

# WHAT A **GOOD CLUB** LOOKS LIKE



## **A WELCOMING AND WELL-LINKED TENNIS AND SOCIAL CLUB IN A RURAL MIDLANDS VILLAGE**

### **Upper Broughton Youth & Social Club**

#### **ABOUT THIS CLUB:**

- 185 members
- 6 volunteers
- 6 committee members
- 1 paid staff
- 1 coach  
(working across two venues)
- Unincorporated association
- £14,000 turnover

# WHAT A GOOD CLUB LOOKS LIKE

## A WELCOMING AND WELL-LINKED TENNIS AND SOCIAL CLUB IN A RURAL MIDLANDS VILLAGE

“Making tennis accessible to the whole community”

### PARTNERSHIP & COLLABORATION

- Local links and partnerships are key and help with word of mouth recommendations

### CLEAR PURPOSE AND PLAN

- Be clear about the purpose of the club and what it stands for and make sure this is well-documented and communicated
- Ensure members, players and the community are also clear about the role of the club
- Have a longer-term vision as well as an operational plan and use this to guide the direction of the club
- Ensure the committee and coach are clear on their roles and responsibilities linked to the club's vision and strategic plan; essential for club and coach to work in harmony

### COMPETENT COMMITTEE & COACHES

- Develop a committee that reflects the membership and community it serves
- Regularly review the makeup of the committee to stay relevant and representative, as things do change
- Work closely with the coach to ensure the relationship is mutually beneficial and that any programme plans are aligned to the club's ethos

### BEING INCLUSIVE & RESPONDING TO LOCAL NEEDS

- Keep membership fees to a minimum to make your club accessible to the local community
- Consider accommodating neighbouring villages if they have no tennis provision
- Seek out new opportunities to get more people involved, such as community groups and disability groups

### RECRUITMENT & SUCCESSION PLANNING

- Make this a regular agenda item, as it's important to have a succession plan for both committee members and the coach
- As a club with an excellent coach, have a contingency plan to minimise risk if they leave
- Ensure volunteers and coaches remain engaged and feel valued

### TENNIS PROGRAMME

- Consider the membership mix and work with the coach to develop and optimise the tennis offer
- Include social activities as well as coaching to help with new member integration and ongoing engagement

### EFFECTIVE MARKETING

- Word of mouth is very powerful
- As a close community, it's easy to raise awareness through local shops and schools
- Have a social media presence, even if it's for information only, as younger people live online

### BASIC IT, INFRASTRUCTURE & ENVIRONMENTAL SUSTAINABILITY

- Have a detailed plan for court refurbishment, as a small club with limited income will need to be organised and plan ahead
- Utilise the expertise of the committee wherever possible, but also talk to other clubs for peer to peer learning

### FINANCIAL MANAGEMENT & INCOME GENERATION

- With limited income it's important to run a tight ship and carefully manage the finances
- Work on the basis that you need to ensure the sinking fund is covered as a necessity
- Expertise on the committee allows for solid financial management
- Review the accounts regularly, but aim to forecast a few years ahead to avoid any surprises

### MEMBERSHIP RECRUITMENT

- Word of mouth is the cheapest and most effective way to promote the club and source new members
- The coach is an excellent recruitment tool as they engage with so many people, both internally and externally

### MEMBERSHIP RETENTION

- Ensure customers have a positive experience as they are a walking advert for the club
- Make sure the committee are visible and approachable, as it's important for members to know who is running the club
- It's so important to provide a high level of service - in a small community, word travels fast

