



#### CLUB SUCCESS STORY

# ‘LISTENING TO MEMBERS TO FUTURE PROOF A CLUB’

## *Radlett Lawn Tennis and Squash Club*

Radlett Lawn Tennis and Squash Club (RLTSC) welcomes players of all standards, age groups and abilities from the local community. It has a modern clubhouse and offers a varied coaching programme, social tennis and competitive tennis for adults and juniors. Situated in a Hertfordshire village, this friendly club is steeped in history.

## BACKGROUND

RLTSC has worked hard to become the thriving club it is today. Several years ago, it was drifting along and lacking a plan for the future. Members were no longer centering their lives around the club and were giving less of their time to volunteer. As a community club and registered charity, RLTSC realised that it needed to become more business-like in its management approach to make facilities fit for purpose and sustainable.





A small but dedicated committee took up the challenge to turn RLTS around and deliver a more efficient service to the community. A list of members' priorities was drawn up and action taken to address each one in turn. Court quality was the number one concern which led to a complete facility review.



The club was strengthened through enhanced office provision and governance to tighten budgets, target the coaching programme to players' needs, revamp social events and bring the facilities up to a high standard. Over six years, the committee delivered:

- Six new AstroTurf courts
- Five new hard courts
- A multi-court area for tennis, mini tennis, football and netball
- Four fully refurbished squash courts
- A renovated clubhouse
- Additional floodlights

RLTSC is proud to serve the community with excellent facilities and a superb coaching team. As a result, it benefits from a loyal membership base and reaches out to attract tennis players at all levels and – crucially – from a range of social backgrounds.

## IN SHORT

Whilst many tennis clubs across the nation may identify with the sustainability challenges faced by RLTS, this case study shows what can be achieved when a committed management team listen and respond to member feedback.

*“Now is not the time to rest, but to continue challenging ourselves and evolving.”*

**Simon Spalter**

Chair, Radlett Lawn Tennis and Squash Club

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