

Minutes of the Annual General Meeting of Longstanton Tennis Club, held on 22nd March 2018 at the Pavilion, Longstanton.

Present: Gbenga Kazeem, Michail Dermenzi, Fred Chatfield, Ben Van Well, David Nation, Rachel Dale, Damian Kramer, Jim Young and Sarah Ballard.

Apologies: Gerry Caddoo, Dina van Well.

Minutes of the last AGM were circulated and passed unanimously.

Chairman's report: presented.

Completion of the brand new court surface during the 2017/18 season was a significant achievement, with the final painting of the surface. Membership has grown, particularly among juniors, and this is largely due to the contribution from coach David Nation. The inaugural Jake Benton Memorial Trophy in addition was very well attended, with 17 juniors taking part. Planning for events during the 2018/19 season is already well under way, with the first ever LTA-supported events (Quorn Cup and GBTW) plus even a fantastic Davis Cup event booked for 11th May 2019!

Treasurer's report: presented.

Accounts for both 2016/17 and 2017/18 were presented as the full accounts for 2016/17 hadn't been presented at the last AGM. Spending was more than income in both time periods, largely due to the court resurfacing and loan repayments (also part of that project).

It was noted that current total income per year is approx. £3,000 with net income approx. £1500. Additional revenue streams will be required if we are to build up a sinking fund to cover any large facility expenditures in coming years.

The EON electricity contract is due for renewal – Fred agreed to investigate the options and their costs.

Election of Officers: Damian Kramer, acting chair since Gerry Caddoo's departure in the Autumn, was elected as Chair. We thank Gerry for his contribution. **Secretary, treasurer and welfare officer** were willing to stand again and were accordingly re-elected. David Nation, our coach, remains on the committee. Michail Dermenzi was elected as Men's Captain for the Business Houses League.

Membership: It was agreed that membership prices for juniors would increase to £25 (increase of £5) for the 2018/19 season, with adult and family memberships remaining at £85 and £160 respectively. An incentive of £5 off was offered to all adult and family members who paid before the deadline of April 1st.

Michail commented that membership may well increase if all-year facilities could be provided. Michail agreed to investigate whether a bubble would be possible for the winter, given the available run-off space we have, and the cost implications.

Michail also agreed to hand out postcards – available from Damian- at the Tesco's entrance on Saturday mornings, to raise awareness of the club and encourage new members.

The options of floodlight use outside of club nights and offering discounted 3 month memberships were both raised. It was felt that both of these required further thought before any proposals could be put in place; the floodlights in particular are nearing the end of their lifespan so are increasingly delicate and the club funds cannot currently cover any replacements.

Business Houses League: Both teams finished just below mid table for the 2017/18 season in the BHL. The mixed team finished 4th out of 6 teams and the men's team 5th out of 8.

It was discussed that we are still lacking depth in the teams and, although some members would enjoy also playing in the more serious LTA league, the Club isn't ready for that yet.

It was however agreed that we would plan to join the LTA league in 2019, providing we recruit additional adult players this season.

Coaching: David coaching sessions continue to be well subscribed, particularly the junior sessions, with two junior classes and one adult class per week running throughout the winter.

David has now extended his after-school classes at Hatton Park to younger children in Reception, year 1 and year 2, so hopefully this will bring in additional junior interest.

David also reported that he had 6 children registered for his Easter camp, following marketing to all the local primary schools by email and on Facebook.

Website: Ben presented very interesting data on the performance of the website. We have approx. 500 users (likely to be approx. 300 unique users across multiple devices) so very good traffic, with far more people visiting the website for information than there are club members. The membership, book a court, homepage and coaching pages were the most visited.

It was agreed to add David's contact details on the 'coaching' and 'contact us' pages.

Clubspark: The Clubspark membership system is working well. Damian continues to keep an eye on updates and software developments that could benefit the club (such as the events capabilities). The court booking system is working well to our knowledge and the centralised membership information is a great asset.

Marketing: Sarah reported that she had met with the LTA and they had agreed to potentially match funds provided by the club (up to £250) for marketing activities that would increase membership. Currently, the club is not considered big enough to be sustainable by the LTA, meaning that we may not be eligible for grants/funding for larger scale work (such as floodlight replacement).

Sarah has put together a marketing plan for the club which includes door drops of postcards to Home Farm and Northstowe houses, inclusion of postcards in developers' homebuyer packs in Northstowe, advertising in local village magazines and websites, better club signage from the road, a Facebook page with sharing of posts in local groups, courtside advertising banners and presence at the village market. This plan is currently with the committee for discussion/approval prior to submitting to the LTA.

It was noted that the postcard distribution, Facebook page and village market activity were already underway. The committee is doing all they can for minimal cost until the marketing plan is finalised.

Court condition: The courts are currently in excellent condition but it was emphasised that we need to ensure we look after them in order to maximise their life.

Pay and play: The key safe is working well for non-members using the courts on a pay and play basis. Damian agreed to change the code on the key safe (and to do so more frequently in future) to prevent court use by non-members who haven't paid but remember the code from their last booking.

Court keys: It was agreed that the court keys would stay the same for this year, having just been changed for the 2017/18 season.

Club sessions: Club sessions remain a key element of the club's weekly calendar. Having found that the Wednesday club session wasn't working well, club nights reverted back to Tuesdays and Fridays from 6-9pm, and Sundays from 11am-2pm. There is also a club night for competitive play on Thursday evenings from 7-9pm. David's coaching sessions fitted in just prior to club nights, so 5-6pm on Tuesdays (juniors only) and 5-7pm on Thursdays (5-6 juniors and 6-7 adults).

Events: The St. George's Day celebrations on April 21st will be supported by the Tennis Club again, with us running the Welly Wanging stall. All members were asked to volunteer to help.

The Wimbledon Ballot and Cheese/Wine night will be held in early May (date tbc but probably Fri 4th). Further details will be circulated ASAP, so that eligible members can decide on their preferences in readiness for the ballot.

Other events planned for the season include two LTA event for the first time ever, in a drive to increase our members. The events are as follows:

- April 14th Quorn Cup (family format, open to all) – LTA event
- June 10th Jake Benton memorial trophy (junior tournament)
- July 22nd Great British Tennis Weekend (open to all) – LTA event

AOB: none.

Meeting closed at 10:45pm.