

HIGH WYCOMBE LAWN TENNIS CLUB

COMMITTEE MEETING MINUTES

8 MARCH 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
 Maggi Newcombe, Off-Peak Representative
 David Burwood, Membership Secretary & Marketing Co-ordinator

	Action
<p>The Chairman welcomed David Burwood to the Committee as the new Membership Secretary and Marketing Co-ordinator.</p> <p>This meeting was called to address the points raised in the membership survey and discuss ideas for increasing membership.</p>	
<p>Quick Wins</p> <p>Vending Machine A vending machine for drinks, snacks and other items (possibly balls/grips) would cost in the region of £1,000 to buy second-hand. There would also be maintenance costs and we would need to ensure it is located out of sight so as not to attract unwanted attention. We would also need a volunteer(s) to fill it and empty tokens/cash, although the latest machines also accept credit/debit cards and contactless payments.</p> <p>GB rents a machine for his Gym and will look into the options available to the club. A trial period would be preferable.</p> <p>Tennis Ladders Singles ladders have been tried at the club before with mixed results. If there was sufficient demand and volunteers to run the ladders, then it was agreed there is no reason why we could not have them. Otherwise, anyone wanting to play in singles ladders will be encouraged to join the LTA local leagues, which will be promoted on the noticeboard in the lobby.</p> <p>More Tournaments The club already runs several tournaments throughout the year – the main Club tournament which is open to all members, the Barbara Stuart Tournament, Malcolm Bucknell Tournament and Halloween Tournament. Court time is also taken up in the summer with Bucks Shield matches, which leaves very little time to fit in more tournaments.</p> <p>GB suggested a “Battle of the Brits” tournament and parent / child tournaments.</p>	<p>GB</p> <p>GB</p>

<p>Monday/Thursday evening tournaments, monthly or 6-weekly, may appeal to those people not able to play at weekends as well as the Off-Peak members. Fast4Tennis format is quick and CN would be able to advise on other formats. MNew will measure demand and approach some mid-week players for volunteers to run the tournaments.</p> <p>Easier Bar Access Members have requested more access to the bar, particularly during evening sessions. Whilst Committee Members attending the sessions are happy to serve drinks during the evening, if they are on court it means members have to wait. It was suggested members could “pre-order” and pay for their drinks/snacks at the start of the session and these would be placed in the kitchen fridge to be consumed later. Any late comers could also be served this way during breaks in play.</p> <p>MNew is prepared to trial this for one month, when social sessions resume, to assess demand and success.</p> <p>More Team Play It was agreed a third team would be entered into the High Wycombe and District Mid-week League for mid-week players. JB will approach Simon Fossell as potential captain. We also need captains for the first and second teams. Lucy Duncan will be organising the fixtures. Members will be advised in a future email.</p> <p>Increase Off-Peak Playing Time The afternoon club session time is 1-5pm. It was agreed that Saturday and Sunday evenings after 5pm would be offered to off-peak members as an extra benefit. Courts 5 and 6 will be booked 5-7pm. Members will be advised in a future email.</p>	<p>MNew</p> <p>MNew</p> <p>JB</p> <p>AGi</p>
<p>Ideas to Increase Membership</p> <p>Quick Start Tennis The current pay and play sessions run by DB on Sunday mornings and JB on Thursday evenings are very popular and places fill very quickly. It was agreed that an extra session would be introduced on a Saturday evening from 5-6pm. Initially this would need 4-6 people to sign up and pay in advance for 6 weeks at a cost of £8/9 per week. Quick Start Tennis would be advertised on the website, Facebook and existing WhatsApp groups.</p> <p>Taster Membership A taster membership would allow potential members to “try out” the club before committing to a full membership and would offer more opportunities to play than as a visitor. It was agreed a 1-month taster membership would be introduced at a cost of £25. The fee would be deducted from full membership if the player joined at the end of the trial.</p> <p>It was also agreed the Membership Secretary should have some flexibility on rates when signing up new members.</p> <p>Visitor Fee It was agreed the visitor fee would continue at £5 per visit with a maximum of 3 visits, after which the player would be asked to take up an appropriate membership.</p> <p>Coaching Membership Anyone attending the club for coaching was expected to pay a visitor’s fee in addition to their coaching fee. However, this was not always adhered to. Introducing a coaching membership (£20 per year) would have benefits for the club, the coaches would not have to collect a separate fee and the player would become part of the club, receiving emails, newsletters etc. and may be encouraged to join.</p> <p>It was agreed that only players having individual lessons would have to pay the £20 fee. Players attending group sessions, eg pay and play, would be exempt.</p>	<p>GB / DB</p> <p>DB / AG</p>

<p>Coaches will need to explain the new membership category to their clients. Daniel Palmer and Ian Chapman are accredited LTA coaches who also coach at the club on occasion. GB will advise them of the new requirement.</p> <p>When the club re-opens Coaching Membership be trialled for 3 months to measure effect.</p> <p>Cardio Tennis Cardio tennis is a fast fitness/tennis class with music and appeals to younger people. GB proposed starting a 45-minute class on a Saturday morning at 10am at a cost of £5 per session for members. The class might also appeal to parents waiting for their children to finish their lessons.</p> <p>Social Media It was agreed we need to use Facebook/Twitter/Instagram more to promote the club. We must permission before using images of members and children must not be identifiable. Some parents have specified they do not want their children appearing on social media. The LTA has many resources to help clubs with the marketing campaigns together with suitable images and it was agreed we should use these.</p> <p>The club's first Facebook advert produced one enquiry. DB will draw up some marketing ideas and an initial budget of £100 was suggested. AGa will work on a budget for marketing campaigns.</p>	<p>GB / DB / JB</p> <p>GB</p> <p>DB / AGa</p>
<p>Other Priorities</p> <p>Welcome Guide for New Members It was agreed the club should have a Welcome Guide - either an email, web page or leaflet, that would have all the information a new member needs to become part of the club. Recent new members will be canvassed for their views on what information they would have liked on joining.</p> <p>It was also agreed a “buddy” system linking new members to long-term members would be a good way of integrating members into the club.</p> <p>Membership Principles To provide clarity for new and existing members, a document has been produced setting out the principles of adult membership. The content was agreed but needs refinement and final approval by the Committee before being displayed on the website and noticeboard.</p> <p>Adult Membership Categories Following a long discussion, it was agreed that the club needs to maintain a link between grade of membership and playing standard whilst also following LTA guidelines on making tennis inclusive and available to everyone. It has already been agreed that evening weekends after 5pm would be available to Off-Peak members, currently defined as suitable membership for players of intermediate standard or experienced players not wishing to play at weekends.</p> <p>The LTA will be approached for further advice and other clubs will be contacted to see how they manage playing standards.</p> <p>Code of Conduct A new document has been produced setting out the behaviour expected from everyone at the club. A minor amendment is needed and final approval from the Committee before being displayed on the website and noticeboard.</p>	<p>DB / AS</p> <p>DB / AS</p> <p>AGi / SC</p> <p>AGi</p> <p>AGi / SC</p>

Any Other Business

Current LTA advice is that “organised” play can resume from 29 March with a maximum of 6 players per court. Careful organisation should mean we can resume social sessions. Further advice is expected from the LTA in due course.

All being well, Match Practice will start of 12 April (Ladies) and 13 April (Men). Ladies and Men’s Captains to advise players.

PW/JB

Date of Next Meeting

Monday 12 April @ 7.30pm
