

# WTC Objectives and Actions v10.2

**OBJECTIVE** – To advance the game of tennis in Wargrave and the surrounding area; by encouraging and supporting more players, of all ages and abilities, to play better competitive or social tennis; in an environment that is fun, safe and inclusive.

**GOALS** - 1) Grow and retain membership to 400+ by FY27 (Adults 200 to 250+ / Juniors 130 to 150+) in line with potential of our facilities and catchment area. 2) Keep our membership happy, with satisfaction levels at +80% via AGM annual survey. 3) Manage Club finances over a 30+ year cycle to ensure we have adequate funds to maintain and improve our facilities, while holding reserves to always match 1 year of routine expenditure.

**ACTIONS and MEASURES** (updated following 2024 AGM survey + approved by committee 10<sup>th</sup> Dec 2024)

**1. MEMBERSHIP GROWTH + MARKETING** – Attract new tennis members by promoting the benefits of Wargrave Tennis Club via our new website, regular social media and local media stories, annual Open Days and a £30-£35 membership referral scheme. Encourage non-members who have coaching to join us with a 15% coaching discount. Look to attract new members / players with the introduction of new formats such as Pickleball and introduction of Padel from 2025.

**MEASURES:** 1) Membership growth to 400+; 2) Articles in local media x 10 per year; 3) Open Day x 1-2 per year; 4) Website / FB metrics; 5) Court usage data.

**3. ADULT COMPETITIVE TENNIS** - Provide and encourage regular competitive play with team tennis, singles and mixed doubles box leagues and club tournaments; with good support from our Head Coach e.g. play for teams, guide team practice.

**MEASURES:** 1) 4-5 teams in all leagues; 2) 1st teams in Berks league 1 or 2; 3) team player satisfaction +80%; 4) Attracting new players with strong rankings.

**5. FOCUS ON JUNIORS** - Bring greater focus to junior tennis by encouraging younger players of all ages and abilities, with strong support from our Head Coach e.g. teams in leagues, internal competitions, active junior club sessions, set up weekly session for elite players with coach support.

**MEASURES:** 1) 4+ teams in Berks league; 2) 4+ internal annual fun competitions; 3) 60+ at Friday sessions; 4) junior satisfaction +80%. 5) 150+ juniors by 2027

**2. FACILITIES + FEES** – Keep investing to maintain / improve the best facilities we can afford in line with feedback from membership surveys + our 30-year financial model, while keeping fees competitive for the facilities we offer. Investments: a) 8 x LED lights 2022; b) 2 x artificial clay 2024; c) 2 x A clay courts + 1 x padel for 2025. Future vision, if membership grows, a further 1-2 padel courts, enlarged clubhouse, better club fencing.

**MEASURES:** 1) +80% facilities AGM satisfaction score; 2) Club capital spending tracked over 30+ year cycle with reserves each year never lower than the value of one year's routine annual expenditure; 3) Growing membership numbers.

**4. ADULT SOCIAL TENNIS** - Regular and fun Club sessions together with regular social tournaments and events with Head Coaching support e.g. cardio tennis sessions; rusty rackets; monthly competitions. To include pickleball x 2-3 courts from 2024 and PADEL x 1 court from 2025 etc.

**MEASURES:** 1) 7 x weekly club sessions inc pickle tennis; 2) 6 x social tournaments per year; 3) social membership satisfaction +80%; 4) 250 adults by 2027.

**6. CLUB COACHING** – Head Coach to work with the committee to energise and grow membership by providing great coaching for all ages and abilities, including dynamic group sessions, holiday camps, plus a range of private coaching options.

**MEASURES:** 1) Over 80% happy with coaching (AGM survey); 2) healthy coaching numbers and income; 3) growth in membership numbers / non-members fees.