

WHAT A **GOOD CLUB** LOOKS LIKE



A WELL-ESTABLISHED CLUB IN THE NORTH EAST OF SCOTLAND NURTURING NEW AND EXISTING PLAYERS IN THE COMMUNITY

Montrose Lawn Tennis Club

ABOUT THIS CLUB:

- 243 members
- 55 pay and play users
- 30 volunteers
- 1 full time coach, 1 part time coach
- Unincorporated association
- £29,000 turnover

WHAT A GOOD CLUB LOOKS LIKE

A WELL-ESTABLISHED CLUB IN THE NORTH EAST OF SCOTLAND NURTURING NEW AND EXISTING PLAYERS IN THE COMMUNITY

“Engaging the community with inclusive, accessible and affordable tennis opportunities”

PARTNERSHIP & COLLABORATION

- Link with the local council's Adult and Community Physical Activity department for support and possible funding opportunities
- Play an active role within the regional tennis organisation (Tennis Tayside)
- Link with Active Schools programme and Angus Alive Community programmes
- Maintain relationship with local councillors and MSPs as they are often key collaborators in securing funding sources

BEING INCLUSIVE & RESPONDING TO LOCAL NEEDS

- Ensure there is an up to date diversity and inclusion policy and that the club adheres to it
- Communicate regularly with members and invite feedback, and act upon it
- Give back to the community, e.g. through free indoor 'tennis' sessions with clients in the local day-care centre
- Invite local groups such as Girl Guides, Brownies and Scouts to tennis taster sessions free of charge
- Establish a buddy system for new members to ensure they are aware of, and included in, club activities

CLEAR PURPOSE AND PLAN

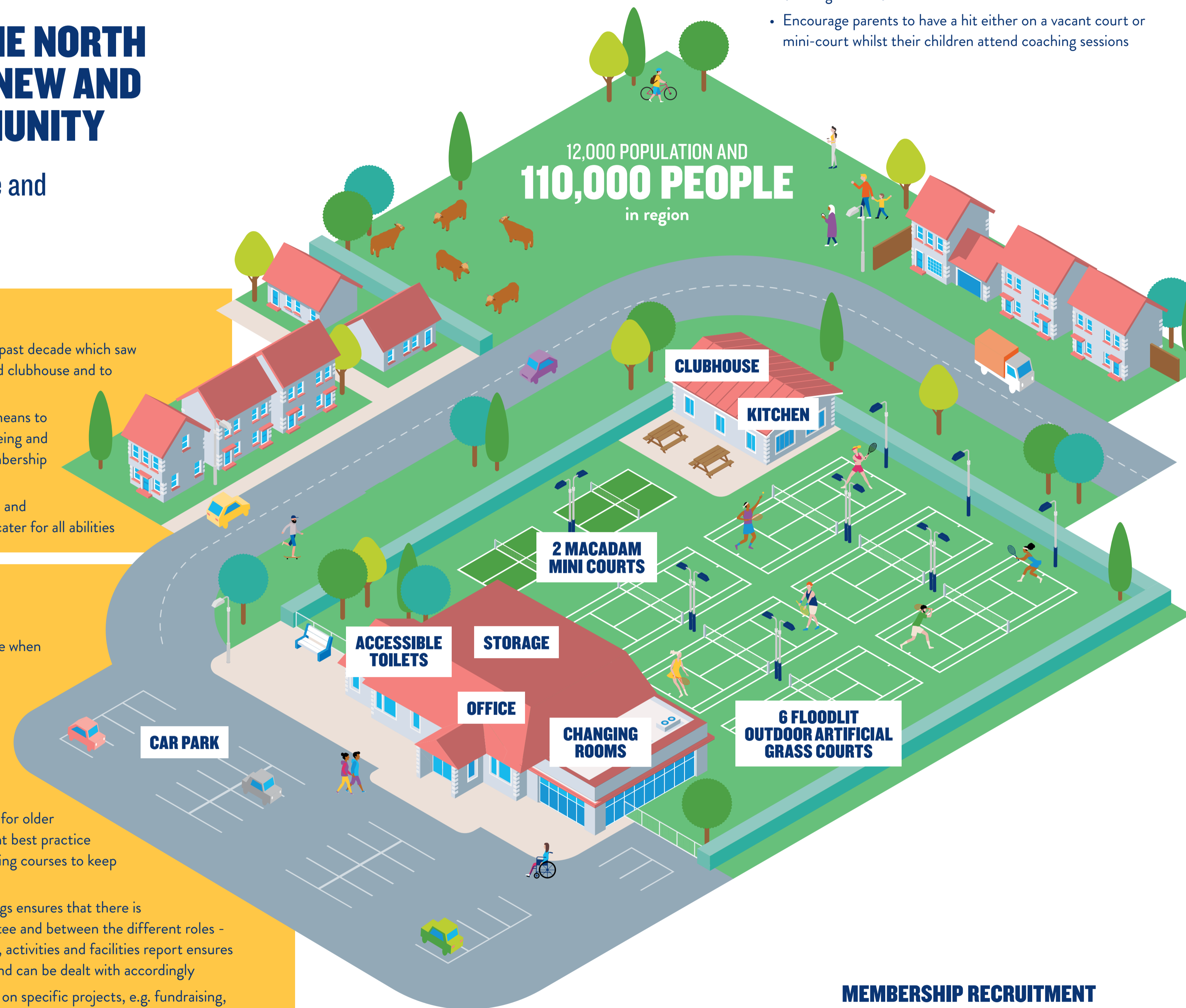
- To build on the achievements of the past decade which saw major refurbishment of all courts and clubhouse and to maintain these in good order
- To continue to promote tennis as a means to improving physical and mental wellbeing and to continually strive to increase membership year-on-year
- To regularly review coaching sessions and ensure there are sufficient levels to cater for all abilities

COMPETENT COMMITTEE & COACHES

- Utilise individuals' skills and knowledge when allocating committee roles - provide detailed role descriptions to ensure each individual is aware of their responsibilities on the committee
- Liaise with, and support, coach(es) in implementing the existing tennis programme and introducing new sessions, e.g. tennis for older (65+) beginners - be aware of current best practice and ensure coach has access to training courses to keep skills updated
- Holding monthly committee meetings ensures that there is ongoing dialogue within the committee and between the different roles - a treasurer's report, coaching report, activities and facilities report ensures that successes or issues are shared and can be dealt with accordingly
- Sub-committees are formed to take on specific projects, e.g. fundraising, development plan and engaging with the wider community in shared activities

RECRUITMENT & SUCCESSION PLANNING

- Encourage members to get involved in the running of the club, initially as a volunteer with a view to becoming involved on a sub-committee and/or as a committee member
- Ensure upcoming roles on the committee and volunteer roles are widely circulated prior to the AGM
- Providing coaching for tots, younger members and juniors through to adults means there is a continual renewal of talent - juniors (and adult members) are encouraged to undertake L1 coaching courses to assist the coach with programmes and gain experience



TENNIS PROGRAMME

- Ensure there is a comprehensive coaching timetable for all levels and abilities during the day and evenings/weekends
- Use of online court booking makes it easy to check availability and avoids people turning up when all courts are in use. This is available to non-members at a cost
- Non-members can attend coaching sessions (at a higher cost) on an ad-hoc basis
- Encourage parents to have a hit either on a vacant court or mini-court whilst their children attend coaching sessions

EFFECTIVE MARKETING

- Use social media platforms such as Facebook and Instagram
- Display posters in other local clubs, gyms, community centre etc.
- Liaise with other organisations such as the Rotary Club, parkrun and sailing club and offer taster sessions during open days
- Distribute flyers at local schools during Primary 3 schools programme
- Ensure Angus Alive is aware of the programmes available and promotes the club
- Invite local media to the LTA competitions held at the club: the North Angus Tennis Tournament and the seniors Fast 4 competition held annually

BASIC IT, INFRASTRUCTURE & ENVIRONMENTAL SUSTAINABILITY

- Provide training on IT system for new committee members e.g. outgoing secretary can show new secretary how to use the sections that are relevant to their role
- Facilities maintenance roles are divided between a core group of volunteers and logs kept of weekly and monthly maintenance
- Be as environmentally responsible as possible: there is currently a project to upgrade to LED floodlights and bulbs in clubhouse - coin operated floodlight meters switch off when not in use, and there are signs in clubhouse encouraging members to switch off lights and recycle used tennis balls and waste
- Car sharing for away matches

FINANCIAL MANAGEMENT & INCOME GENERATION

- Ensure that the monthly treasurer's report is circulated before each committee meeting to ensure finances are understood and discussed - an audited balance sheet is provided to all club members before the AGM
- Sub-committee formed to monitor floodlight costs in winter months and provide feedback to ensure that light meters are set accordingly to reflect current costs
- Set an annual target for the sinking fund to ensure future major costs can be met
- Have a sub-committee to actively plan fundraising activities and/or source funding streams and make funding applications

MEMBERSHIP RECRUITMENT

- Coaching sessions with local primary schools are held in spring, culminating in a 'schools festival' to encourage younger members to join
- Annual open day to encourage members to bring friends and family along, as well as advertising more widely through other local community groups (e.g. parkrun, Rotary Club) for free taster sessions
- Advertise the club through social media, both locally and broadly

MEMBERSHIP RETENTION

- Offer a range of coaching sessions for all levels and ages
- Encourage new members to take part in box leagues and social events/competitions/attend league team practice
- Request feedback from members about what the club could do better, or ideas for further inclusive events
- Keep members informed via a monthly newsletter featuring club news and future social or competition events