



Membership Survey Results

AGM 1st May 2019

Survey Participation



Membership Type	# Memberships	# Members	# Survey Entries	% Survey by Membership type
Pay & Play	61	61	5	8%
AAF - Family	63	231	23	37%
AAF – Couple/Single Parent Family	12	28	5	42%
AAF - Adult	17	16	10	59%
AAF – Junior	6	6	1	17%
AAF - Student	0	0	0	0%
Total	98	261	44	45%

Note: 4 survey entries from 2 memberships; 1 duplicate entry deleted; members can be both P&P & AAF registered

Types of Play



Type of Play	Frequently	Sometimes	Rarely	Never	Not of interest	Unaware
Personal use	9%	42%	40%	9%	0%	-
Club Evenings	33%	11%	16%	33%	0%	7%
Coaching	22%	16%	11%	49%	0	2%
Club Competitions	20%	38%	7%	33%	0	2%
Other club events	2%	11%	18%	58%	2	9%
Local leagues	7%	11%	11%	62%	0	9%



Quality & Organisation

Courts – 40% excellent/good; 47% satisfactory; 9% poor

Coaching – 42% excellent/good; 51% don't know/n/a

Events, evenings, comps. – 51% excellent/good; 40% don't know/n/a

Website – 83% excellent/good; 13% satisfactory



Communication

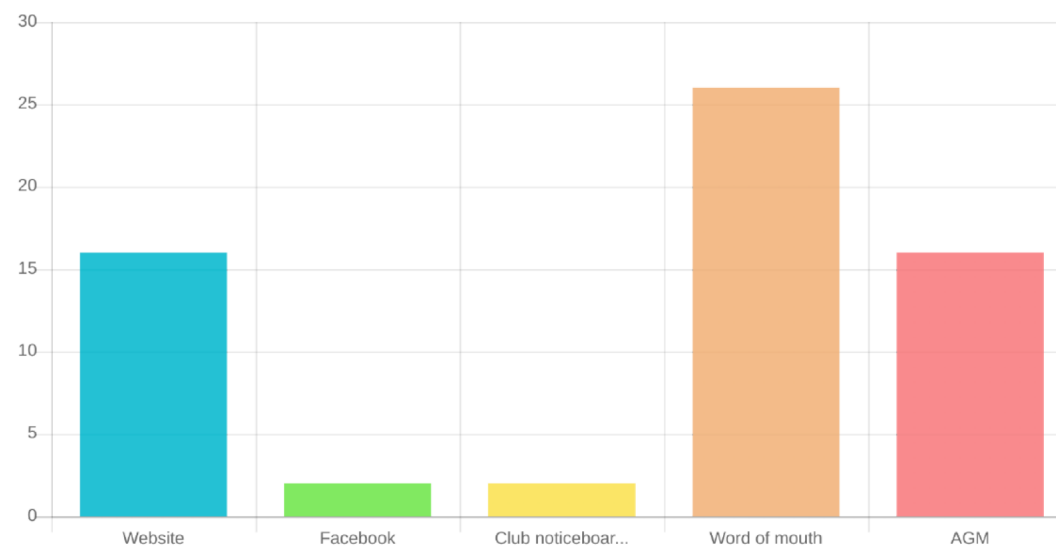
Working well

- Website for booking & membership

Improve

- WhatsApp groups, regular emails
- Club socials

18 Do you use other club communications to find out what's going on? (tick any which apply)



36% (16)
Website

4% (2)
Facebook

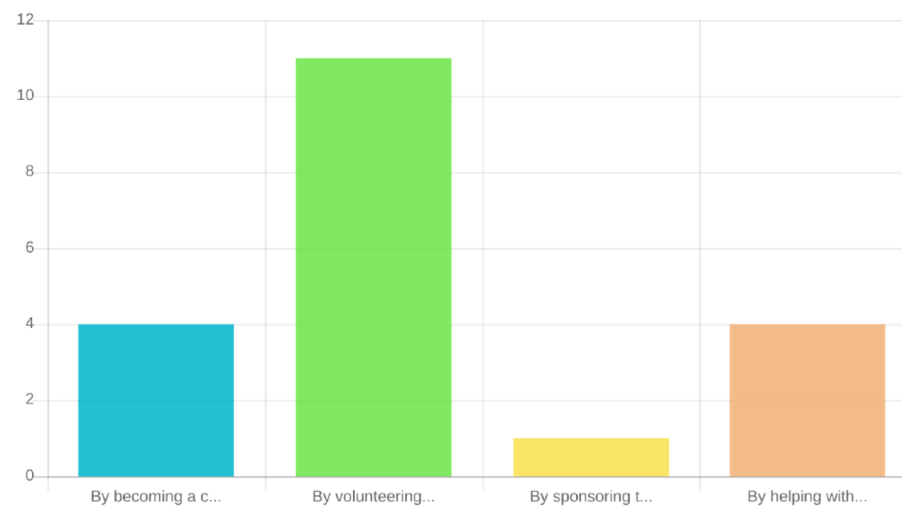
4% (2)
Club noticeboard

58% (26)
Word of mouth

36% (16)



20 Would you be willing to support the running of the club in any of the following ways? (tick any which apply)



25% (4)

By becoming a committee member

69% (11)

By volunteering to support club events

6% (1)

By sponsoring the club

25% (4)

By helping with club fundraising

Support

Thank you!

We will be in touch!

What would make you play more?



Major reasons

More club sessions: evenings & weekends

More availability: daytime & evenings (floodlights)

More coaching & cardio tennis

More leagues & competitions: internal &/or external

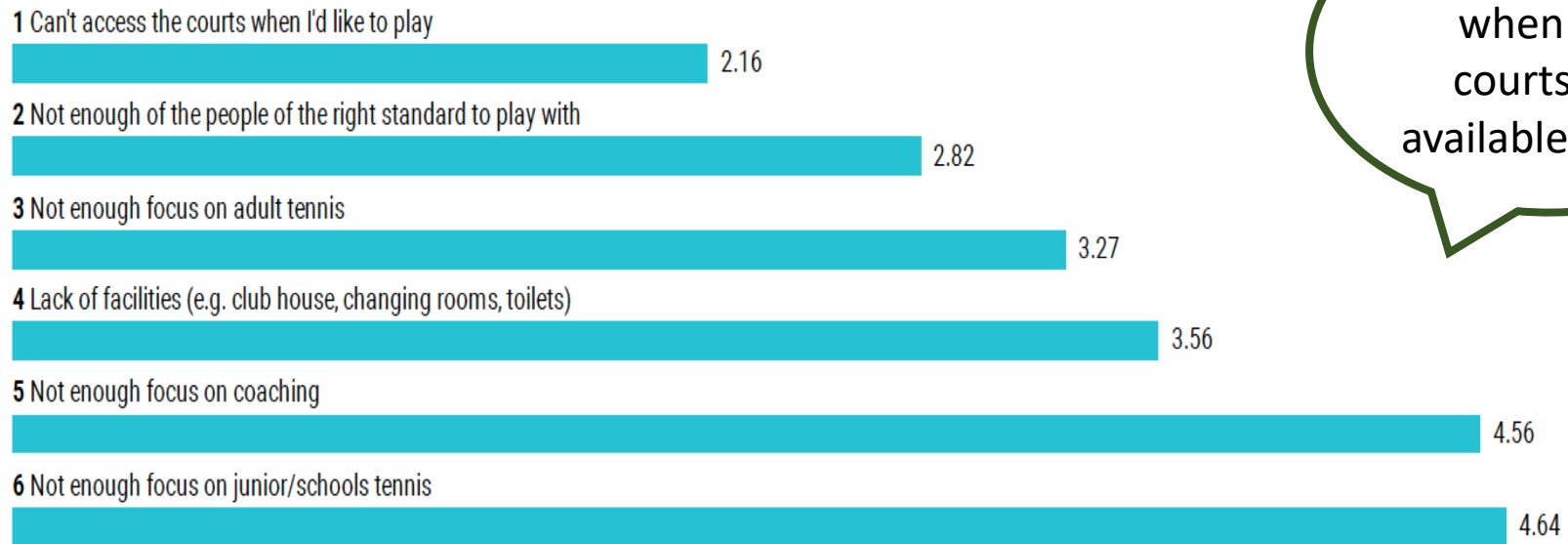
Other reasons

Similar standard or age group of player

Parent/child sessions & after school coaching

Access to toilets & refreshments

Barriers to Play

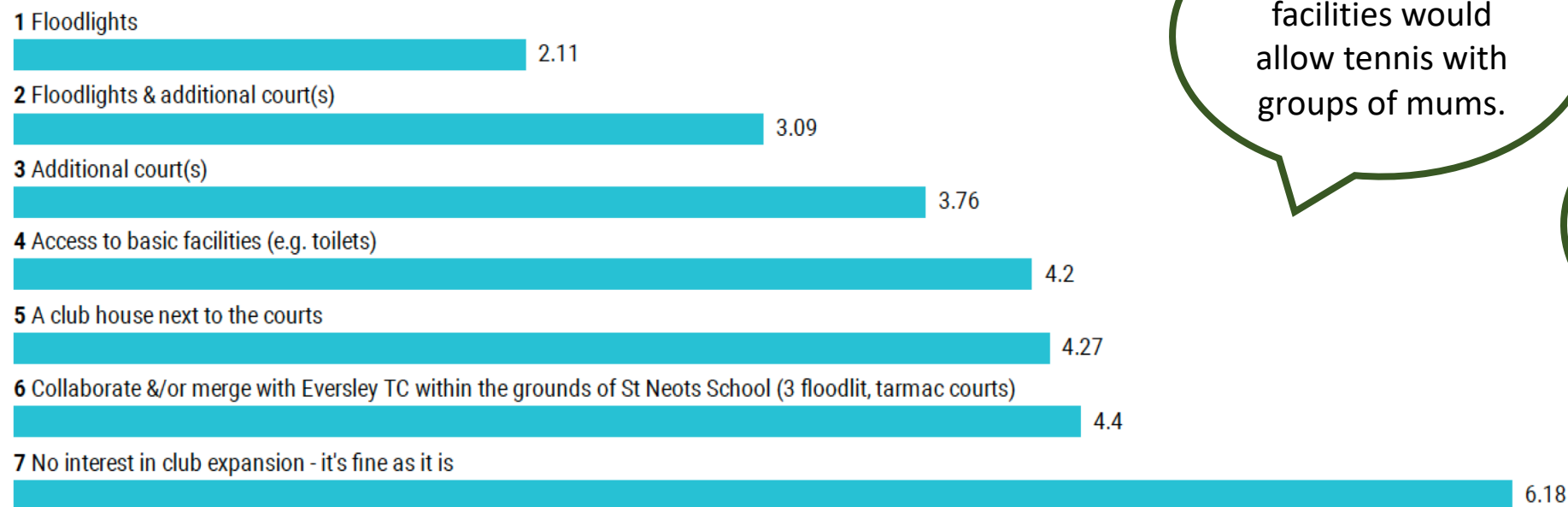


Main one is when the courts are available to use

No floodlights means reduced playing time all year round

Note: low score = higher priority

Club expansion/investment



Access to basic facilities would allow tennis with groups of mums.

Playing in HW is very convenient

A merger with Eversley would provide more sessions and coaching access

Note: low score = higher priority

Other inputs



The club is well run and very friendly. They could perhaps give themselves a larger profile in and around the village?

Even though we pay a membership it doesn't feel like we belong to a tennis club. Perhaps need some social events open to all families (BBQs or club quiz nights etc)

Linda does a great job for rusty racquets on Tuesday evenings; Steve does a great job for Thursday evenings.

Proposals/Discussion (1 of 3)

Increased Adult participation

- 2-month trial "turn up and play"
 - every other Sunday from 10am - 12pm - alternate men's and ladies sessions to be
- Self-managed WhatsApp groups for social tennis?
- Trialling Cardio tennis
 - Wednesday evening?
- Open discussion re summer club nights (Tues/Wed/Thurs)
at HWTC courts

Increased Junior participation

Jamie Cheetham to lead a junior/family events programme

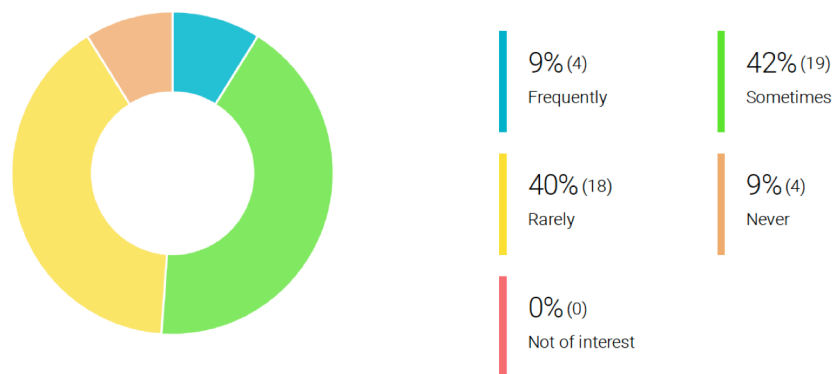
Eversley collaboration options

- Move RR & TRR to Eversley throughout winter
- Eversley members invited to participate in summer comps, use HWTC courts and participate in local leagues under HWTC name
- Participation in the above conditional on members opting into an affiliated, reciprocal membership scheme e.g. £20 extra

Proposals/Discussion (2 of 3)

How many additional hours of play from floodlights?

Input	Hrs or %	Assumption
Max potential hours or play per year	4732	13 hrs per day for 52 wks
Total no hours available today	3112	Ltd access due to school hours
Max utilisation based on available hours today	66%	
Lost hours due to poor light	525	25 wks at 3 hrs per day
Lost availability due to no floodlights %	11%	For max potential hours
Lost availability due to no floodlights %	17%	For current access hours



51% play frequently or sometimes for personal use

Floodlight investment estimate options

LED lighting £25k???

Court resurfacing/new lines £40k

Recommendation

Put floodlight investment option on hold for one year – to develop momentum and monitor other routes for increased play.

Report back at next AGM



Proposals/Discussion (3 of 3)

- Follow up with school re greater access during term time
- Increased communication re club events
 - Monthly newsletter email May – end September
 - Quarterly newsletter – October – April
- Volunteer(s) to co-ordinate for an end-of-summer club BBQ?
- Follow up with those interested in internal/external leagues



Thank you!