

Working Group on Court Utilisation Scope

- The role of the WGPU is to provide information and recommendations to RADC's committee in the task of ensuring the access to, and cost of, the club's court facilities is fair and equitable to all categories of current and potential court users.
- The WGPU sets out to achieve a report to the committee on current usage and booking rules, the profile of the various user groups, user groups' current perceived needs and wants regarding court use and booking rights, and recommendations to the committee on steps necessary to improve equality and fairness of access and cost to the various user groups, in line with RADC's constitution and business plan as a not for profit community club.

Survey Success



- High level of engagement with the Survey. 80 respondents representing approximately 100 participants.
- This report utilises evidence from the survey for both analysis and to generate recommendations for the RATC committee.

Recommendation

Survey to be sent out across the RATC community on a biannual basis to inform decision making.

Summary of Recommendations

Booking Policy

- Agree a booking policy (Including Club-Spark Administration rights) that is clear, transparent and open to regular review.
- Develop a mechanism to ensure programs are co-ordinated.

Communication

- Develop communication channels to improve understanding/transparency and the visibility/accessibility of playing opportunities.

Demographics: Working age/Young Adults and Families

- Committee to look at the visibility & range of competitive and social playing opportunities at times that are accessible.
- Coaching Team to look at sessions that encourage members of these cohorts into the club.

Competitive Tennis

- Explore options to improve both the visibility and range of competitive tennis opportunities in order to develop competitive participation across the current membership and broaden the clubs demographic.

Social Tennis

- Social play at different times and levels to give opportunities for our various demographics.
- Improve the visibility and accessibility of available sessions.

Coaching

- Share survey comments with Mihaly & his team to help facilitate optimisation of the coaching program.

Facilities

- Explore opportunities for a RATC club house, improving access & potential value in a tennis wall and/or ball machine.

Survey Overview

Ease of booking (Clubspark)

4.5

Quality

4

Availability

3.5

Value for money

4.5

Self organised member play

Availability

4

3	4	5
OK	Good	Very Good

How likely are you to recommend the club to a friend?

8.1



The overall results were very positive with little evidence of court utilisation conflict.

Booking Policy

Only 3 comments relating to booking conflict.
All from members playing 1-3 times/week.



Comments

Members of the club appear to come second to coaches. As paying members, we should get priority over booking of the courts whereas it would appear that coaches get priority. Why is this when their revenue doesn't benefit the club.

Dislike current club politics. Some members seem stuck in their ways. Club needs to increase opportunities to develop our tennis. It is a tennis club not a social club although obvs nice to make new friends. Less block booking of member led sessions

You need to leave courts free to book for self organised play Mixed singles boxes

Booking Policy

Recommendations

- Agree a booking policy (Including Club-Spark Administration rights) that is clear, transparent and open to regular review.
- Develop a mechanism to ensure that suggested programs can be co-ordinated appropriately once developed.

Considerations & Suggestions

- Co-ordination of the various categories (Social, competitive, coaching, U18s/Families etc.) to ensure fair access.
- Potential for prioritisation of court use for particular specified sub-groups or demographics in line with availability. E.g.
 - U18s (Early Evening/Weekends).
 - Working age (Evenings/Weekends).
 - Veteran Tennis (Weekday, daytimes).
- Court access obligations
 - Coaches contractual requirements to the club.
 - Pay & Play access: Lease obligations (Courts 3 & 4)
- Court booking rights for U18s.
- LTA: Model club guidance material.
- Seasonal considerations (Time of day/Weather).
- Promoting off-peak usage (e.g. Afternoons).
- Sourcing additional court capacity.

See Communication Section

- Ensure all policies are up to date & accessible to all (Club-Spark/Booking policy to be added).
- Manage expectations for different user groups to reduce friction points.

Communication

Comments & Results

Highly Under Informed

Club Activities

3.3

You have asked about plans and direction of the club but I don't know what these are so difficult to answer. As a community tennis club I would see us as a club for all. FYI AGM minutes mentioned Special Needs- outdated term. Adaptive or inclusive?

Club Plans

2.8

As a non member I have no idea who the club leaders/ members are ans what the plans for the future are. The coaching staff are great

Values of the club

2.8

Extraordinary times. In normal times a brief newsletter would be much appreciated.

Nick is a very good asset to the club as his intentions seem to be transparency, something that I feel has been missing for the last couple of years - the committee should represent the needs of the club members. I feel Nick is addressing this.

courtWeb site hard to navigate to find out info esp what's going or AGM etc

Text and WhatsApp for urgent messages eg "tonight is rained off" would be good. Concentrate on providing good tennis and facilities please - keep it simple. What did you mean by "Direction" ? hope it's not politics...

How to apply for Wimbledon tickets could be clearer

Would be good to know what plans are being developed for the future re clubhouse etc

I like that committee meetings minutes are to be posted on the website. It might be useful if an email was sent out when the latest set of minutes were so posted.

thanks to all those involved in pulling the survey together, lets make sure this is run regularly to ensure we develop and measure trends..

More consultation with older members BEFORE decisions are taken which directly affect them.

2	3
Under Informed	OK



Communication

Recommendations

Committee to review and develop communication channels with the aim of improving:

- Understanding across the club.
- Transparency.
- Visibility and accessibility of available playing opportunities.

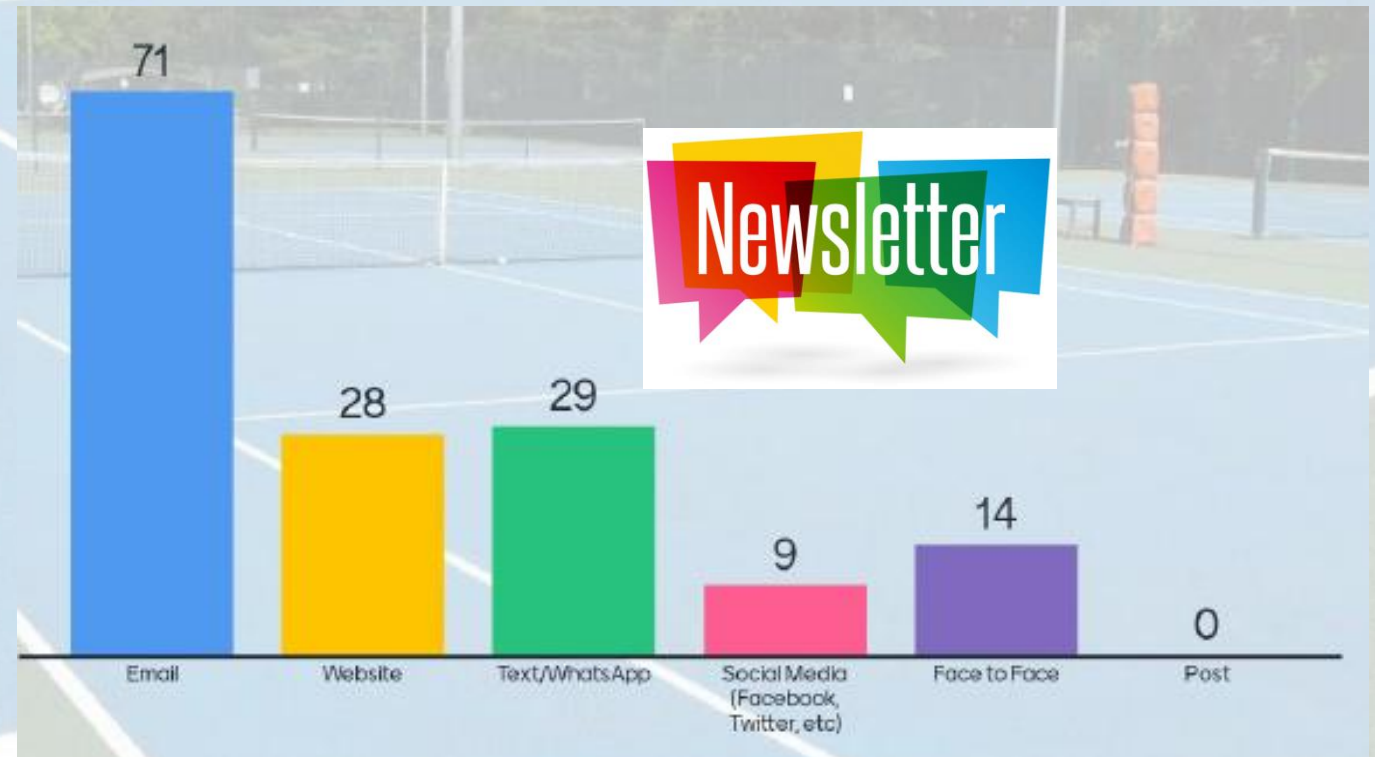


Achieved or in progress

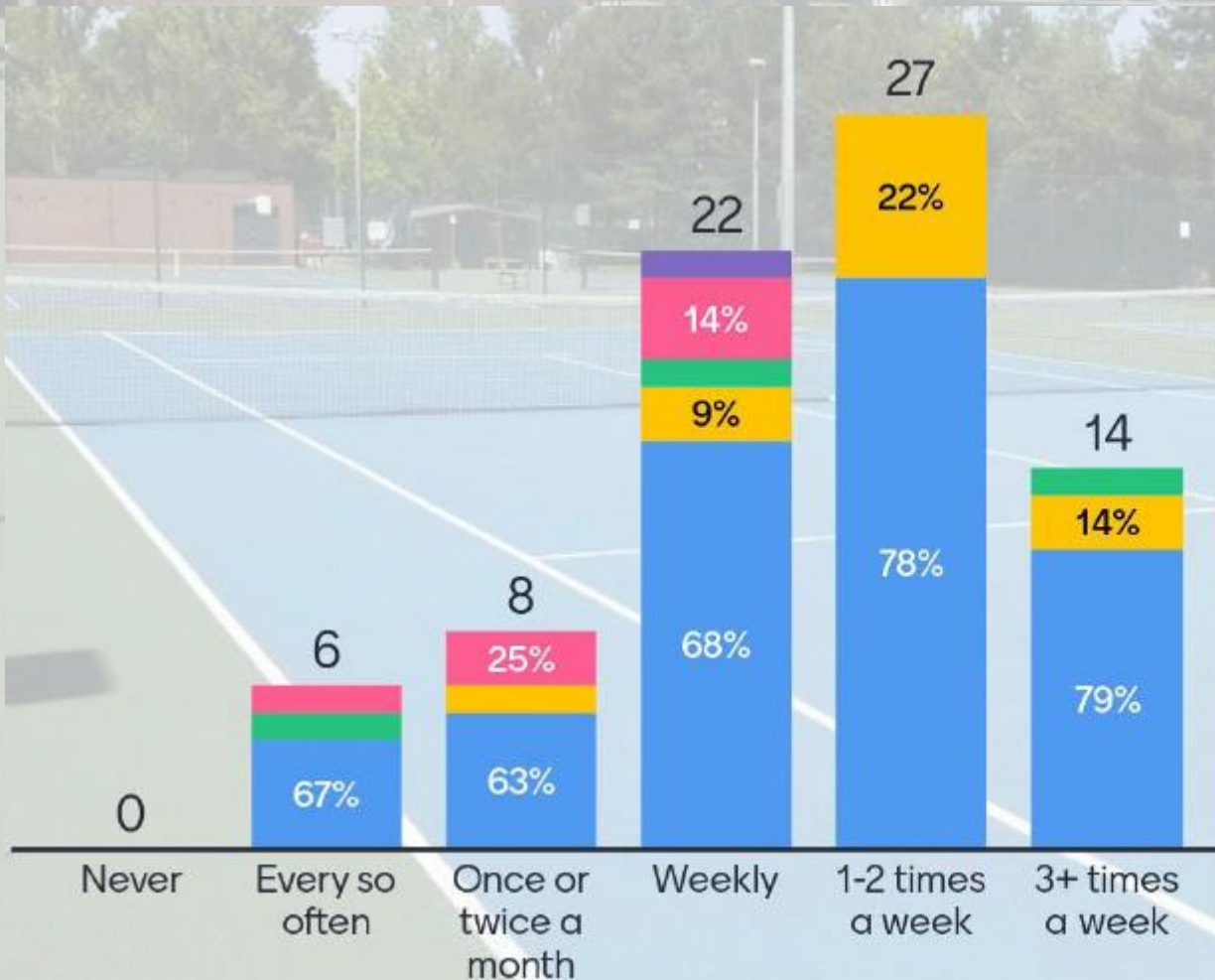
- ✓ Determine preferred communication methods.
- ✓ Ensure all policies are up to date, transparent & accessible to all.
(Club-Spark/Booking policy to be added)
- ✓ Share Committee minutes.
- ✓ Making use of technology (e.g. Scala App trial)

Suggestions/Considerations

- Improving Website (e.g. More visibility of sessions).
- Optimising the use of email (e.g. Consistent channel).
- Monthly Newsletter.
- Utilising social media to engage with different demographics.
- Consistent message from Committee members.



Usage Profiles



Over 80% of respondents active with the club on a weekly basis or MORE!

Over 50% of respondents are active more than once a week.

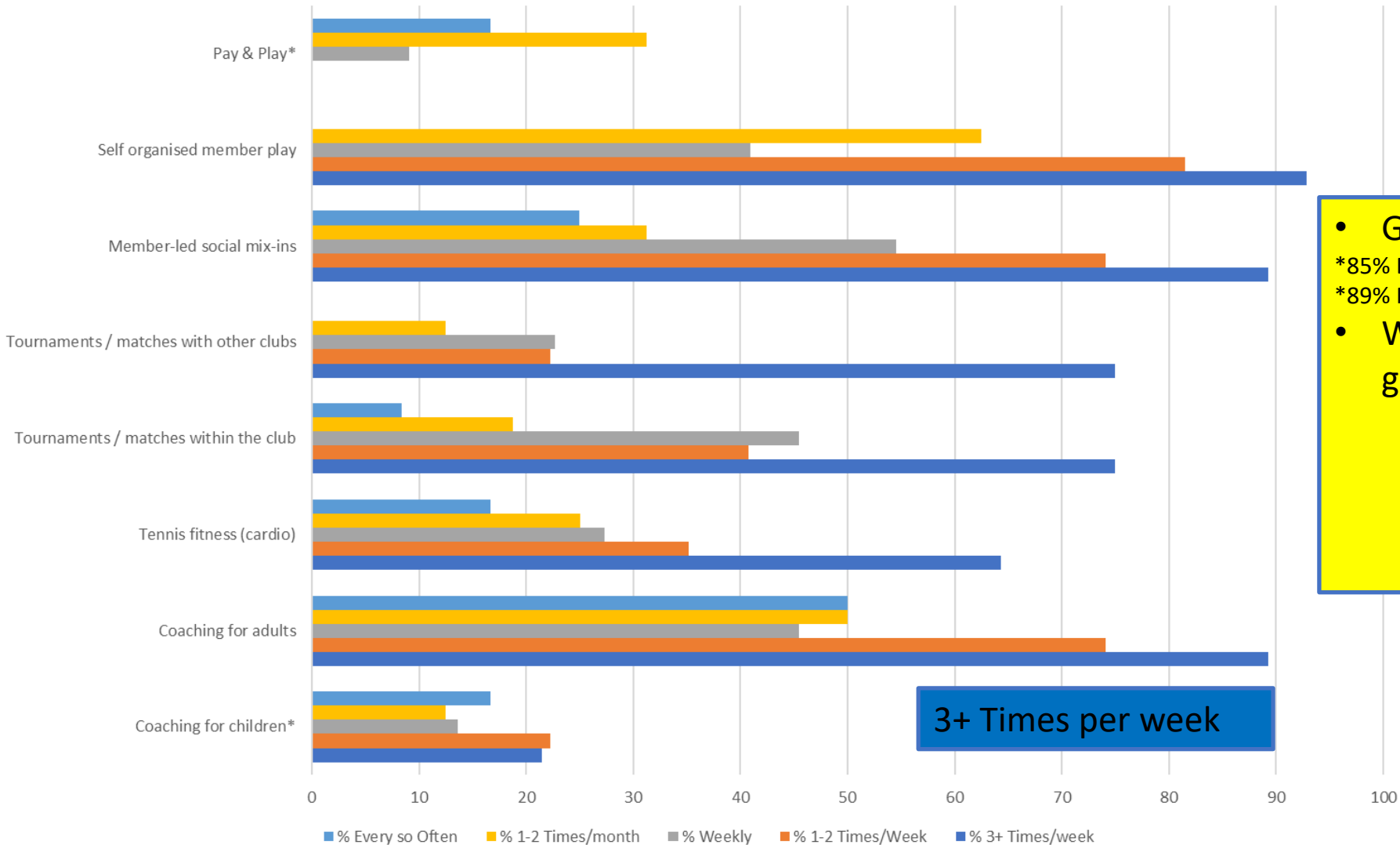
- An adult member player
- A parent / guardian member with U18 players
- A parent / guardian non-member with U18 players
- A non-member player
- Unknown



Usage Profiles

3+ Times per week

% of Respondents Scoring Activities by Usage Profile



- **Generally older adults***

- *85% Daytime weekday users.

- *89% Member organised social tennis

- **Well catered for and most active group across the board.**

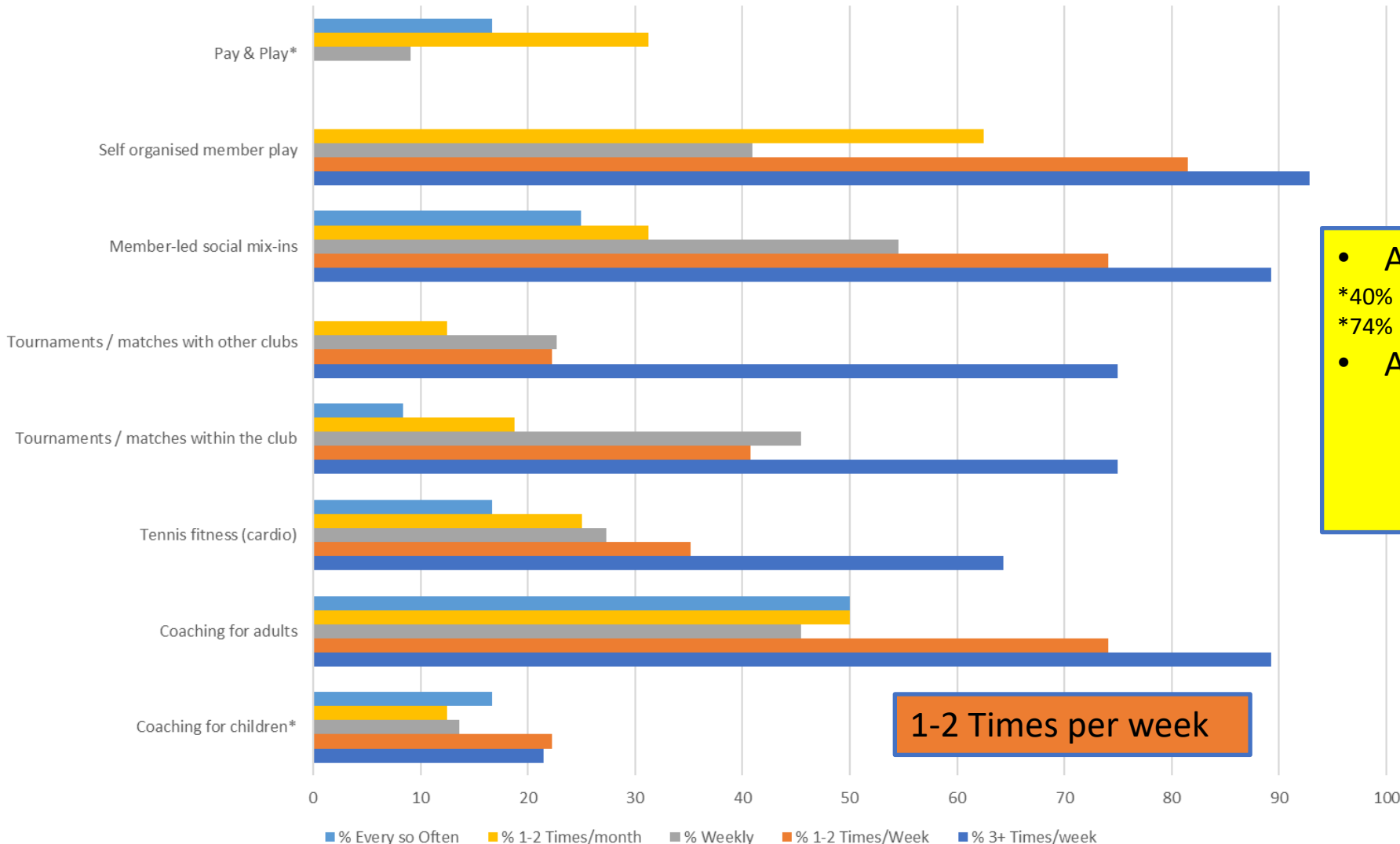
- Social Tennis
 - Adult coaching
 - Competitive tennis
 - Self organised play

3+ Times per week

Usage Profiles

1-2 Times per week

% of Respondents Scoring Activities by Usage Profile



- A more diverse group

*40% Daytime weekday users.

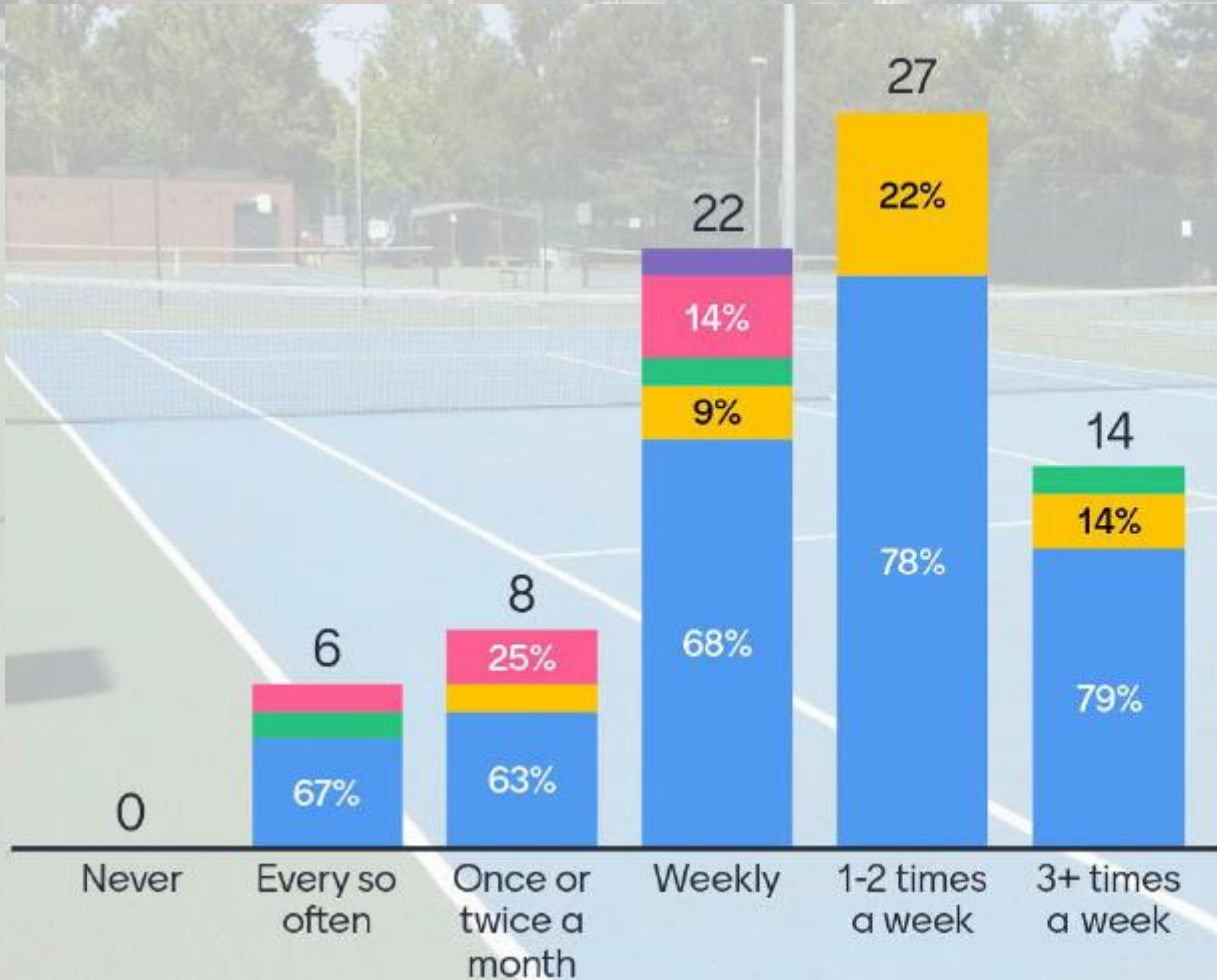
*74% Member organised social tennis

- Also very active in
 - Social Tennis
 - Adult coaching
 - Self organised play

1-2 Times per week

Value

Adults



Full Adult Membership 2020-2021 (£115)

Great value for Active adult members

- *Weekly: ~£2.21/session*
- *X2 per week: ~£1.11/session*
- *> X3 per week: 74p/session*

Value

- ✓ A Key part of a community clubs role.

"Romsey Tennis: Tennis for All" (RATC Business plan 2018-2023)

teams of the future and will be the club in the future.

- ✓ Grants, support and funding that benefits the whole club.



e.g. Flood light funding.

e.g. Securing access to courts 3 & 4.

- ✓ Enables RATC to retain and benefit from a top level coaching team available to all.

U18s

Minis (<11): Free
Juniors (11-17): £20



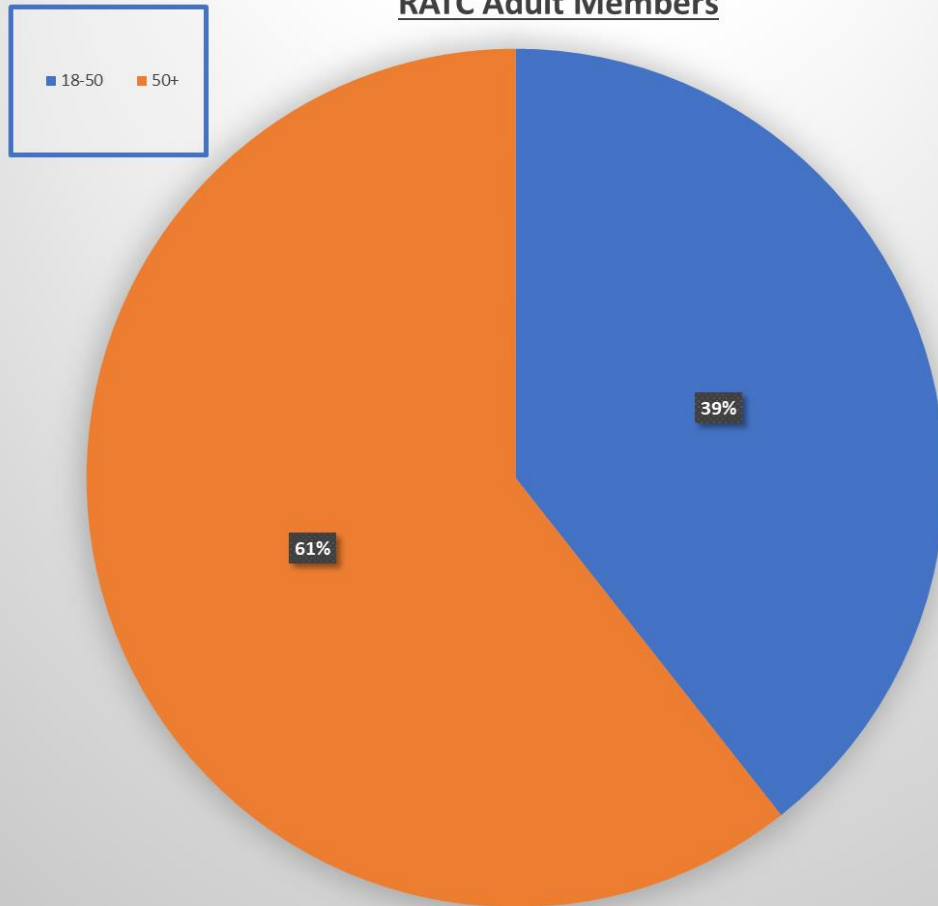
Mini's & Juniors participate through:

- Coaching (£6/session)
- Supervised match play (£6/session)
- Typical Child: £12/week (Term time)
- £468/ year (Term time)
- Typical 2 parent tennis family: ~£1000/year

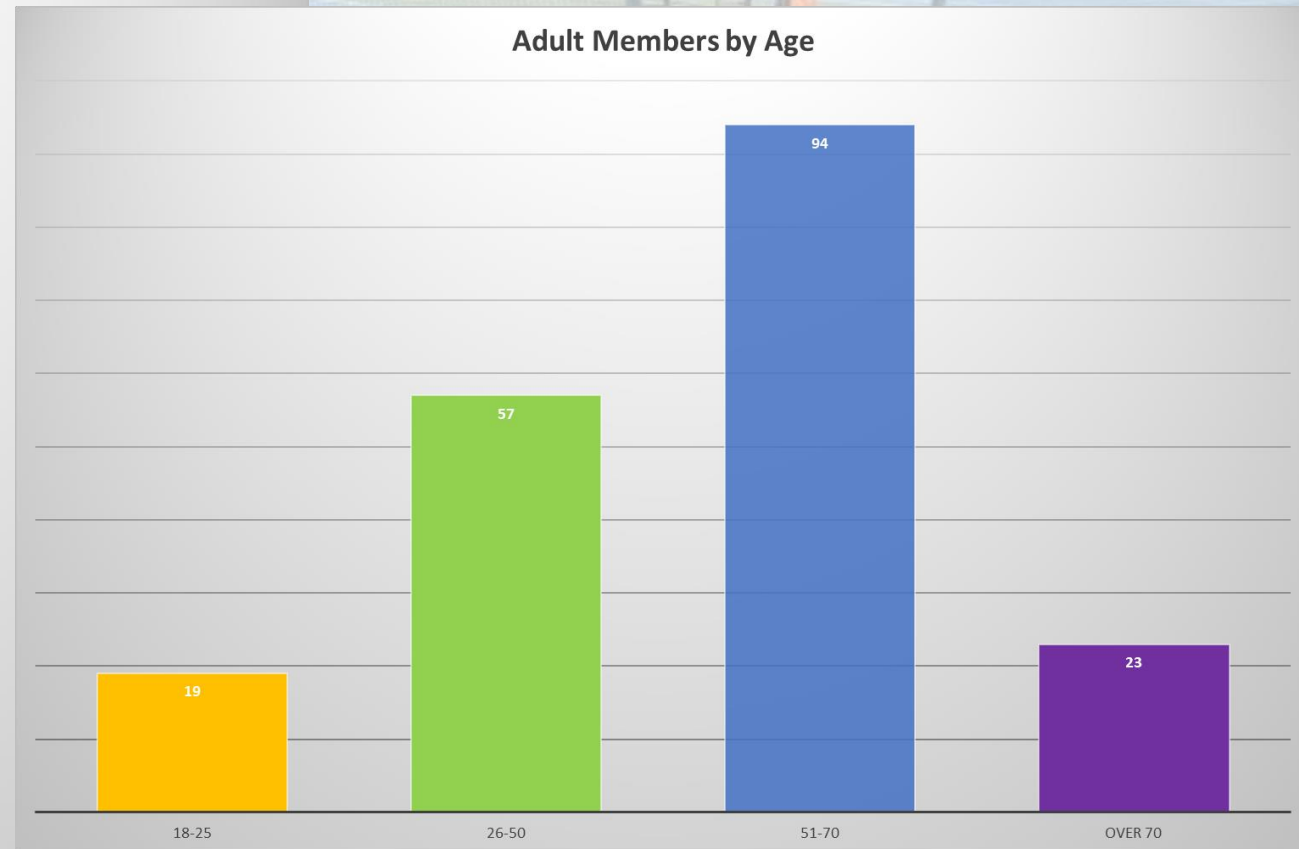
Demographics

Membership data shows that working age people and young adults are under-represented at RATC.

RATC Adult Members



Adult Members by Age



Demographics



Demographics

Working Age & Young Adults

More sessions for intermediate and above players. Most of the organised sessions are a relatively low standard. This includes club night, which seemed to benefit a small clique.

alongside U18s lessons. More member led social tennis for working age people in the evenings.

More adult improver sessions - evenings after work

I would like to see more focus and opportunities for working adults, families and children. More open days when COVID allows.

Comments

Overall RATC is a welcoming and friendly club with a lot to offer. The children's coaching program is excellent. Older members seem well catered for in the day time. There could be more opportunities for younger working age adults and parents.

there needs to be more effort to get working age people and parents involved with the club (Evenings and weekends).

The club needs to provide services that are tennis led and that represent all our catchment community. We need to attract more younger people to the club and provide more opportunities for them to play.

The club feels a bit old fashioned and run for the benefit of older members.

Demographics

Parents & Families

Please consider adult/child tournaments. The club is very adult focused and there is no involvement for the children other than coaching, which is outstanding! There are the teams of the future and will be the club in the future.

Children's club day tournaments instead of holiday sessions during school holidays. I think this would be more fun and productive and make a change for the kids.

More organised playing opportunities (not coaching) for families, either kids (only) or parent and child.

Comments

I think some more coach led sessions for adults would be useful particularly possibly for same time as juniors playing or on evenings

More social tennis opportunities for working age people (Evenings). Sessions for parents to run alongside Kids lessons/matches to help get them involved with the club.

I enjoying playing tennis with my husband and family. I haven't got involved further as it looks 'clicky' and I am not sure how welcome I would be made to feel.

Demographics

Working Age & Young Adults

Parents & Families

- Improve the visibility and range of competitive and social playing opportunities available at times accessible to these cohorts (Evenings/Weekends/Holidays).

Coaching Team to look at:

- Sessions that encourage members of these cohorts into the club.

Considerations & Suggestions

- Evening (Weekend) Cardio as a gateway into the club.
- Family Cardio (Monthly/Holidays) to bring in parents to the club.
- Potential for sessions alongside U18s coaching/match-play (e.g. Tennis Xpress?).
- Rusty Rackets Sessions (Opportunities for beginners and intermediates).
- Potential for child/junior competitive leagues.
- Potential for non-coaching sessions for parents to run in parallel with U18s coaching.
- Greater variety of social tennis opportunities for different cohorts (levels?).
- *Also see next section on competitive tennis.*

Recommendations

Competitive Tennis

Comments & Results

Visibility

All good, it can appear impenetrable if you don't know the right people, so a lot of the organised sessions are by word of mouth or invitation if you have met the organisers.

A system that would be enable players of all ability to join in. le different levels of tournaments. It is very sad that the adult sessions are who you know, and that you have to be invited to play and they do not cater for all abilities.

Internal Competitive Tennis (Ladders/Leagues)

3	4
OK	Good

Availability

Quality

Tournaments / matches within the club

3.3 3.5

Tournaments / matches within the club

3.3 3.5

Survey: Not as highly rated for availability as coaching or social sessions

More internal matches/ladder.

You need to leave courts free to book for self organised playMixed singles boxes

A single tournament for veterans - Friday morning

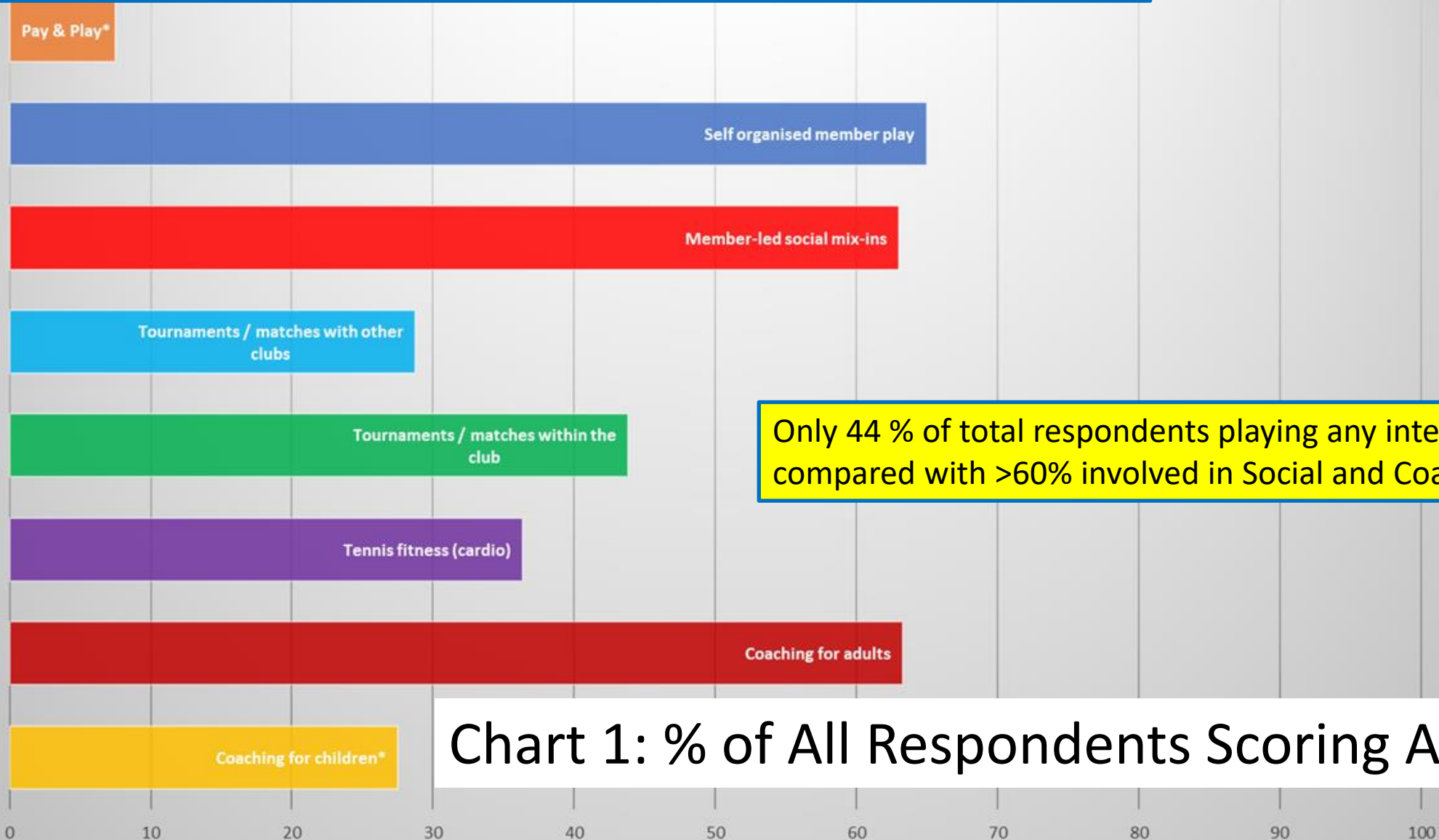
More sessions for intermediate and above players. Most of the organised sessions are a relatively low standard. This includes club night, which seemed to benefit a small clique.

Where there are group coaching sessions, such as on Thursday evenings, these should be followed immediately by a match play session so there's opportunity to put into practice what was learned in the coaching session.

Survey: Fewer respondents involved in internal competitive tennis such as ladders/box leagues: See charts 1 & 2

Competitive Tennis

Analysis



Only 44 % of total respondents playing any internal competitive tennis compared with >60% involved in Social and Coaching.

Chart 1: % of All Respondents Scoring Activities

Competitive Tennis

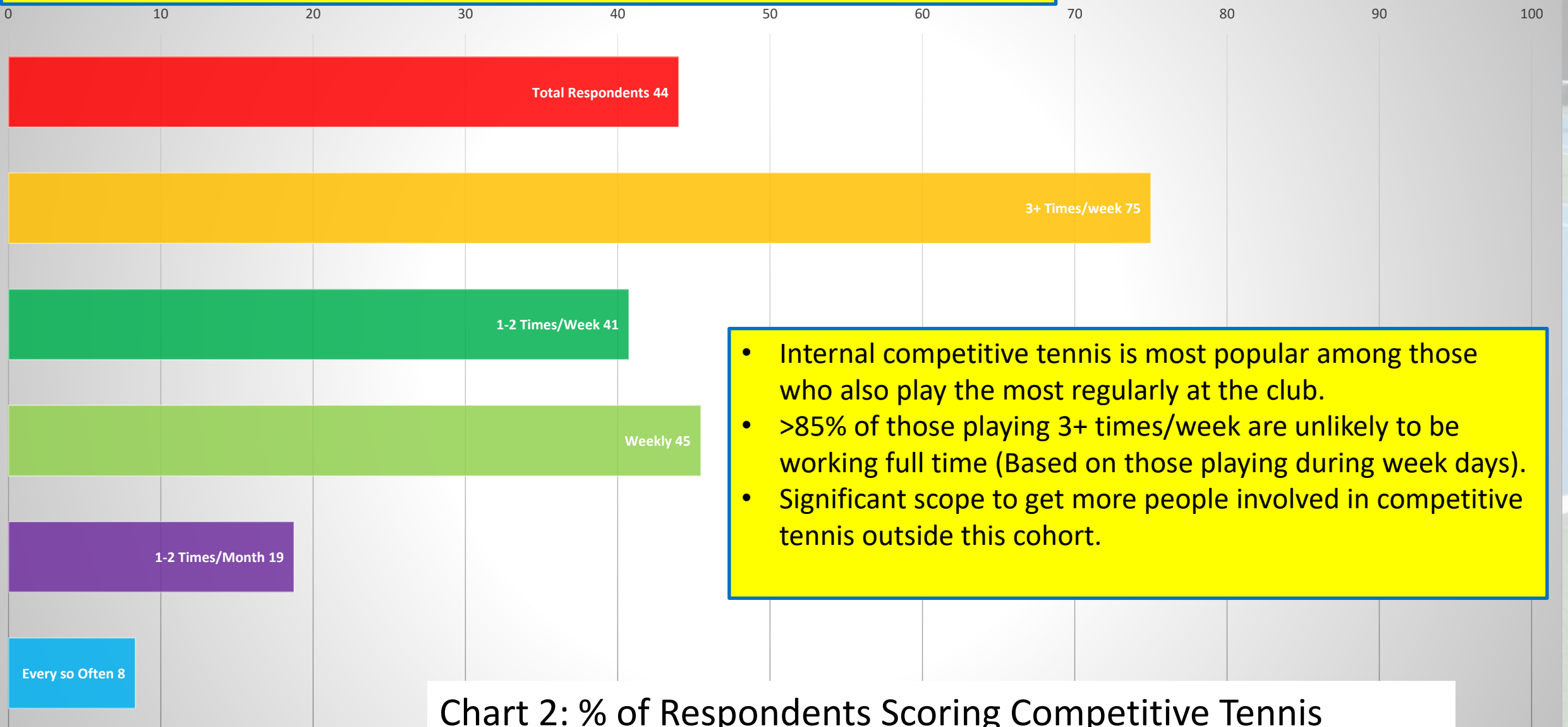


Chart 2: % of Respondents Scoring Competitive Tennis

Competitive Tennis

Recommendations

Explore options to improve both the visibility and range of competitive tennis opportunities in order to develop competitive participation across the current membership and broaden the clubs demographic.

- ✓ Secretary, Match Secretary and Coaching team are already looking at a return to play strategy for competitive tennis post Covid and collaborating on ways to improve:
- Internal competitive playing opportunities across the club (Box Leagues, Ladders, etc).
 - Visibility of opportunities (Trial of 'Scala' App approved for Leagues and ladders)
 - Visibility of external competitive opportunities (e.g. Regular 'Meet the Captains' in order to evaluate standards of play and encourage people into competitive tennis).
 - Opportunities for mixed tennis with pairings for teams to play Apsley and winter league fixtures.
 - Encouraging transition from juniors to competitive tennis.
 - More opportunities for U18 tournaments (see section on demographics).



Trial of Scala Tennis App for Leagues and Ladders already approved by the committee



Social Tennis

Comments & Results

Member-led social mix-ins

3.82 4

Availability

4



Member-led social mix-ins

3.72 3.5

Quality

Good

No, I am very happy with my ladies Thursday morning tennis session. It is the reason I joined the club.

Level/Time

Early evening mix ins (possibly a couple of different standards) would be great when the covid no longer a threat

More sessions for intermediate and above players. Most of the organised sessions are a relatively low standard. This includes club night, which seemed to benefit a small clique.

I'd like to have a daytime mix-in/club session at the weekend, so that everyone has a chance play in daylight all year round.

More adult improver sessions - evenings after work

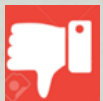
Improvers mix in's similar to sunday pm

Club Sessions

Pre-Covid, I was happy with the Tue / Thu evening mix ins. The club communicate a good level of other activities and socials etc as far as I know - I don't use them much but know they are an option. That's fine for me.

Return to coach led social mix-ins after Covid possibly graded e.g beginner, improver or rehabilitating, intermediate, advanced, provided mainly weekends and evenings

Beginner - intermediate match play coaching. More internal matches/ladder. More club run mix in sessions where possible.



All good, it can appear impenetrable if you don't know the right people, so a lot of the organised sessions are by word of mouth or invitation if you have met the organisers.

Social Tennis

Analysis

Pay & Play*



Self organised member play

Member-led social mix-ins

Tournaments / matches with other clubs

Tournaments / matches within the club

Tennis fitness (cardio)

Coaching for adults

Coaching for children*

63 % of total respondents involved in member led Social Tennis.

Chart 1: % of All Respondents Scoring Activities

Social Tennis

Analysis

% Every so Often, 25

% 1-2 Times/month, 31

% Weekly, 55

% 1-2 Times/Week, 74

% 3+ Times/week, 89

% Total Respondents, 63

Member-led social tennis is most popular among those who play regularly at the club.

0 10 20 30 40 50 60 70 80 90 100

Social Tennis

Recommendations

- Look at options for social play at different times and levels to give opportunities for our various demographics.
- Look at options to improve the visibility and accessibility of available sessions.



Demographics (Considerations & Suggestions)

- Improve the visibility and range of social playing opportunities available at times accessible to these cohorts (Evenings/Weekends/Holidays).

Coaching

Quality

Coaching for children

4.5

Coaching for adults

4.5

Tennis fitness (cardio)

4.5

4

Good

5

Very Good

- 100 + in Coaching groups*
- 40 + in Private coaching*

*Source: Coaching team

The coaching team are excellent - professional, friendly and approachable. However, some members of the tennis club,

The children's coaching program is excellent.

The coaching session I've attended on a Monday night has been brilliant

coaching, which is outstanding! Mihaly is brilliant!

Coaching team excellent esp Mihaly and Neil.

RATC has come on brilliantly over the last few years, particularly on the coaching side with Mihaly. However,

Comments & Results

Availability

Coaching for children

4.5

Coaching for adults

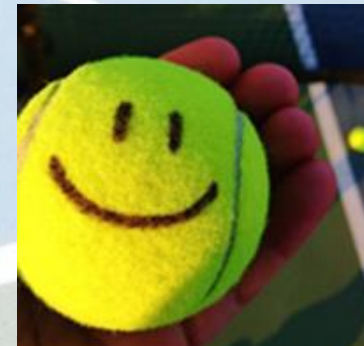
4

Tennis fitness (cardio)

4

- 88% of those playing 3+ times/week responded in relation to adult coaching.

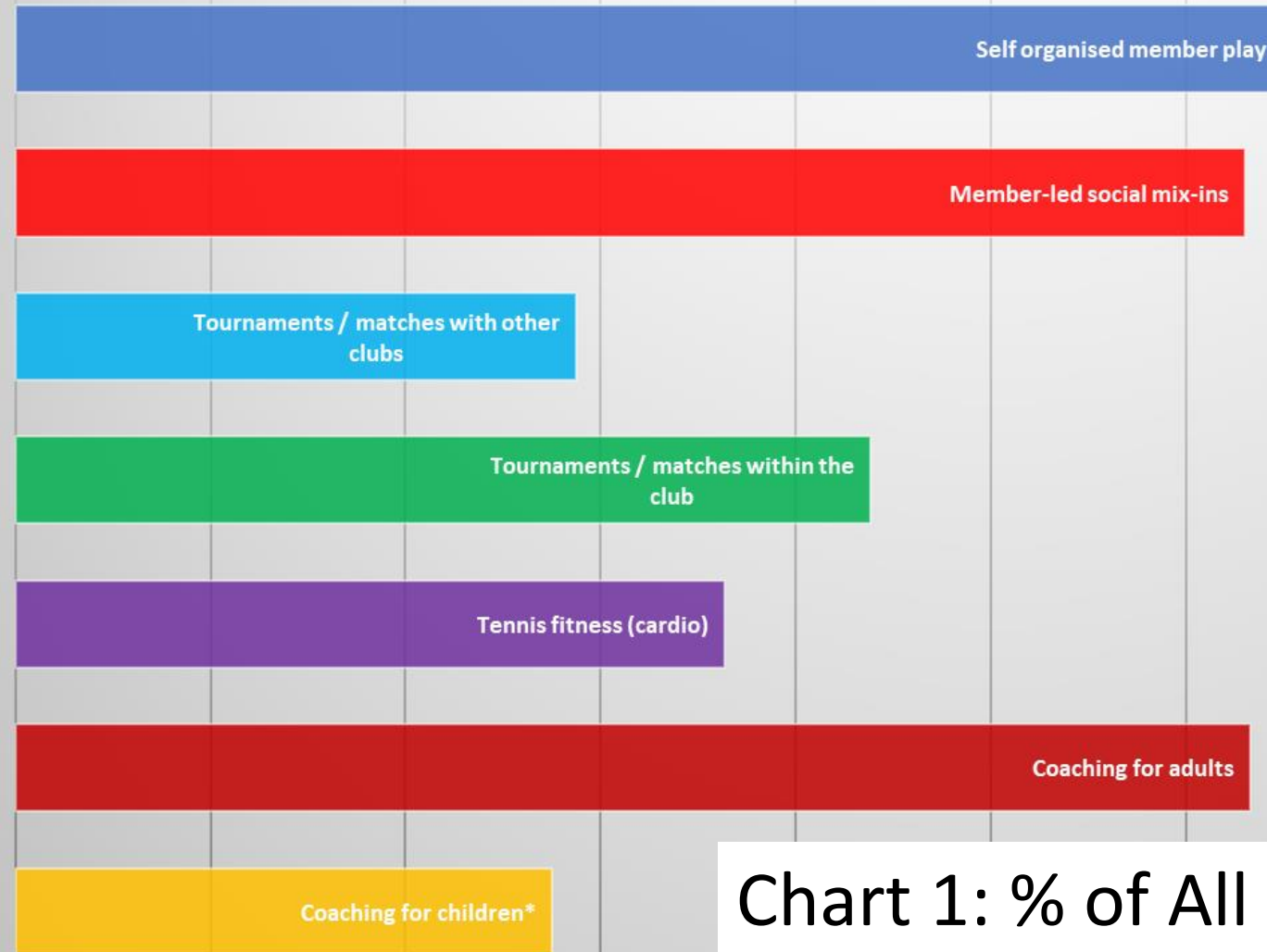
Scoring & comments evidence both the QUALITY and AVAILABILITY of coaching at RATC and high level of participation across both Adults and Children.



Coaching

Analysis

Pay & Play*



63 % of total respondents involved in adult coaching

Chart 1: % of All Respondents Scoring Activities

Coaching

Level/Time

More adult improver sessions - evenings after work

Group coaching for mid level players. Maybe ladies session in mid afternoon.

more availability for intermediate

group sessions

Adult group coaching for improvers on a weekday morning

Coaching sessions for older members in afternoons and weekends

More coaching/fitness on mornings at end of week

Clinics?

Short one - off day courses in particular subject areas eg 2-hour slice workshop on a weekend

Coffee clinics? pay and join group session with coach - like cardio but more coach input and no loud music!!!

Other?

readily available individual or group coaching with experienced coaches would be attractive

Adult coaching could be better and more opportunities. Evening and weekend. Programmes need to include what they are going to cover. i.e tactics, stroke improvement. Feels a bit made up sometimes. Coaching needs to be 1.5 hours as usually big groups

Coaching

Suggestions

Cardio

Cardio tennis in evenings

Enjoy cardio tennis on a Thursday evening

More coaching/fitness on mornings at end of week

WGCU Suggestion: Potentially grading Cardio tennis according to fitness levels.

Family Cardio Family/Parents

Family cardio was great fun when it was trialed but would need to a sensible cost (per family). Sessions for parents alongside U18s lessons. More member led social tennis for working age people in the evenings.

I think some more coach led sessions for adults would be useful particularly possibly for same time as juniors playing or on evenings

Family Cardio sessions (Early evening/weekends/holidays). More social tennis opportunities for working age people (Evenings). Sessions for parents to run alongside Kids lessons/matches to help get them involved with the club.

Family Cardio (monthly/ half term holidays) at a reasonable rate. Provide more opportunities for beginner tennis players who have had coaching but have been unable to play (possible sessions alongside kids lessons). More information.

Coaching

Recommendations

- Share survey comments & report with Mihaly & his team to facilitate optimisation of the coaching program including those recommendations relating to growing RATC's demographic diversity.



Demographics Section: Considerations & Suggestions

- Evening (Weekend) Cardio as a gateway into the club.
- Family Cardio (Monthly/Holidays) to bring in parents to the club.
- Potential for sessions alongside U18s coaching/match-play (e.g. Tennis Xpress?).
- Rusty Rackets Sessions (Opportunities for beginners and intermediates).

Facilities

Comments & Results

Off-court facilities

2

2

Poor

It is a shame that the facilities in the adjacent club cannot be shared for club matches

practice wall, tennis machine,

Need to have more than one entry to courts to not annoy other players as you pass by and with covid. Concrete ramp on lower courts is dangerous as balls roll back on court. Web site hard to navigate to find out info esp what's going on or AGM etc

Would be good to know what plans are being developed for the future re clubhouse etc

Recommendations

Committee to look at:

- Opportunities for a RATC club house.
- Improving access.
- Potential value in a tennis wall and/or ball machine.

Summary of Recommendations

- Biannual survey to inform decision making.

Booking Policy

- Agree a booking policy (Including Club-Spark Administration rights) that is clear, transparent and open to regular review.
- Develop a mechanism to ensure programs are co-ordinated.

Communication

- Develop communication channels to improve understanding/transparency and the visibility/accessibility of playing opportunities.

Demographics: Working age/Young Adults and Families

- Committee to look at the visibility & range of competitive and social playing opportunities at times that are accessible.
- Coaching Team to look at sessions that encourage members of these cohorts into the club.

Competitive Tennis

- Explore options to improve both the visibility and range of competitive tennis opportunities in order to develop competitive participation across the current membership and broaden the clubs demographic.

Social Tennis

- Social play at different times and levels to give opportunities for our various demographics.
- Improve the visibility and accessibility of available sessions.

Coaching

- Share survey comments with Mihaly & his team to help facilitate optimisation of the coaching program.

Facilities

- Explore opportunities for a RATC club house, improving access & potential value in a tennis wall and/or ball machine.