

2.2 Development Goals

<p>1. Management & administration</p> <ul style="list-style-type: none"> - The Tennis Club should be well managed in a professional and effective way. - Good & effective communication should be maintained. - Information should be readily available to new, potential and existing members. - The Tennis Club should work smoothly and effectively with the rest of the Sports Club. 	<p>2. Playing opportunities</p> <ul style="list-style-type: none"> - The ultimate objective should be to enable playing opportunities for any member at their preferred time. - Achieve higher utilisation of courts. - Ensure that junior opportunities are given sufficient priority.
<p>3. Developing players and help to achieve potential</p> <ul style="list-style-type: none"> - Provide structured coaching programmes for junior tennis. - Ensure access to and availability of a suitably qualified coach. - Identification of juniors to participate in league tennis and other events. - Utilisation of LTA ratings system. - Provide suitable playing opportunities to enable development including technique and court etiquette. 	<p>4. Coach development</p> <ul style="list-style-type: none"> - Ensure that the Coach maximises his / her development. - Provide financial support to Coach's development. - Ensure that the coaching package encourages loyalty & continuity of tenure in the medium to long term. - Identify, encourage and support individuals who may be interested in developing coaching skills or becoming tennis leaders / coaching assistants.
<p>5. Competitions & tournaments</p> <ul style="list-style-type: none"> - Provide competitive opportunities for all. - Regional league tennis for juniors and adults. - Friendly games against other clubs to encourage wider participation. - Regular Club tournaments with an emphasis on fun & participation. - Participation in Open tournaments to develop Club name. - Run our own Open tournament. - Encourage participation in County & National events particularly at junior level but also for adults. 	<p>6. Facilities</p> <ul style="list-style-type: none"> - Sustain the excellence of the new courts and floodlights through regular professional maintenance supported by member maintenance days. - The Clubhouse facilities are a reflection on the Tennis Club therefore changing facilities, kitchen facilities and bar / lounge need to be of a suitable standard.

<p>2. 2 Development Goals (Contd)</p> <p>7. Marketing, sponsorship and promotion</p> <ul style="list-style-type: none"> - Market the Club to existing members, potential members inside the Sports club and potential members outside the Club. - Maximise available communication opportunities by utilising excellent e-mail database. - Use the Club's web site as an effective communication medium both within the Club and for promoting the Club externally. - Promote facilities and events through the local community including "in school" projects. - Obtain sponsorship for certain events e.g. Play Tennis, Tournaments. - Promote the Club to parents of participants in junior coaching programme. 	<p>8. Membership numbers & fees</p> <ul style="list-style-type: none"> - Obtain the optimum membership numbers for the facilities available. - Actively manage the transition of "maturing" juniors to adult members. - Obtain sufficient income levels to fund the maintenance and replacement of good quality facilities. - Membership targets need to be realistic and take into account other objectives (such as court availability).
<p>9. Child protection issues</p> <ul style="list-style-type: none"> - A Child Protection Policy is in force and adhered to. - There is a suitable person appointed as Child Protection Officer. - Any recommended guidelines are followed where ever possible. - 	<p>-</p>

3. Action Plan

Category	Action	Responsibility	Resources	Timescale
Management and Administration	Adjust the committee structure and committee membership to ensure that young families are represented.	Committee	Committee	Nov 12
Competitive opportunities	Increase junior competitive play <ul style="list-style-type: none"> Develop elite players, expand teams in Aegon tournaments. Encourage teenagers to play in Adult league teams Redesign club tournament to encourage participation of girls. Increase adult competitive play <ul style="list-style-type: none"> Assess and implement “box” league Enter winter floodlit leagues increasing competitive opportunities through the year Introduce a doubles tournament in the autumn. (Mens and Ladies doubles) 	Junior sub committee / Coach	Parental support	April to Dec 12
		J Oswald/Coach Main committee / team captains	Time Time	Jan 13 Oct 11 onwards
		C Barnes	Time	Oct 13
Facilities	Twice yearly professional maintenance of the new courts	W Morris	£825	Every April and Oct
	3 Maintenance days involving the committee and members	W Morris	Committee and members	May, July, September
4 Coaching	<ul style="list-style-type: none"> Continue coaching at local junior schools (priority is G Fentham School). Develop procedures for the training and development of new coaching assistants Develop ex juniors as tennis leaders Implement junior social events Focused coaching and social group for 7-11 girls – “tennis chicks” (encourage involvement of female coaches) Implement cardio tennis Introduce coaching team meetings to strengthen coordination 	Coach		Ongoing
		Committee Coach Coach J Oswald Coach/ J Oswald		Jan 13 2012 April 12 April 12
		Coach Coach		Jan13 Dec 12