

West Surrey Tennis Club Strategy 2021-2025



Our vision

To be a vibrant, progressive and sustainable tennis club, set in beautiful surroundings, that thrives on providing a full range of enjoyable year-round playing opportunities for both social and competitive tennis.

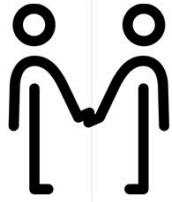


Our mission

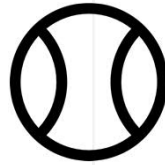
To promote and encourage the playing and enjoyment of tennis for all ages, abilities and backgrounds for the West Surrey area.



Our values



Welcoming,
friendly and
relaxed



Competitive,
encouraging and
inclusive



Trustworthy,
progressive and
sustainable

Our constitution

- Welcome all ages, abilities and backgrounds.
- Provide an atmosphere of positive encouragement to all.
- Create a strong programme of club/social play that involves all abilities and ages.
- Provide opportunities for members to develop their game, through the provision of high-quality coaching and competitive playing opportunities.
- Have a proactive approach to promoting the sport and the Club.
- Run the club on a sound financial basis, so facilities can be maintained and enhanced.
- Provide the highest standards of safety and child protection.
- Continuous improvement of the Club and its facilities.
- Transparency in our communication and administration of the Club.
- Create strong links with the local community, in particular local schools.
- Develop a strong working relationship with WSGC.
- Encourage tennis members and their families to use the facilities at WSGC.



Our aims

Area of work	Aim	Timescale	Lead
Strategic work	Finalise strategic plan for five years	2021	Strategic sub group
	Agree financial budget with golf club		Strategic sub group
	Socialise and agree strategic plan with members		Committee
Maintenance /landscape	Short term		
	Enact landscaping plans: <ul style="list-style-type: none"> • Improve entrance/pathway – remove flowerbed • Replace paving • More seating/patio – social area • Create new planting for screening 	2021-22	Landscape improvement project group
	Floodlights – budget and feasibility plans for improvement	2021	
	Remove dead and fallen trees and clear brambles from woodland fronting courts 2&3		
	Replace benches		
	Longer term		
	Resurface courts	2023	
	Replace nets	2022 tbc	
	Change court surface – clay/artificial grass	2023 tbc	



Our aims

Area of work	Aim	Timescale	Lead
Membership	Encourage social tennis for all age and ability groups	2021	Committee
	WSTC club kit available to buy		
	Introduce player pathway – clearer definition of playing levels (MH's plan)		Mike
	Build on Club sessions with nominated members helping to organise		Glenn + others
	Marketing & promotion of the club – maintain current membership no.s		Glenn/Louise/Com
	Provide opportunities for lower league members to play club matches		Friendlies Captain
	Membership survey	2022	Strategy sub group
Links with WSGC	Encourage members to use the clubhouse	2021 ongoing	Committee + Soc Sec
	Use clubhouse for more social events		
	Work with the GC captains to create more 'whole club' events		
	Use same branding for TC as GC for signs		
	Have TC more prominent on GC website		
	Maintain good working relations with GC board & office		
	Replace all signage for TC with same branding as GC and new sign for entrance directing to TC and welcome sign		
	Project plan for our financial requirements in next 3/5 years		Strategy sub group



Our aims

Area of work	Aim	Timescale	Lead
Juniors	Retain junior members into teenage years	2021	Juniors sub group Mike
	Create a 'Junior Champion' and sub group		
	Allocate specific times for junior and teen court access		
	Attract younger membership – links with local school		
	Consider local tournaments for junior players in local area eg with Rodborough tennis facility or Elstead, ie encourage a more community opportunity / welcoming to quality players		
	Use additional coaching resources ie Justin Worth, Guildford Tennis Academy and others		
	Enter and organise local tournaments	2022	
Events	Annual charity fundraising event tennis and social	2021 ongoing	Soc Sec – Social sub group
	Social tennis (family) tournaments		
	Open days x 2 per annum (LTA British Tennis Weekend / Godalming Staycation)		
Other	Maintain a vibrant and active committee with sub groups to share the tasks	Ongoing	Committee
	Maintain website for promotion, membership and news		

