growth

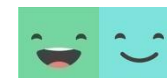


Membership Retention



Facility Development

Retention becomes a key focus in October, driven by the Midlands. London and SE are looking more into facilities than programme utilisation



+11%
63% satisfied with support



+10%
74% receive right amount of contact

Following an increase in f2f contact, satisfaction improves with most thinking this receive the right amount of support