

HIGH WYCOMBE LAWN TENNIS CLUB

COMMITTEE MEETING MINUTES

22 FEBRUARY 2021



Attendees Andy Gibbs, Chairman
 Sue Chapman, Secretary
 Alan Gates, Treasurer
 Guy Britton, Head Coach
 Philippa Worley, Ladies Captain
 Josh Blattner, Men's Captain
 Adam Smith, Junior Representative
 Carolyn Nye, Social Secretary
 Mike Nye, Committee Assistant

	Action
Minutes of Last Meeting The minutes of the Committee Meeting held on 18 January 2021 were approved for circulation to the Trustees.	SC
Social Play/Clubhouse Opening The Government have announced that, all being well, outdoor tennis can resume on 29 March. We are awaiting full details from the LTA but the bar and clubhouse will have to remain closed. An email will be sent to members with the good news.	AGates
Club Improvements – Toilets MNye is now refurbishing the clubhouse lobby, which will be completed in time for re-opening on 29 March.	MNye
Defibrillator PW has ordered the defibrillator and we are awaiting the invoice.	PW/AGates
Cardio Tennis This will be put on hold until we have clear information on what activities will be allowed from 29 March.	PW/GB
Membership Secretary Nikki Formby has resigned as Membership Secretary. A few people have been approached and shown interest but no firm commitment has been forthcoming. AGibbs will field enquiries until such time as a replacement is found. We have also identified that we need a Marketing/Social Media Coordinator. A recruitment poster will be emailed to members asking for volunteers to take on the roles.	AGibbs SC/AGates

<p>Membership Update/Renewals</p> <p>Membership renewals are due on 1 April. It was agreed that, because so much tennis has been lost in the past 12 months, as a gesture of goodwill all members would receive a discount for prompt payment by 15 April. This will cost the club approx. £2k in lost revenue.</p> <p>Full Membership discount £20 / Off-peak discount £15 / Under-21 discount £10.</p> <p>New joiners who had very little tennis will be offered discounts as follows:</p> <p>October joiners (5) will receive 50% of the amount paid as discount off 2021/22 membership.</p> <p>December joiners (5) will receive 100% of the amount paid as discount off 2021/22 membership.</p> <p>Parent hitting with child (1) will be offered free 2021/22membership.</p>	<p>AGates</p>
<p>Membership Survey</p> <p>Actions from this are included in the 5-year plan.</p>	
<p>Trustees' Letter</p> <p>The Trustees have written to the Committee expressing concern over gaps in our collection of contact details, particularly relating to junior members. Out of 54 junior members, currently only 19 are recorded on ClubSpark. GB explained that parents are supposed to sign up their children for coaching courses through ClubSpark and enter contact details at the same time. However, it appears many parents are not doing this and whilst the coaches have telephone numbers for parents, the details are not recorded in accordance with LTA requirements.</p> <p>It was made clear to GB that all junior members must have their relevant details recorded on the ClubSpark system against the appropriate package without exception. This should be implemented in full from the date the club reopens.</p> <p>Current 1-1 coaching clients (adult or junior) who are not members should be made aware that a coaching membership should be applied for at a cost of £20 via ClubSpark before their next visit. This will exempt them from any visitor fees for the club year. Pay and Play attendees are unaffected although contact details must be collected and kept securely on the premises for such time that any Covid requirements dictate.</p> <p>Junior tennis camp attendees (or other ad hoc events) must be recorded with a minimum of name and parent/guardian name and contact number. This may be a paper system but must be kept securely on the premises for the duration of the event or such time that any Covid requirements dictate.</p> <p>GB agreed to give this his urgent attention.</p>	<p>GB</p>
<p>5-Year Plan</p> <p>AGibbs produced a draft plan with goals for the next 5 years. It was felt we should keep things simple and easy to understand and concentrate on getting the basics right. It was agreed that initially we would focus on membership recruitment and retention and advertising.</p> <p>It was agreed our Vision/Mission Statement would be:</p> <p>“To be the ‘go to’ club in the area, enjoy the best outdoor facilities with a growing and diverse membership; all of whom are happy and actively recommending the club to prospective members”.</p>	

Membership Retention

As membership recruitment and retention is essential to the financial health of the club, it was decided to pick out some quick wins from the Membership Survey analysis to show members we are listening to what they say. As many committee members had not seen the Membership Survey Analysis compiled by NF it was agreed SC would send this round and the committee would select 2/3 actions that we could deliver easily, quickly and at little cost.

Membership Recruitment/Advertising

It was agreed we need to grow our membership and with tennis being one of the first leisure activities allowed following lockdown, the next five weeks will be a key time for recruiting new members.

Ideas for consideration:

- Who are we targeting / marketing to?
- How will we do this?
- Visitors allowed as before – maximum 3 visits @ £5 per visit?
- Introduction of a 3 month “taster” membership?
- Expansion of “Pay and Play” sessions run by a coach?
- Courts are under-used after 5pm on weekend evenings. This time could be made available for “Pay and Play” or as social time for beginners/intermediate standard players to transition and join in with full members who play on.
- Introduction of an annual low cost (£20) “Coaching membership” for people booking blocks of lessons. This would do away with the need for coaches to collect a visitor’s fee from their clients. This money could then be used to pay coaches to run a Saturday evening session.

One requirement of Health and Safety is that the club must have contact details for everyone who uses our facilities. “Coaching and Taster memberships” would enable us to put the details of those people onto ClubSpark.

Junior Membership

It has been suggested that the Club should revert to collecting Junior membership fees. The junior membership fee is low, and membership is free for under 10s, so we could insist that all juniors who attend courses become members. A further benefit for junior members is that they would then qualify for the Wimbledon ballot.

SC / ALL

Date of Next Meeting

Monday 8 March 2021 @ 7.30pm

To decide actions for membership recruitment and retention.