

# Bridge Tennis Club – Club Development Plan 2021



Thank you all for your contribution to our Club Development Plan. The goals to be covered are listed below. The individual actions to achieve these goals will come out in the finalised plan in a few weeks' time.

## ❖ Club Structure & Governance – Aims, Constitution, Committee, Legal status

We are content with our Club Structure and governance. We have made much progress with the committee and have expanded to 8 members including two women.

- 🕒 Devise a clear set of club aims including clarification on what a 'members club' is
- 🕒 Update website information about the committee
- 🕒 Consider further the roles of committee members and a training/shadowing programme for their development

## ❖ Workforce Development - This is about coaches and volunteers

Coaching is a strength of our club

- 🕒 Review coaching and produce and publicise information about what we offer
- 🕒 Consider how we may meet the coaching needs of all members, some further consultation will be required
- 🕒 Devise a programme of coaching to improve out teams

## ❖ Community Outreach & Development – Bridge, the district, the school

Members feel that our community programme should be limited to links with Bridge Primary School and the Sadie Bristow Foundation. It would be in our interest to improve links with the Parish Council.

- 🕒 Review, clarify and develop links with Bridge Primary School
- 🕒 Appoint a member of the committee to liaise with Bridge Parish Council
- 🕒 Consider options for over 11s. Have we got capacity to provide further opportunities?

## ❖ Club Programmes & Competition

Members feel that the level of competition play is about right without putting further pressure on court time. This area of our plan generated the most conversation and some degree of contention around equality vs challenge (room for everyone to participate but fear that weaker players would affect the overall standard of play)

- 🕒 review club sessions and explore ways to maintain the inclusive feel of our club without a negative impact on the standards of play
- 🕒 explore the possibility of providing sessions for women, juniors and seniors and expanding the ladders to include doubles

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## ❖ Facility Management & Development

Our facilities are of a good standard and well maintained. We would love to be able to have a 4<sup>th</sup> court but due to uncertainty of lease we cannot take this forward. Court pressure at peak times seems to be a priority with members but some court usage data does not back this up. Members are in favour of developing patio area and exploring the possibility of a tennis wall.

- 🕒 Carry out a thorough analysis of court usage and availability especially at peak times, share with members and establish a cross-section members group to explore actions
- 🕒 Prepare and prioritise a site development plan and explore issue of tennis wall, patio area, social bar area, extending the access path and 4<sup>th</sup> court

## ❖ Communication & Marketing

Clubspark serves us well. It is an up-to-date database of contacts, subscriptions, booking and membership packages as well as providing a simple website interface. However, it does have its limitations. The website is quite basic with limited pages so it is not always easy to find the information you require. Penny Morgan has been producing a monthly newsletter, we have not received and feedback about its usefulness.

- 🕒 Re-visit the organisation of the website, also consider moving the website to a new platform. This will not affect the accessibility of it. However, I am told by Clubspark that they are planning a major refurb of it
- 🕒 Examine how effective club activity is advertised through email. Consider alternatives such as the newsletter and website
- 🕒 Consider balance between advertising and court pressure. Many members would say that we do not need any more members

## ❖ Financial Management

We are in a fortunate financial position. The 20 point budget plan implemented 3 years ago successfully put the club into a strong position. The 10 year financial resource plan projects a continuing stable position. We were just able to purchase a defibrillator for the club at a cost of £600?

- 🕒 Investigate with the LTA if there is a 'best practice' or self-audit guidance available
- 🕒 Cost and prioritise our wish list
- 🕒 Consider the incorporation of lights, introductory coaching and cleaning into membership fees and canvass members