



SURVEY RESULTS

CLUB HEALTH & VOLUNTEER ENGAGEMENT

QUARTER 4 2023



BACKGROUND AND SURVEY CONTENT

- In previous years, separate, monthly surveys have been issued to monitor club health (among club main contacts) and volunteers.
- From 2023, these two surveys have been combined into one single questionnaire, which is issued quarterly to all volunteers (50% of volunteers per wave)
- Each survey covers
 - Volunteer engagement metrics
 - Club health metrics (among committee members who say they have sufficient knowledge to answer these)
 - A “hot topic” module – in November 2023, this covered two areas, safeguarding, and junior competition.
- Almost 900 volunteers completed some or all of this survey wave, a response rate of c15%, providing a broad cross-section of volunteer viewpoints



HEADLINE MEASURES

CLUBS & VOLUNTEERS

As clubs make up a such huge part of the tennis landscape, it's important for us to understand what's happening in them, both in terms of their current health, as well as how they feel about their future.

We have been surveying clubs and volunteers over the last 3 years, which has helped us develop the venue support toolkit, housing practical tools and resources linked to all aspects of running a successful club.

The following slides provide an overview of what volunteers said about their club health, as well as some further information about their experience as a volunteer.

WE ASK CLUBS TO SCORE THEMSELVES FROM 1 – 5 ACROSS FIVE CORE AREAS THAT MAKE UP A SUCCESSFUL CLUB

Core aspects of a healthy club

▼  Display this question

If The next few questions are about the general health of your tennis club. By that we mean aspects... Yes Is Selected

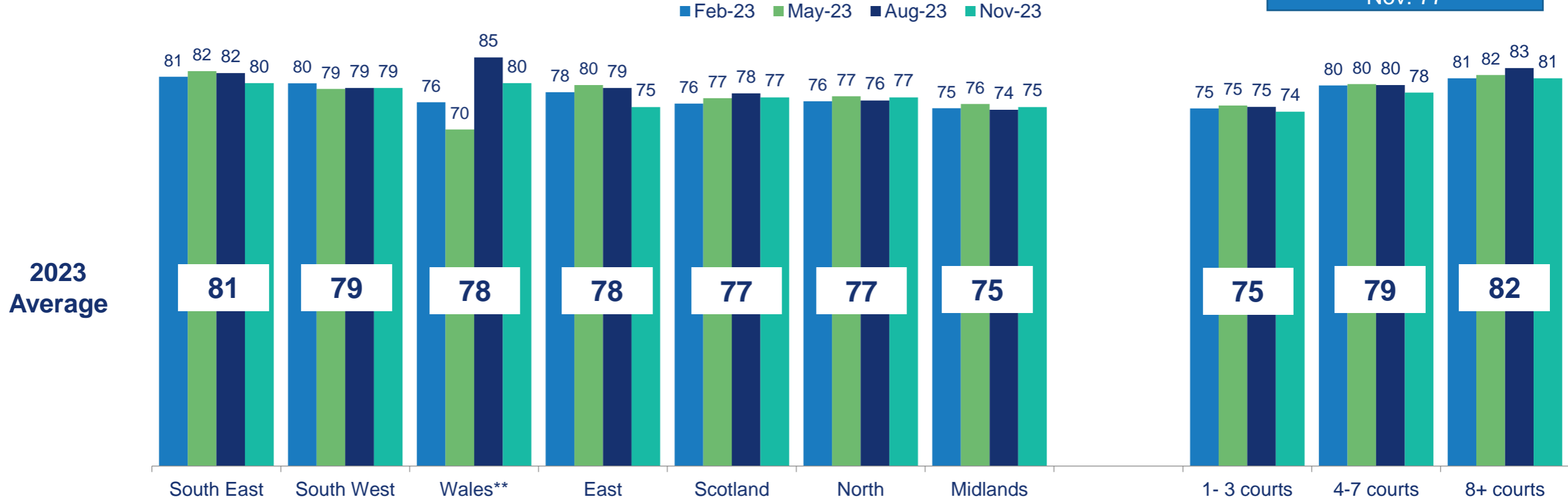
How would you rate the **current** health/state of your tennis club in regards to the following measures? 1= not healthy at all and 5 = very healthy

	1 = not healthy at all	2	3	4	5 = very healthy
Financial Stability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Governance and Management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Membership Growth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Membership Retention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Court Programming and Utilisation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

HEALTH DIFFERENCES BY REGION ARE RELATIVELY NARROW, THOUGH THROUGHOUT THIS YEAR, CLUBS IN THE SOUTH-EAST HAVE TENDED TO BE MOST POSITIVE AND THOSE IN THE MIDLANDS LEAST POSITIVE. THE SMALLEST CLUBS CONSISTENTLY RATE THEMSELVES AS LESS HEALTHY THAN THOSE WITH 4+ COURTS

Club Health by Region and Number of Courts

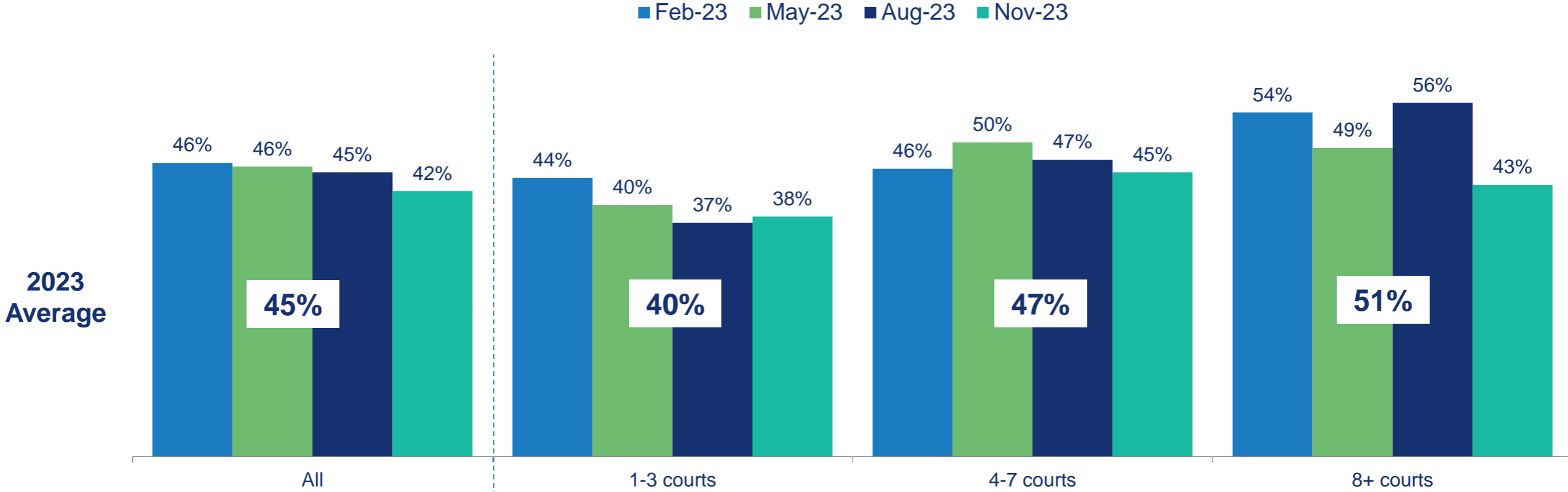
National Average
Feb / May / Aug: 78
Nov: 77



How would you rate the current health/state of your tennis club in regards to the following measures?
Nov 23: East (135), Midlands (109), North (109), Scotland (57)* low base, SE (138), SW (107), Wales (22)** CAUTION very low base, 1-3 courts (253), 4-7 courts (328), 8+ courts (98)

CLUBS OF ALL SIZES ARE LESS POSITIVE ABOUT THE FUTURE THAN THEY WERE AT THE START OF THE YEAR, WITH THE LARGEST DROP AMONG LARGER CLUBS

Positivity about future of Club: % Very Positive



And how positive or negative do you feel about the future for your tennis club?
Total (680) 1-3 courts (253), 4-7 courts (328), 8+ courts (98)

FINDING SUPPORT

WHERE DO YOU GO?

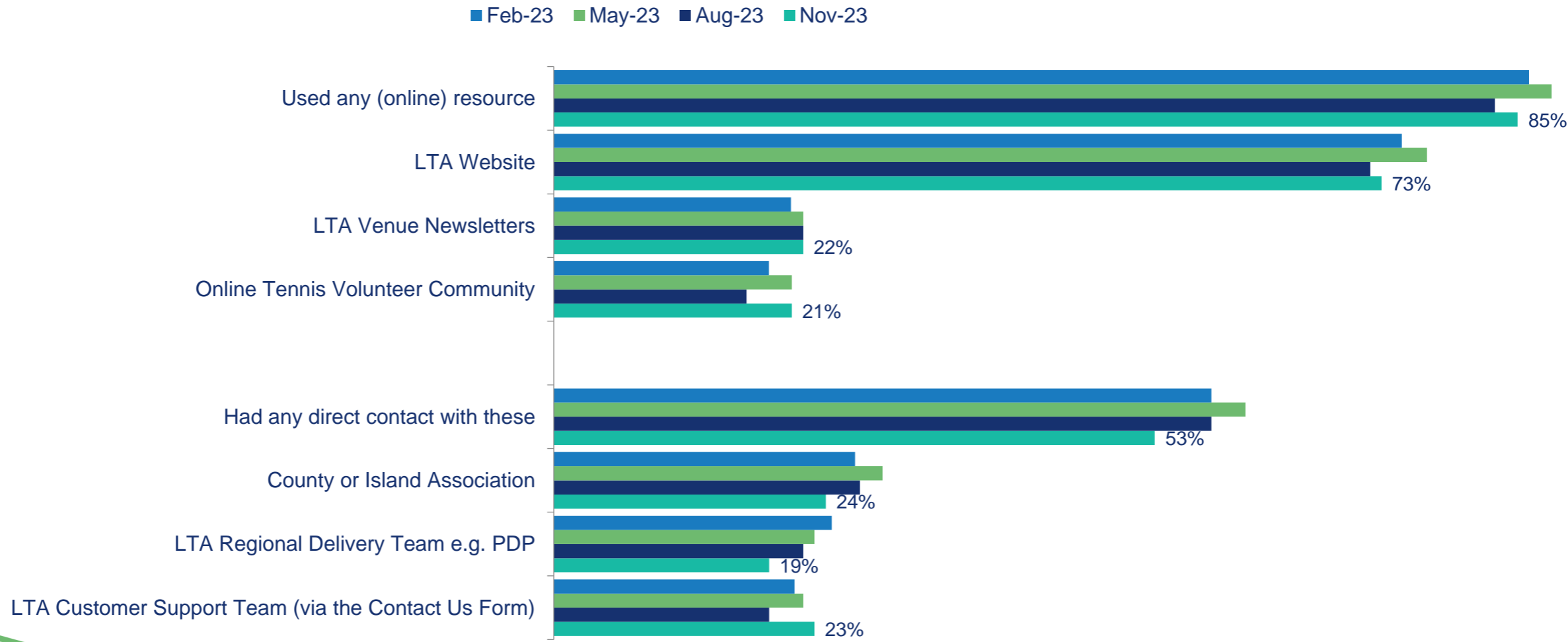
We offer support to clubs and volunteers in a couple of ways:

- via self-serve channels such as the website, regular newsletters and the tennis volunteer online community (a Facebook group led by volunteers, supported by the LTA)
- via direct support from people within the National, County and Island Associations, LTA Regional Delivery Team or LTA Customer Support Team

It's helpful for us to understand where you go and how effective each aspect is.

VOLUNTEERS REPORT LESS CONTACT WITH REGIONAL / COUNTY TEAMS THIS WAVE, BUT THERE HAS BEEN A SLIGHT UPLIFT IN NUMBERS CONTACTING LTA CS

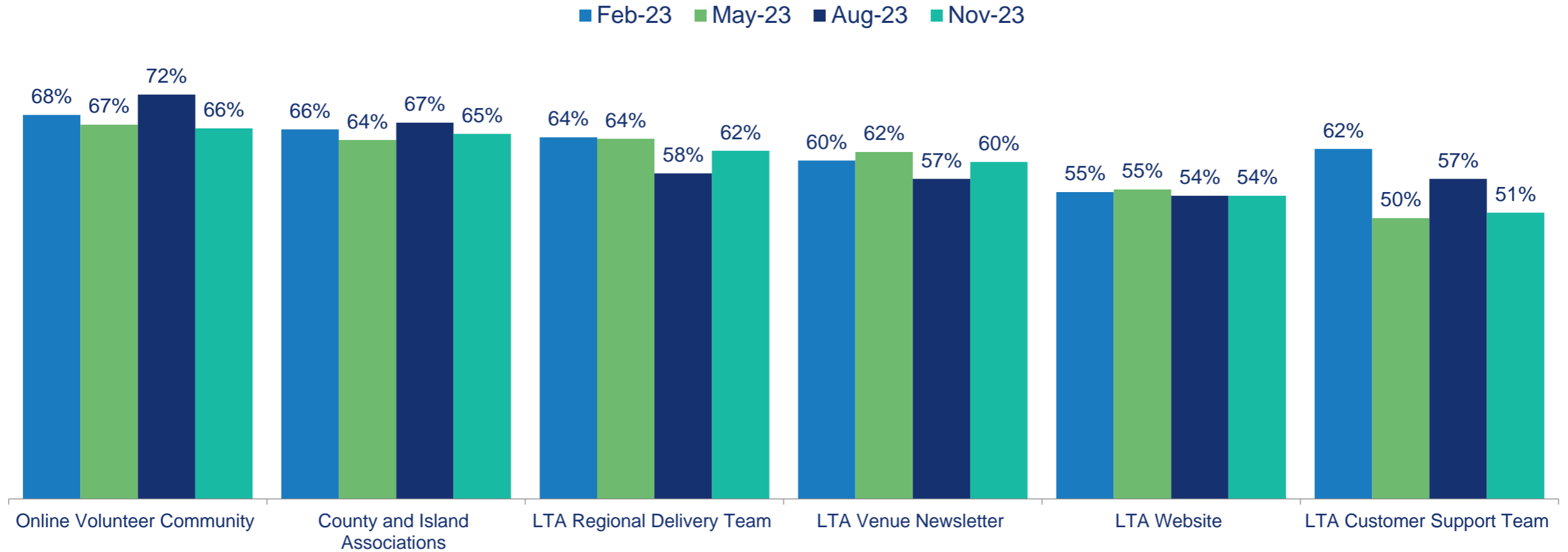
Contact and Resources Used for Club (Committee Members, all GB)



Has your club had any direct contact with representatives from any of the following over the past 6 months?
 And has your club used any of the following resources to look for information / support over the past 6 months?
 Base: all responding to club health questions (667)

VOLUNTEERS REMAIN BROADLY SATISFIED WITH LTA POINTS OF CONTACT.

Satisfaction with Points of Contact: % Very / Quite Satisfied



How satisfied are you with the information and support that your club has received from each of the following?
All who used each source (Nov 125 - 484)

HOT TOPIC FINDINGS

JUNIOR COMPETITION

For this quarters deep dive we focussed on your views and delivery of junior competition. We wanted to understand what works well and the challenges around delivering junior competition

2/3 OF SURVEY RESPONDENTS SAID THEIR CLUB RAN SOME JUNIOR COMPETITION, AND HALF DO THIS AT LEAST ONCE A QUARTER

Frequency of running junior competition

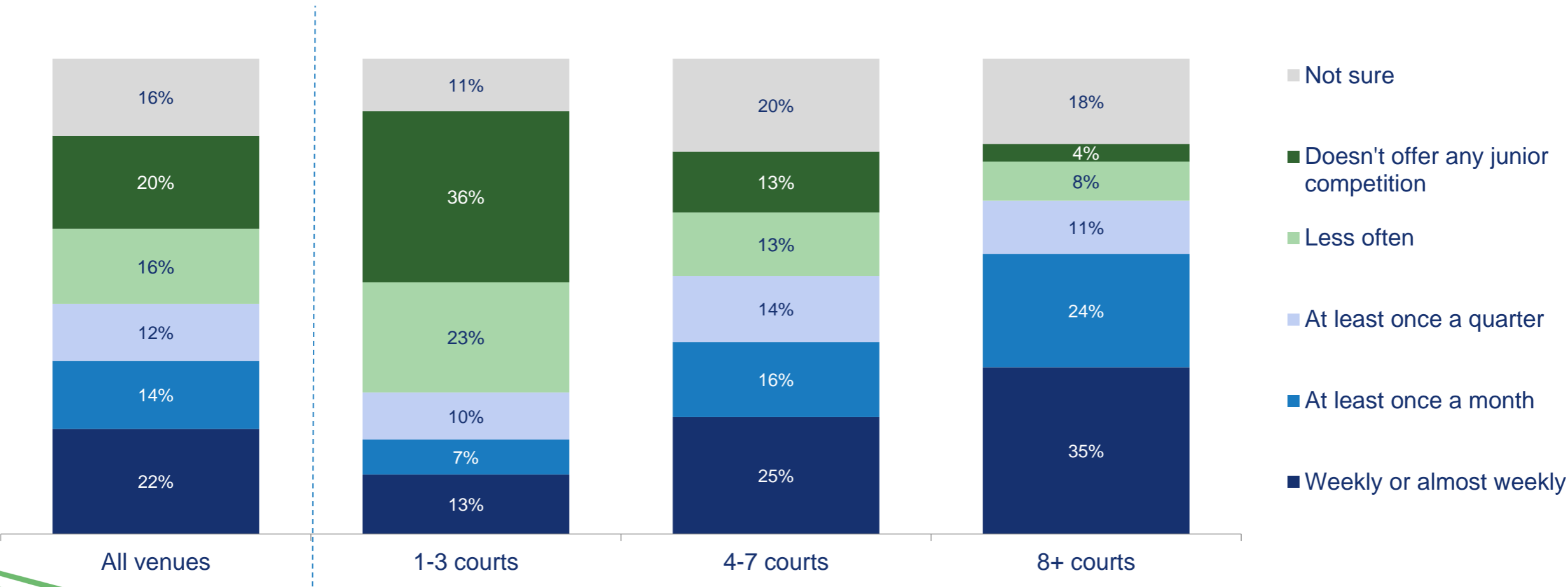


How frequently does your venue currently offer competitive opportunities for junior members?
This includes formal competition but also informal competition e.g. at the end of coaching sessions.

All volunteers (783), 1-3 courts (272), 4-7 courts (374), 8+ courts (134)

2/3 OF SURVEY RESPONDENTS SAID THEIR CLUB RAN SOME JUNIOR COMPETITION, AND HALF DO THIS AT LEAST ONCE A QUARTER, THOUGH THERE ARE WIDE DIFFERENCES BY VENUE SIZE

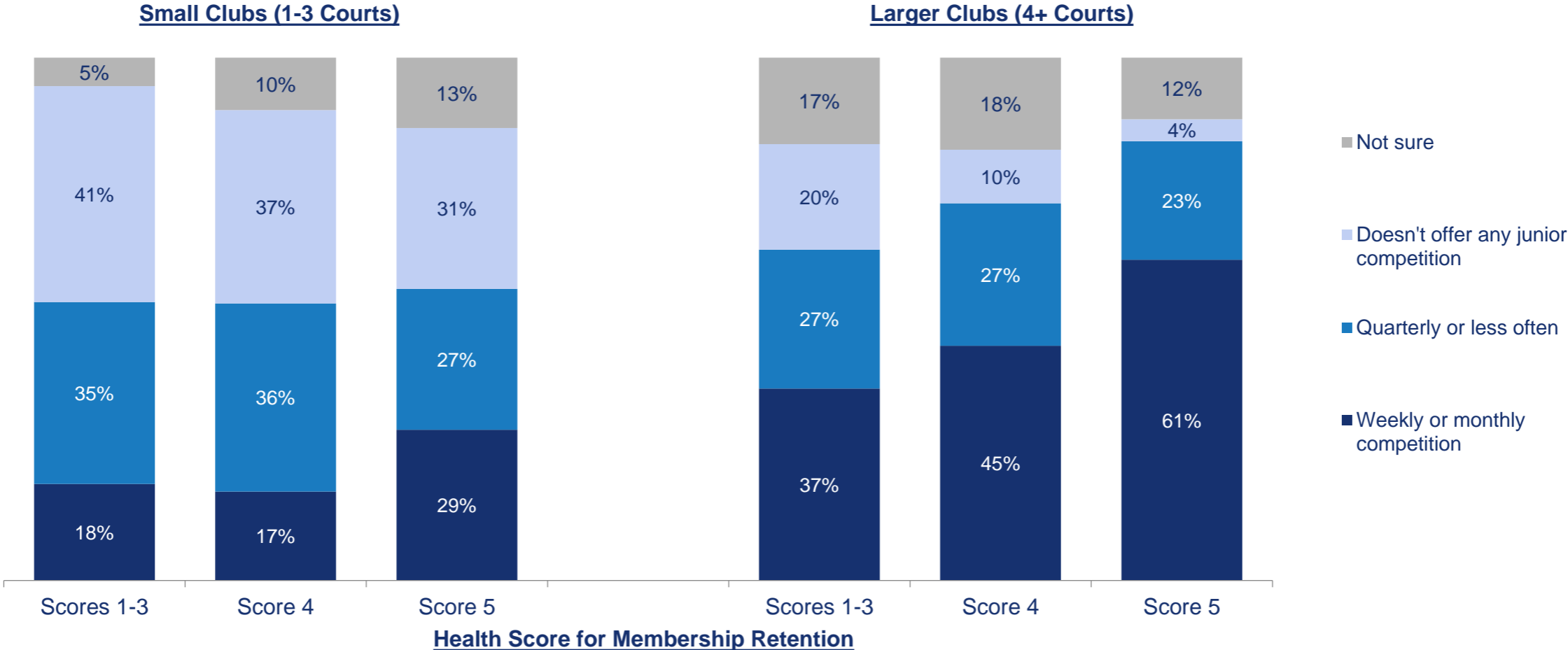
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CLUBS WITH THE HEALTHIEST MEMBERSHIP RETENTION ARE MORE LIKELY TO OFFER FREQUENT JUNIOR COMPETITION – ESPECIALLY TRUE FOR LARGER CLUBS

Frequency of running junior competition by health in membership retention



How frequently does your venue currently offer competitive opportunities for junior members? This includes formal competition but also informal competition e.g. at the end of coaching sessions.
 1-3 courts: scores 1-3=92, score 4 = 100, score 5 = 52; larger clubs score 1-3 = 109, score 4=176, score 5 = 119

WHY DO SOME CLUBS OFFER NO JUNIOR COMPETITION?

53%

Not enough / no junior members

We don't have enough juniors to make teams so can't compete against other clubs. We don't know what opportunities are out there for friendly matches/informal comps. We are only a small club with just a few juniors in each category

11%

Mentions of volunteers / organising task

Requires lot of extra work for already very busy people pressed for time as very few volunteers. Haven't been able to set up coaching partly due to fees that would be paid to LTA for having a coach? If that is correct as the club can't afford it .

11%

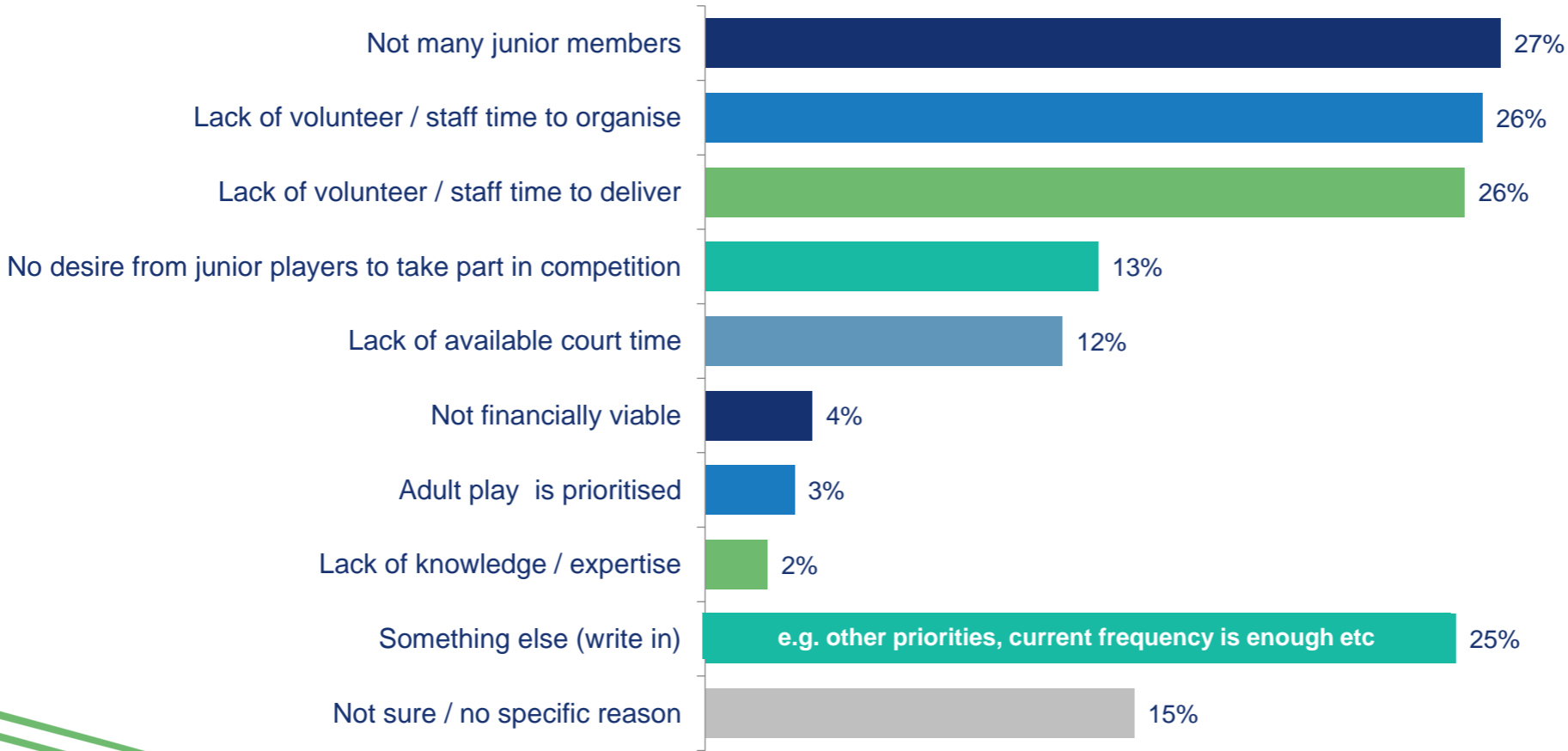
Mentions of club size / lack of courts or facilities

We have no coach to drum up junior members. We were a venue for some junior events but that is all. The village school is strangely disinterested - probably has no resources for teaching sports

Because we only have 2 courts, and they are in demand for members. As an R1 I would love to hold some junior comps but just not feasible to take up court space.

WHEN ASKED WHY CLUBS DIDN'T OFFER MORE COMPETITION OPPORTUNITIES FOR JUNIORS, THE MAIN REASONS ARE TOO FEW YOUNG MEMBERS, AND NOT ENOUGH RESOURCE TO DELIVER

Reasons for not offering more junior competition opportunities
(All who offer competition less than weekly)



What are the reasons why your club doesn't offer more junior competition opportunities?
(All offering less than weekly competition)

WHAT WORKS WELL FOR YOUR CLUB?

Mentions of...

33%

The coach / coaching

The dynamism and enthusiasm of the club coach who organises the frequent competitions. In addition to personally encouraging the juniors to become involved, regardless of their standard, he posts adverts for the competitions in the clubhouse.

15%

Leagues / ladders

They have small competitions at the end of their coaching sessions - more fun games but with a competitive edge - King/Queen of the Court for example.

13%

(Coaching) sessions / lessons

In addition to an annual junior open tournament and club closed there is weekly supervised competitive play for juniors supervised by a club coach that is funded by the club at no charge to junior members.

10%

Fun / enjoyment

The junior events put on by the club with the coach running them are great fun. Events run with adult competitions on the same day are great as this encourages families to participate and support each other. This is particularly good for the club championship day.

WHAT CHALLENGES DOES YOUR CLUB FACE?

Mentions of...

18%

The coach / coaching

We don't current run Matchplay or Team Challenge at the club. I think the coaches need to be encouraged to do this but there is currently nothing in it for the coaches, as they already have a Programme set up.

18%

Court time or availability

Lack of time from the junior coaches to organise (they prioritise better paying adult coaching), overt displeasure from older adult members towards events with many children at the club. Court time at weekends is extremely limited (and therefore would involve depriving regular members of opportunities to play)

18%

Volunteers / support to organise

The biggest challenge is having people in place to help run junior competition. Our club coach could do with more support from another volunteer, so more competitive opportunities can be organised and delivered.

18%

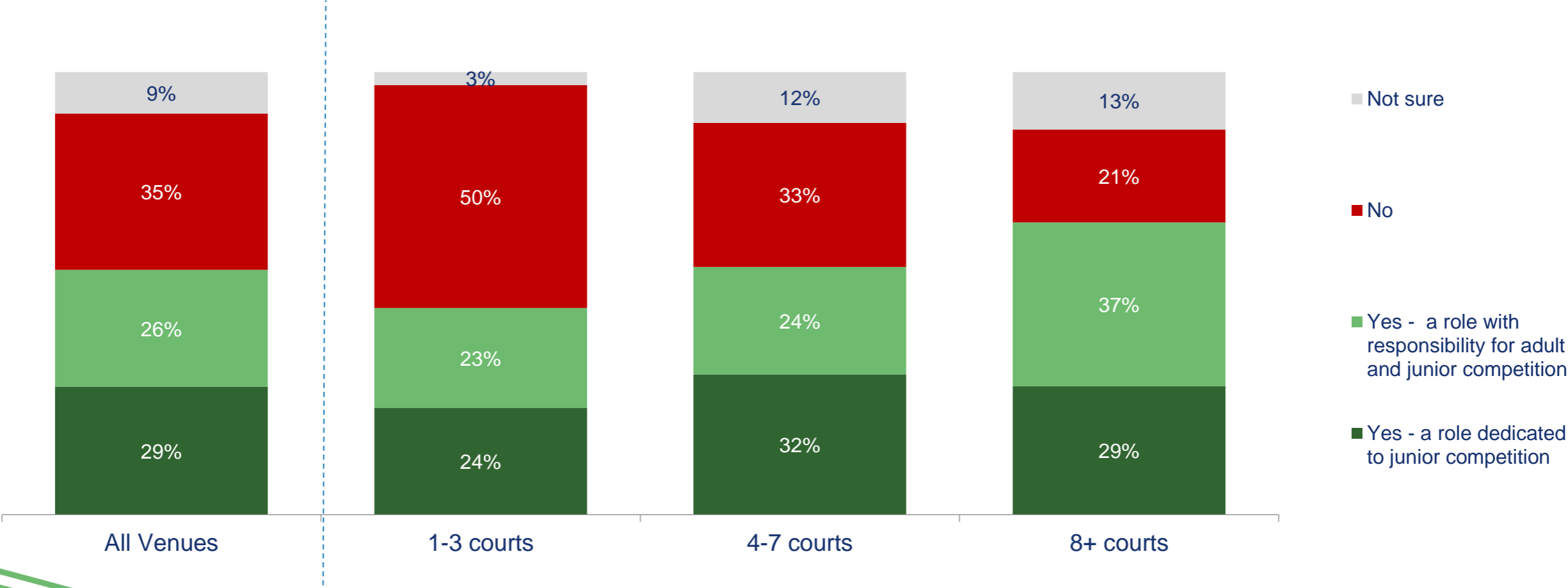
Lack of junior members / entrants / girls

Same old story - they get to secondary school and the numbers tend to fade away as other interests take over. Especially true of teenage girls.

 [Click to access data tables with full verbatim listing](#)

AROUND HALF OF CLUBS OFFERING COMPETITION HAVE A COMPETITION ORGANISER – AGAIN THIS IS MORE COMMON IN LARGER CLUBS.

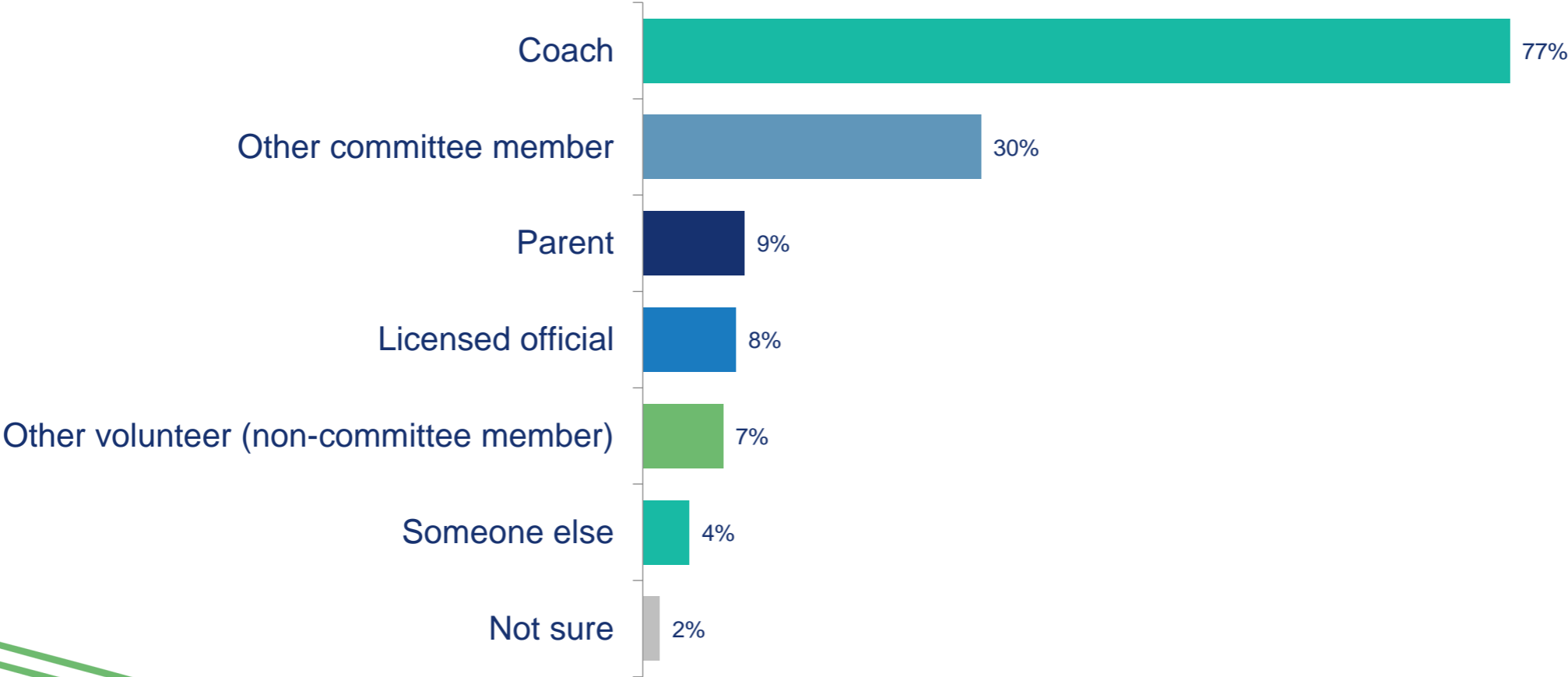
Whether Club Has a Competition Organiser



Do you have a Competition Organiser / Coordinator role for junior competition at your club or venue?
Total – clubs who offer competition: 481, 1-3 courts 137, 4-7 courts 243, 8+ courts

THE COMPETITION ORGANISER ROLE TENDS TO BE TAKEN ON BY THE COACH

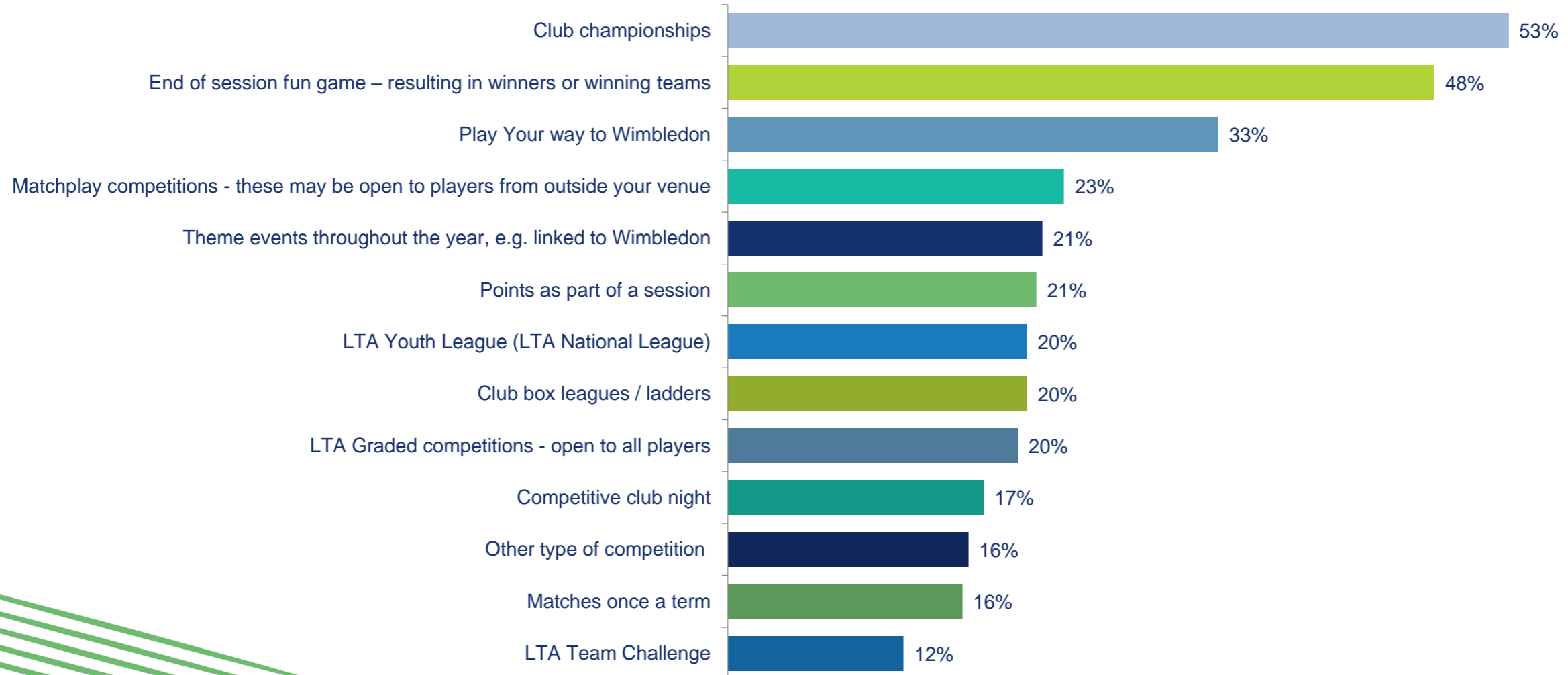
Who is the competition organiser
(All clubs with an organiser)



Who is your Competition Organiser / Competition Coordinator for juniors? If more than one person takes on this responsibility, please select all that apply.
All with a competition organiser

CLUBS OFFER A RANGE OF OPPORTUNITIES, WITH CLUB CHAMPIONSHIPS AND END-OF-SESSION GAMES MOST COMMON, FOLLOWED BY PLAY YOUR WAY TO WIMBLEDON

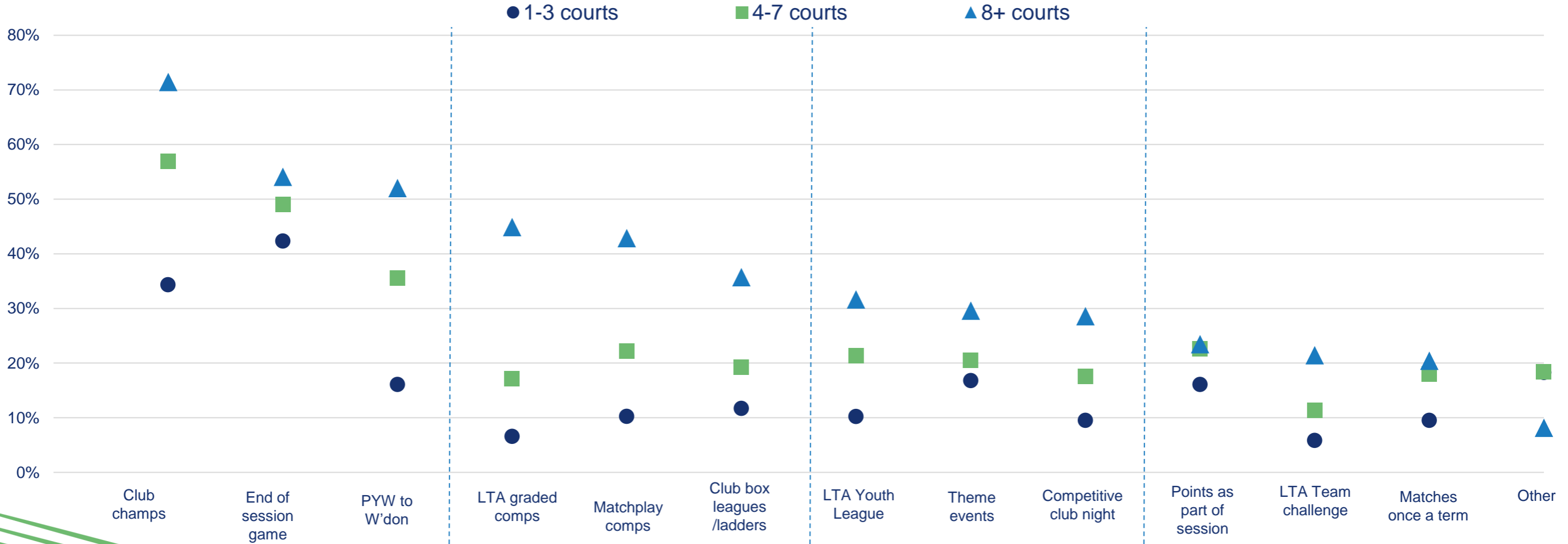
Competitive Opportunities Provided for Juniors



What competitive opportunities do you provide for your junior players? Please select all that are offered at least occasionally by your venue.
(All offering competition - 475)

LARGER CLUBS OFFER A FAR WIDER RANGE OF COMPETITIVE OPPORTUNITIES THAN SMALLER ONES, WITH THE GAP WIDEST FOR CLUB CHAMPIONSHIPS, PYWTW AND LTA GRADED COMPETITIONS

Competitive Opportunities Provided for Juniors

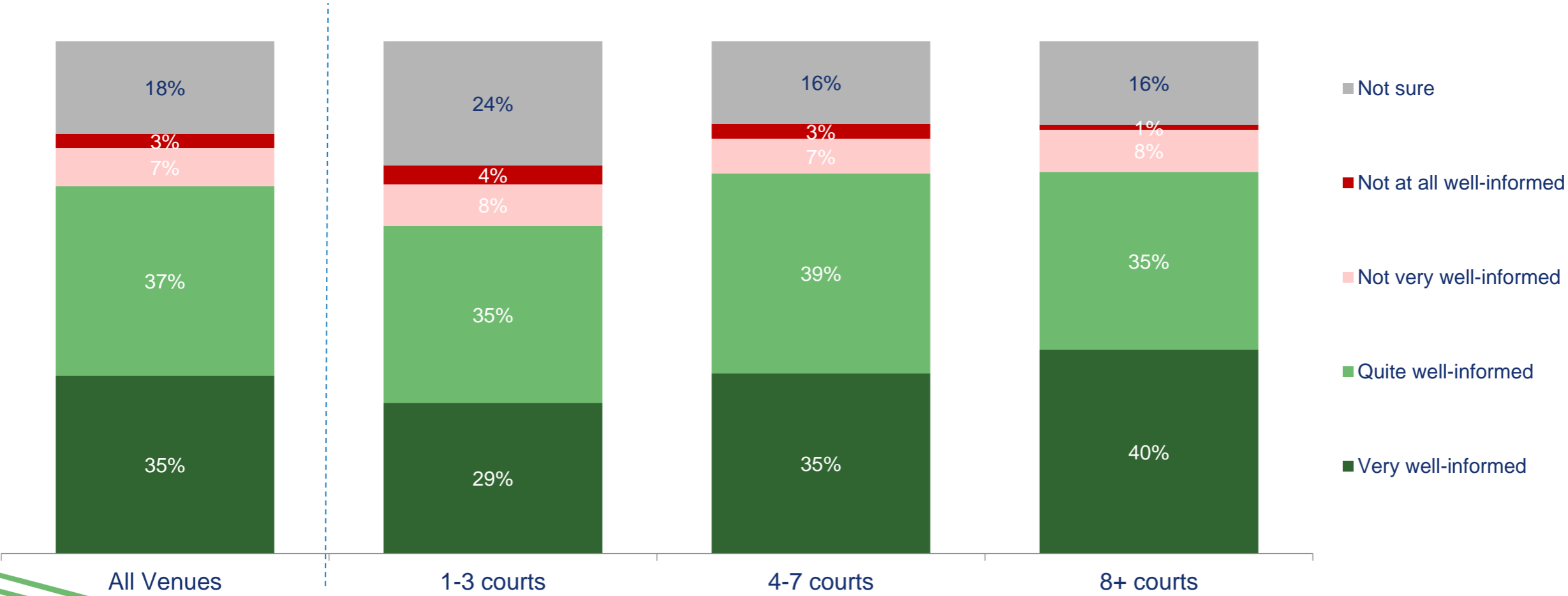


What competitive opportunities do you provide for your junior players? Please select all that are offered at least occasionally by your venue.

(All offering competition – 475, 1-3 courts – 136, 4-7 courts – 236, 8+ courts – 98)

VOLUNTEERS CONSIDER THAT PARENTS ARE REASONABLY WELL INFORMED ABOUT UPCOMING COMPETITIONS

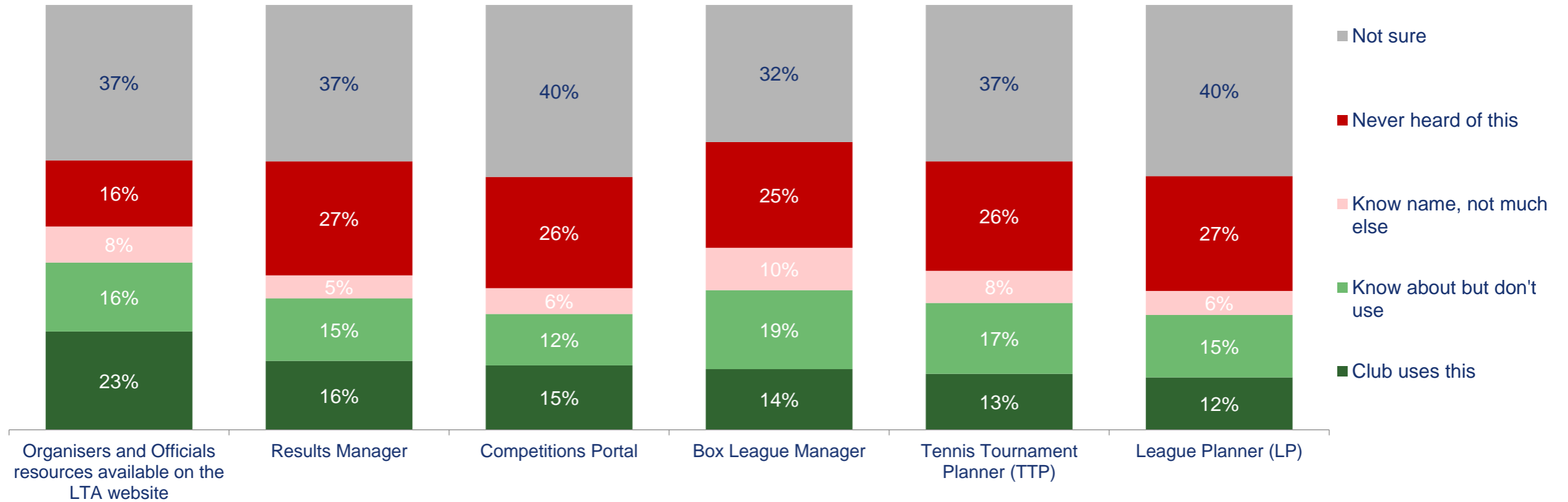
How well informed parents are about competition



How well-informed are parents and junior players at your club about upcoming junior competitions?
All clubs who offer competitions (471), 1-3 courts – 136, 4-7 courts – 236, 8+ courts - 98

AMONG VOLUNTEERS, THERE IS ONLY LIMITED KNOWLEDGE OF THE AVAILABLE LTA DIGITAL COMPETITION TOOLS

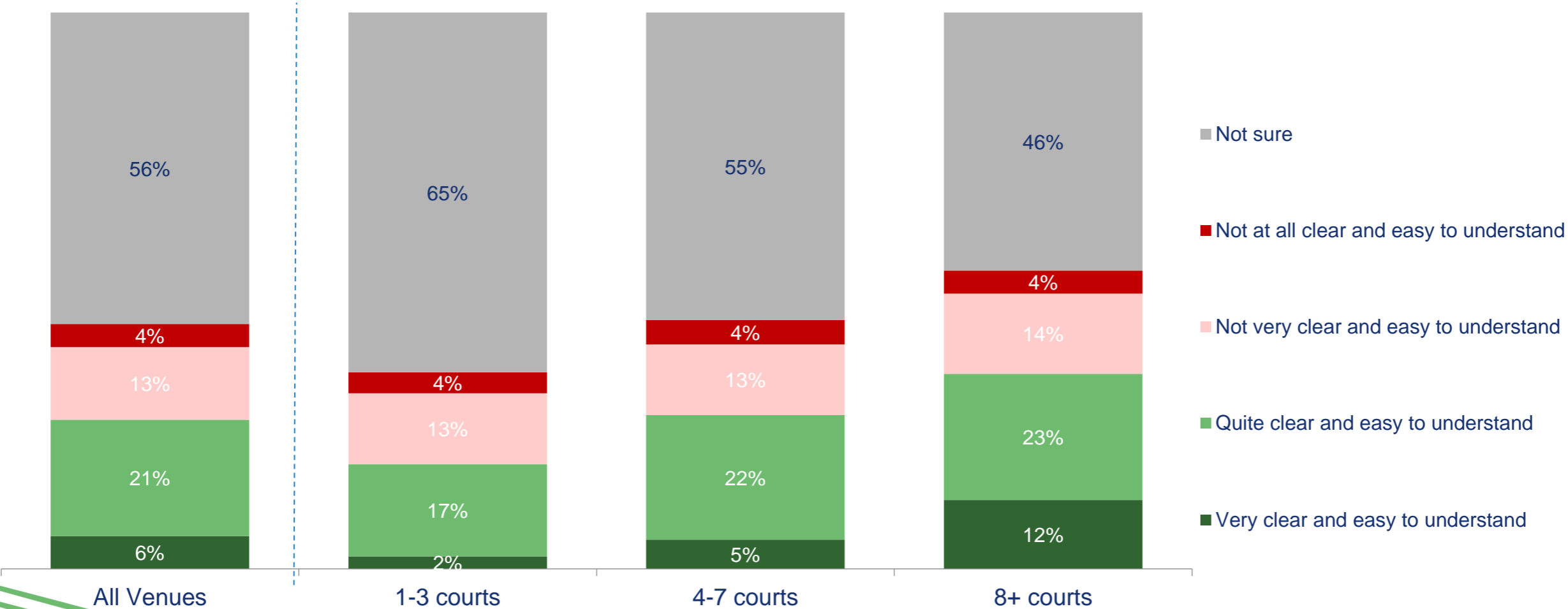
Whether Club Uses LTA Digital Competition Tools



For each of the following LTA digital competition tools, please indicate whether
All clubs who offer competitions (462)

MOST VOLUNTEERS FELT THEY COULDN'T COMMENT ON THE CLARITY OF THE CURRENT STRUCTURE, BUT EVEN AMONG THOSE WHO KNOW IT, ONLY A MINORITY FIND IT "VERY CLEAR / EASY TO UNDERSTAND"

Clarity of current LTA Competition Structure



In your opinion, is the current LTA junior competition structure...
 All clubs who offer competitions (459), 1-3 courts – 133, 4-7 courts – 228, 8+ courts - 97

WHAT MAKES THE STRUCTURE HARD TO UNDERSTAND?

What makes the current structure hard to understand
(All saying not very / not at all clear and easy to understand)

I have little idea where to look to find it, when I have don't understand it and am unable to work out whether tournaments are the correct level for our players to enter.

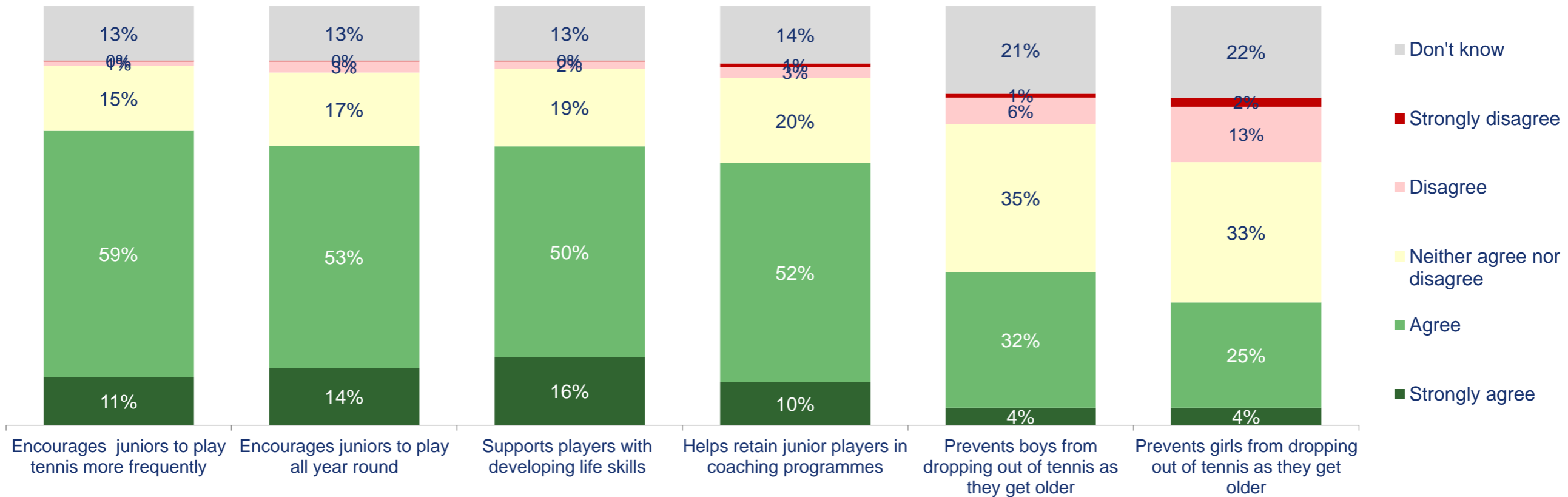
Almost impossible for club junior players, even strong ones, to transfer over to becoming regular "competition players". Both due to lack of commitment and time from players & parents, and lack of awareness from LTA PR. The poster formerly sent out to clubs with details of all upcoming junior competitions was perfect and easy to signpost players to local tournaments, but now it's too hard to find online and not promoted widely enough.

I'm a junior chair for my tennis club and organise the teams and competitions, I did not realise there were any LTA resources available to help me with this. Where can I find them?

There are a lot of difference products and the names have changed over the years, so the branding isn't clear especially for volunteers who aren't immersed in this world like players and parents have to be. The LTA could improve the comms by making it player-centric instead of product-centric.

VOLUNTEERS ARE GENERALLY POSITIVE ABOUT THE IMPACT OF COMPETITIONS ON JUNIOR PROGRAMMES, THOUGH ARE LESS SURE WHETHER THESE STOP CHILDREN (PARTICULARLY GIRLS) DROPPING OUT AS THEY GET OLDER

Agreement with Statements – Junior Competition



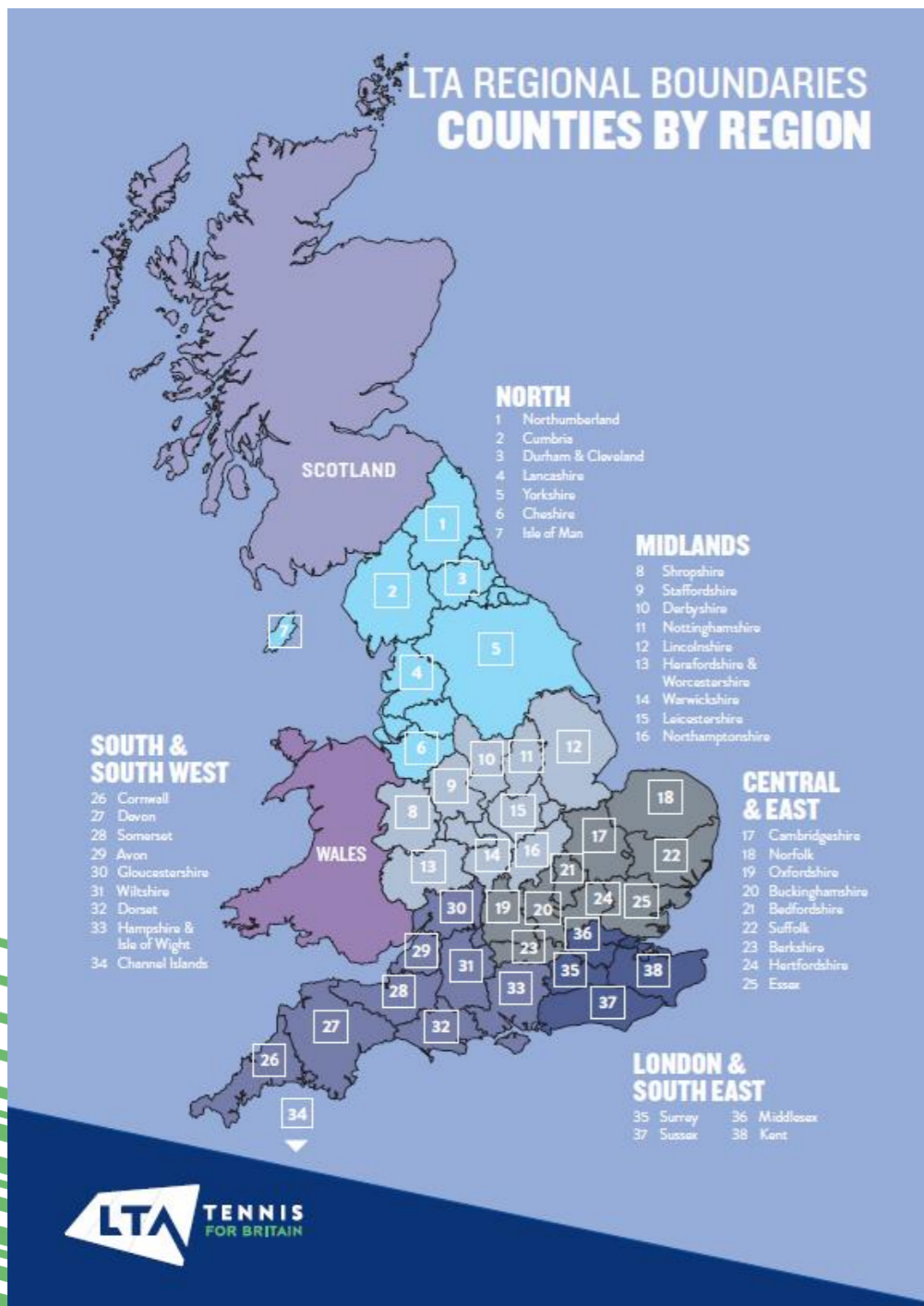
How far do you agree or disagree with the following statements about junior competition?
All clubs who offer competitions (454)

WHAT HAPPENS NEXT?

YOU SAID, WE DID...

We are often asked what we do with the information we get back from surveys. Everything we do to support you is informed by feedback we receive from clubs direct, either through these types of survey, via individuals working on behalf of the national, regional and county teams, or through our customer support centre.

From now on, we want to ensure that everyone completing the survey has access to the results. As well as helping us to improve our support, it may be helpful for you to see what is happening nationally.



DIRECT FOLLOW UP

Based on your responses, and where you have given permission, a member of the LTA Regional Team, Tennis Scotland or Tennis Wales may follow up with your club in the next few weeks.

Each region has an LTA Head of Region or Head of Participation in Scotland and Wales, and a team including Participation Development Partners (PDPs), and specialists to support you in areas such as workforce, competition, disability, community and safeguarding.

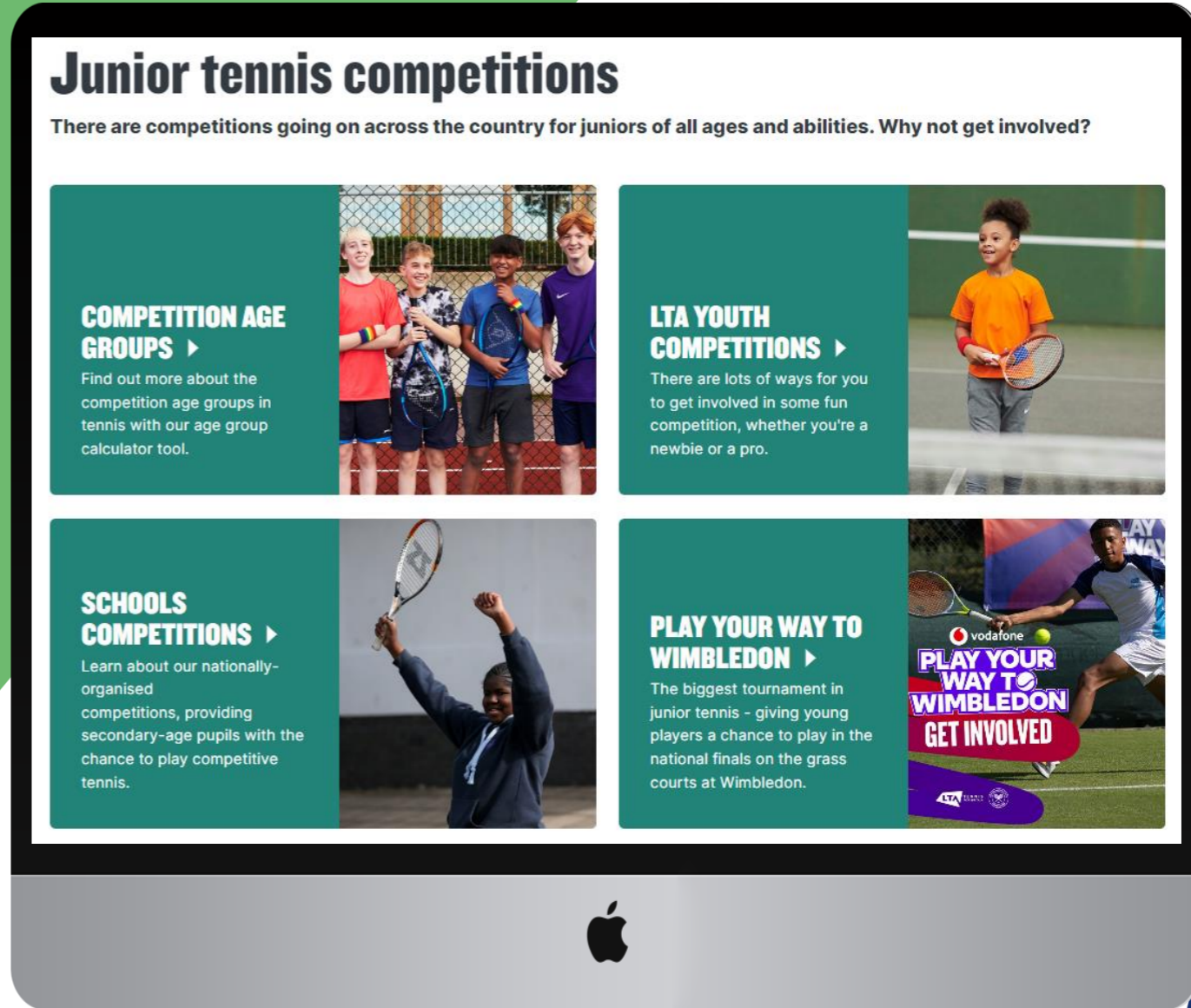
As well as support you and your club directly, these field based teams also set up network meetings and host webinars on key topics around club management.

JUNIOR COMPETITION

We provide a range of resources to support your club with understanding the opportunities around Junior Competition. [Click on the screen to the right to find out more.](#)

Other useful links include:

- [LTA Competition Support](#)
- [How to start competing](#)
- [How to run internal competitions](#)
- [Competition Management Tools](#)
- [Competition Organiser Resources](#)
- [Guide to LTA Competition Products and Programmes](#)



Any further questions speak to your [Competition Development Partner](#)



THANK YOU

We hope you found these findings of interest. The next survey will go out in February 2024.

We thank you for your contribution to the survey this year.