

WHAT A **GOOD CLUB** LOOKS LIKE



A SMALL SOCIABLE AND SAVVY CLUB WITHIN THE NORTH REGION THAT UNDERSTANDS THE NEEDS OF LOCAL ORGANISATIONS AND PLAYERS

Fallowfield Bowling & Lawn Tennis Club

ABOUT THIS CLUB:

- 200 members
- 1,200 pay and play bookings/year
- 6 volunteers
- 1 coaching operator – We Do Tennis
- Company limited by shares
- £83,600 turnover



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“The most affordable, accessible and welcoming courts in town”

PARTNERSHIP & COLLABORATION

- Consider working with local organisations to utilise off-peak court time e.g. university club on a Wednesday afternoon
- Look to support local organisations where there is mutual benefit e.g. access to local school for their annual tennis event

CLEAR PURPOSE AND PLAN

- We focus on staying in business
- Stay true to your purpose, but remain open to new opportunities
- Be clear about what you are and how you position yourself

COMPETENT COMMITTEE & COACHES

- Focus on the jobs that need doing, then allow people to be flexible based on their availability
- Utilise skillsets of volunteers in order to play to their strengths
- Allow people to go about tasks in their own way, given most have experience and expertise
- Be clear about what the club wants and needs from a coach and then implement the right model
- Review the agreement with the coaching operator regularly, even if it is going well

BEING INCLUSIVE & RESPONDING TO LOCAL NEEDS

- Understand your local community and make sure your club meets their needs
- Be open and accessible, especially if you are a community facility

RECRUITMENT & SUCCESSION PLANNING

- With a small pool of people to pick from, look after those doing the role
- Clearly document what each volunteer does, as this will help when a new person starts

TENNIS PROGRAMME

- Consider the needs of your membership and develop the programme accordingly
- See the programme as an opportunity to bring in new members to the club
- Review court usage to make sure all user groups are being looked after and have good access to the courts
 - Link the bar access to certain sessions that warrant the social aspect

EFFECTIVE MARKETING

- Offer deals to non-members accessing the courts
- We have a very transient population, so it's not worth investing in traditional marketing
- Some social media presence, mainly for member engagement
- Make sure the website is up to date and easy to use for enquiries and bookings

BASIC IT, INFRASTRUCTURE & ENVIRONMENTAL SUSTAINABILITY

- Use online systems - they save time and effort
- Look at the investment and payback profile before committing to any significant changes such as LED lighting
 - Consider using technology to make your facility more accessible e.g. gate access

FINANCIAL MANAGEMENT & INCOME GENERATION

- As a small operation, every penny counts
- Closely monitor energy costs and adjust your court booking prices on a regular basis, especially if pay and play is a significant income stream
- Consider opening the bar at specific times to maximise revenue
- Sweat your assets e.g. rent the car park, lease the function room

MEMBERSHIP RECRUITMENT

- Focus on your unique selling point
- Be clear about what you are offering, and don't try and be all things to all people
- Try and introduce new audiences to the club through accessible playing opportunities

MEMBERSHIP RETENTION

- Factor in social tennis to provide added value and encourage people to mix
- Use WhatsApp to keep members informed and set up social sessions
- Regularly review pricing to ensure you are locally competitive

