



**WALSALL TENNIS CLUB**  
(formerly BIRMINGHAM ROAD LAWN TENNIS CLUB)

Club grounds at the rear of "Travelodge" Hotel, Birmingham Road, Walsall WS5 3AB

[www.walsalltennis.co.uk](http://www.walsalltennis.co.uk)

*President: Mrs M. Sanders*



**Secretary:** Mr Rick Magnante, 12, Scott Road, Walsall, WS5 3PU.

Telephone: 01922 645130

## CLUB ACTION PLAN

Area of Activity	Details of Proposed Action	Timetable	Responsibility	Costs involved	Aim	Impact
Increase Membership (Adult)	Approach local businesses offering posters for their notice boards and encourage discounts for "family" memberships.	March 2011 onwards	Tennis Committee	Printing, postage	Fresh influx of members, particularly high revenue "Full Family" and "Part Family" membership categories.	HIGH
Increase Membership (Juniors)	Continue with the successful "Girls' Development" programme adopted in Spring 2010 reaching into local schools to resource young tennis talent.	Started Apr 2010, ongoing	Head Coach	Offer of 3 tennis lessons (subsidised by the Club) to promising juniors identified by coach	Expectation that those juniors will continue their interest in tennis and join the Club after the initial 3 "free" lessons.	HIGH
"Tennis Clubmark"	To ensure that all agreed documentation, policies and procedures and tennis programmes are being maintained	Ongoing	Committee members assigned to those specific roles	None	Adherence to the terms and conditions set out for the accreditation of <i>Tennis Clubmark</i> status	HIGH
Club Lease	Seek clarification on the Club's position and the possibilities for extending the lease beyond the 9 years remaining.	Early 2010 onwards	Chairman, Secretary, and Treasurer - reporting back to the Committee	To be assessed as discussions continue	(HIGH) By extending the lease, prospects of us successfully applying for funding on capital projects will be dramatically increased.	HIGH
Sponsorship	Be open to opportunities for attracting sponsors to the Club, particularly as regards the use of logos on windbreaks	Ongoing	Tennis Committee	To be assessed as discussions continue	Injection of sponsorship monies into Club funds and/or enhance the overall appearance of Club grounds	HIGH

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Court Maintenance	As our courts age, so too does the need to ensure that we get the most from them before they deteriorate irretrievably.	Ongoing	Committee	Option 1: £500 pa. per court for "dry sweep" Option 2: £1,750 pa. per court for full refurbishment	A clean, safe, and enjoyable playing experience.	HIGH
External Funding	Maintain and develop links with Mike Gaffney of Walsall MBC in being aware of opportunities for grants	Ongoing	Chairman - reporting back to the Committee	To be assessed as discussions continue	Enhance Club facilities and, hence, value for money for members.	HIGH
Committee Roles	To encourage committee members to be "hands-on" when tasks need performing around the Club grounds	Ongoing	Chairman	None	To avoid the use of external contractors and hence preserve Club funds.	MEDIUM
Social Involvement	Adopt a strategy for regular social gatherings, i.e. presentation night, curry nights, quiz night, discos etc.	Sep 2010 onwards	Committee to appoint a member willing to take on organising role	None	Maintain links with membership throughout the year to keep interest alive.	LOW
Communication with Membership	Maintain and increase links with membership by use of regular newsletters and emails to keep fully aware of developments.	Ongoing	Committee/Membership Secretary	None	Maintain links with membership throughout the year to keep interest alive.	LOW
Use of courts	Subject to ongoing efforts to increase adult membership, bearing in mind an increased number of juniors taking up membership, to consider increased allocation of court access for juniors.	Sep 2010 onwards	Tennis Committee	None	To make juniors feel welcome at the Club, and encourage their ongoing use of the courts outside of scheduled junior coaching sessions.	LOW
	Seek out options for reviving interest in adult "Club Afternoon" and "Club Night" sessions as well as junior "Club Night".	Plan now, implement Apr 2011 onwards	Tennis Committee with Head Coach	None	To embrace members of all abilities and not only those who play team tennis.	MEDIUM
Junior competition	Continue to encourage junior competition against other clubs by participation in <i>Aegon Team Tennis</i> League(s)	Ongoing	Head coach supported by Junior committee	League fees plus volunteers' expenses	Maintain and increase motivation for juniors to compete and provide exposure to possible higher standards of play at other clubs	MEDIUM

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Adult internal competition	Increase the availability of regular (monthly) tournaments open to all members, i.e, social, mixed "American Tournaments", "father and son (or daughter)"	Ongoing	Volunteers from Committee to organise on case-by-case basis	None	Maintain and increase club "spirit"	MEDIUM
Grounds Maintenance	Identify maintenance issues which need addressing at an early stage to allow work to be carried out in a planned, orderly manner	Ongoing	All Members	On a case-by-case basis	Clean, tidy, attractive Club grounds	MEDIUM
"Centenary Planning"	Adopt a strategy for both internally and externally in relations with the local media and other sporting bodies.	Summer 2011 onwards	Tennis Committee	To be assessed as discussions continue	Raise the Club's profile, make local community more aware of our presence, our policies and thereby increase membership.	LOW

(1.1 July 2010)