

Wargrave Tennis Club Objectives and Goals

Committee Approved OGAM V15 - November 2026

Club Objectives and Goals V15

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 (*including padel and pickleball).

GOALS - **1) Promote and retain membership at 600+** (Adults 415+ / Juniors 185+) in line with current membership levels, our improved facilities and catchment area. **2) Keep our membership happy, with satisfaction levels at +85%** via the AGM 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.**



Adult Competitive Play



Facilities + Fees



Adult Social Play



Focus on Juniors



Membership + Community



Club Coaching

Six Action Areas in Detail

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 (*including padel and pickleball).

GOALS - **1) Promote and retain membership at 600+**** (Adults 415+ / Juniors 185+) in line with current membership levels, our improved facilities and catchment area. **2) Keep our membership happy, with satisfaction levels at +85%** via the AGM 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

OGAM V.15 (approved by committee 26th October 2026 + results from 2026 AGM Survey)

1. FACILITIES + FEES – Maintain and improve facilities in line with membership feedback and our 30-year financial model, while keeping fees competitive with annual increases no higher than inflation. Recent investments include LED lights, artificial clay courts, two padel courts, security gates and court improvements. Next proposed investment: clubhouse extension, subject to AGM approval. ***

MEASURES: 1) +85% AGM satisfaction score; 2) Club capital spending tracked over a 30+ year cycle, with reserves each year never lower than the value of one year's routine annual expenditure; 3) Retain membership numbers at the 600+ level.

2. MEMBERSHIP + COMMUNITY – Retain and engage members through good facilities, management and communication. Review capacity and the need for a waiting list at 630 members. Continue attracting new members through our website, social media and local press. Support the community through public court access, local youth activities, junior tournaments and outreach programmes.

MEASURES: 1) Membership at 600+; 2) Member newsletters 12+ annually; 3) Local media 10+ articles annually; 4) Website/social media monthly posts; 5) Court utilisation data; 6) Number of community activities and participants.

3. ADULT COMPETITIVE PLAY - Encourage competitive tennis and padel through Berkshire league teams, Club Championships, box leagues and Padel Americano Divisions, supported by our Head Coach. Develop inter-club padel competition.

MEASURES: 1) 20+ teams in Berk leagues; 2) 1st teams in leagues 1 or 2; 3) competitive player satisfaction +85%; 4) 100+ in tournaments; 5) Number of competitive players.

4. ADULT SOCIAL PLAY – Encourage social tennis, padel and pickleball for members of all abilities through weekly Club sessions, social tournaments and events. Use member feedback to improve participation, supported by volunteers.

MEASURES: 1) 8-10 x weekly club sessions across tennis, padel and pickleball; 2) 2-4 x social tournaments per year; 3) social player satisfaction +85%; 4) 415+ adult members.

5. FOCUS ON JUNIORS - Develop junior tennis for all ages and abilities, supported by our Head Coach, through Berkshire junior teams, competitions, Friday Club sessions and weekly coaching. Expand opportunities for junior padel and pickleball.

MEASURES: 1) 4+ teams in Berk league; 2) 4+ internal annual fun competitions; 3) 60+ at Friday sessions; 4) junior parent satisfaction +85%. 5) 185+ junior members.

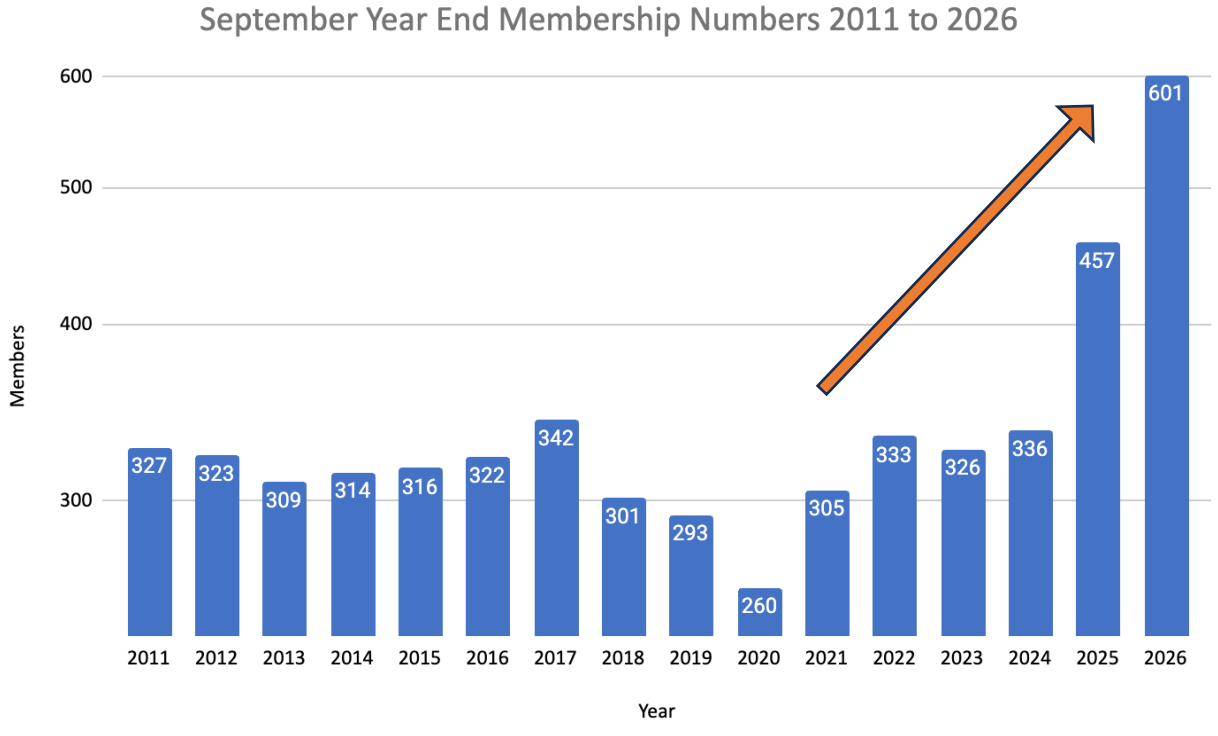
6. CLUB COACHING – Work with our Head Coach to engage and retain members through quality coaching for all ages and abilities, including group and private coaching, holiday camps and junior LTA tournaments. Develop padel coaching.

MEASURES: 1) Over 85% happy with coaching (AGM survey); 2) healthy coaching numbers and income; 3) Coaching income contribution to the Club.

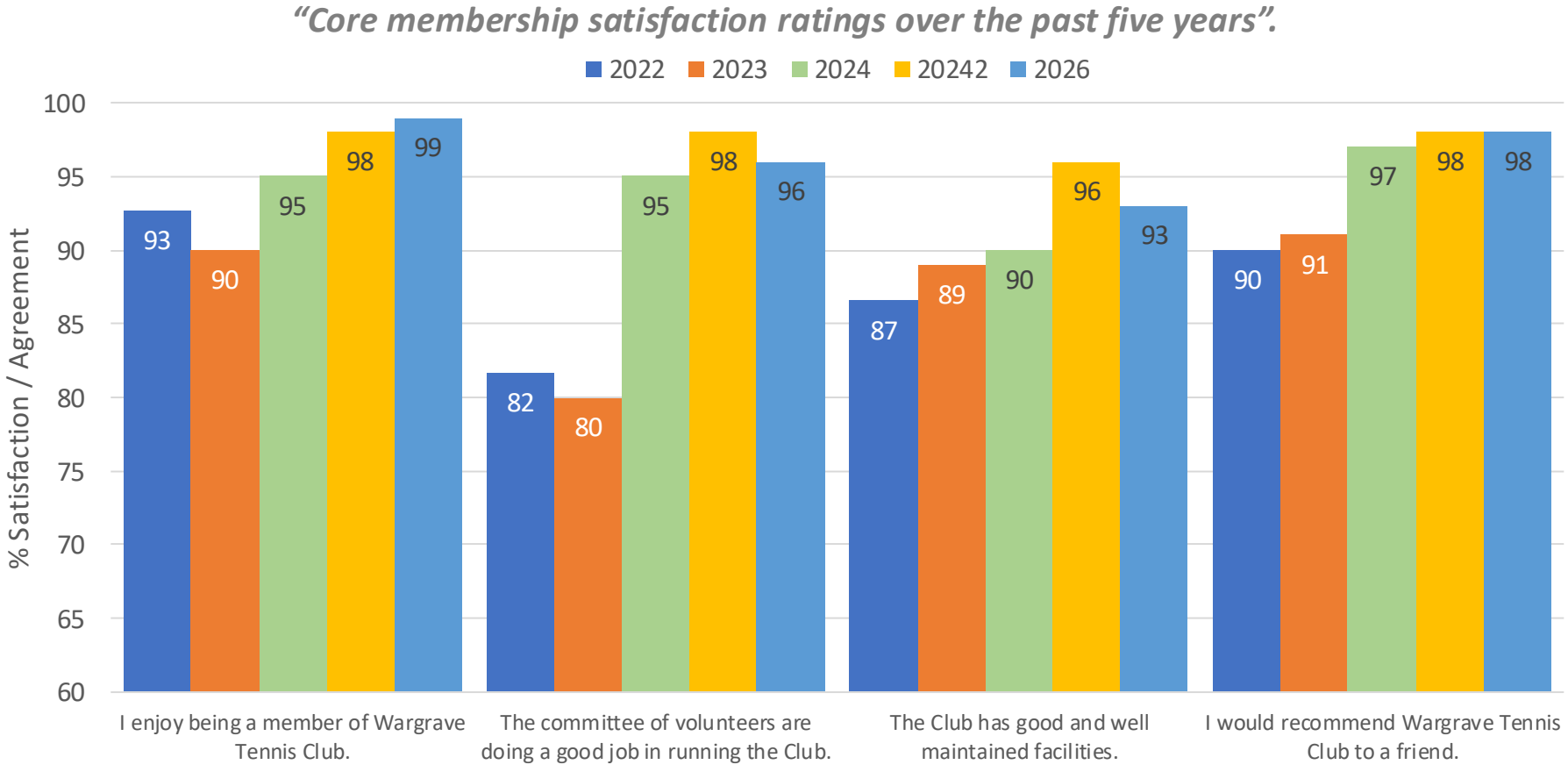
* The "game of tennis" to also include other tennis-based formats, including padel and pickleball.
** Target membership of 600 from 2027 to 2029 based on numbers reached by 30th September 2026, with conservative financial baseline membership of 500 from 2030 onwards. The 30th of September is our financial year-end.
*** Any future investments over £20k are subject to approval by a member's AGM/EGM.

Promote and Retain Membership

- Year-end membership 30th September = 601 (414 adults, 187 juniors)
- + 80% growth in membership numbers vs Sep 2024 and +97% vs Sep 2021
- Total membership on the 3rd November 2026 = 614 (424 adults, 190 juniors)

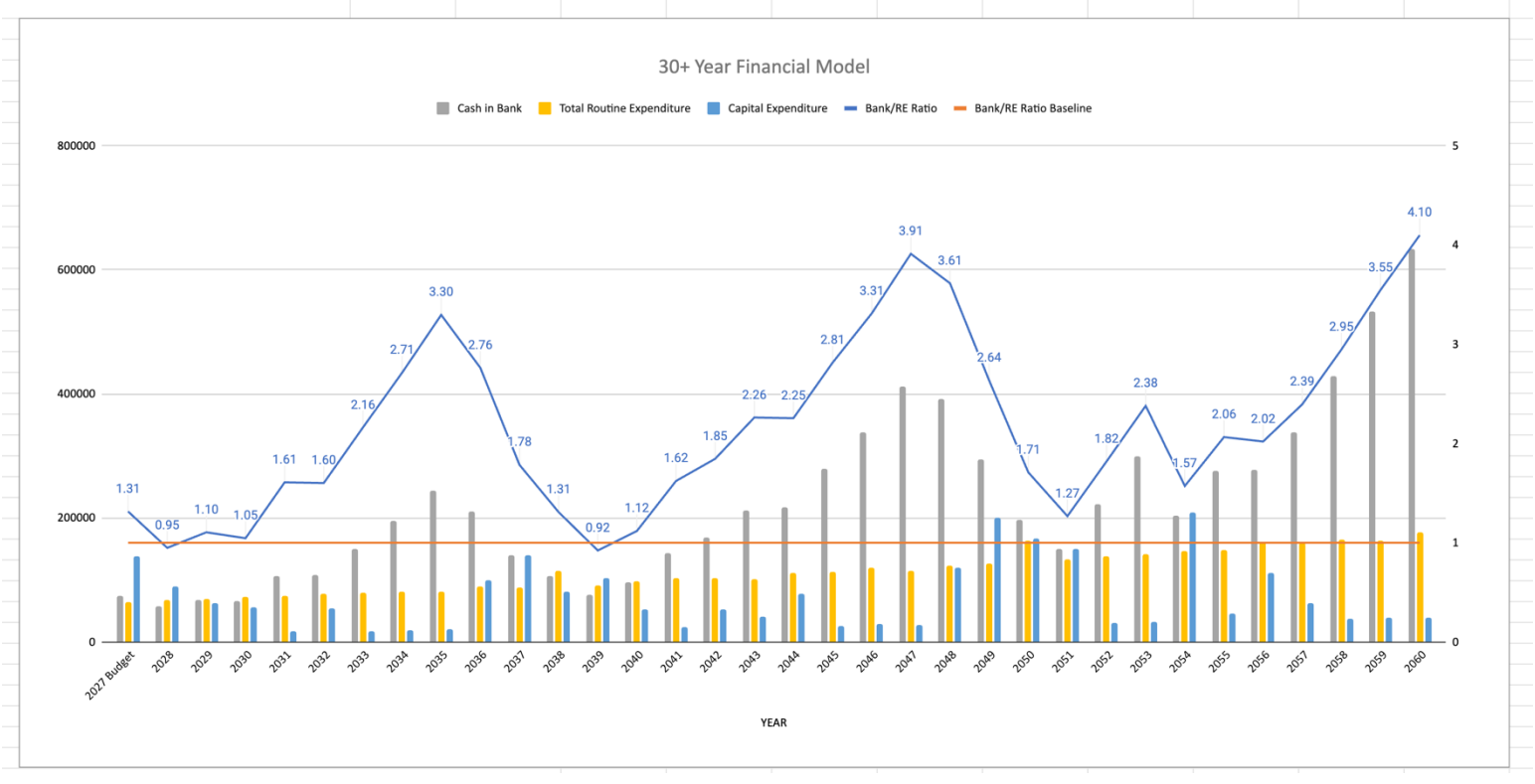


Keep Members Happy



Manage the Financials

Club financial forecast over the next 30 years, including investment in the proposed 2026/27 clubhouse extension. The rise and fall in reserves reflect the ongoing cycle of investment required to maintain and improve our facilities, while keeping the Club financially sustainable over the longer term. The red line is the minimum cash reserves we want to hold, with a 1.0 ratio matching the cash needed to cover 12 months of the Club's routine expenditure.



Five Years of Transformation



September 2021

- Eight tennis courts
- Old halide floodlights
- All hard surface
- Tennis only
- 305 members
- 190 adults + 115 juniors
- Annual turnover £32k

September 2026

- Ten courts including 2 padel
- Modern LED floodlights
- Clay and hard courts
- Tennis, Padel and Pickleball
- 601 members
- 414 adults + 187 juniors
- Annual turnover £120k



Future Investment Plans 2027

Subject to approval at the 2026 AGM, our next major investment will be the proposed clubhouse extension, providing much-needed additional space for a membership that has more than doubled since the current clubhouse was built.

