

1.2 Activity Action Plan



Each of the activities set out in Section 4 has been assigned a **level of priority** and approximate **time-scale** that together form the framework for the summary Action Plan set out in Table 1 below. This framework will also provide a measurable basis for demonstrating, monitoring and reviewing the impact of the Club's progress against its aims and objectives and possibly - in due course - its performance against the Tennis Clubmark accreditation criteria.

Table 1. Clarkston Tennis Club – Summary Action Plan

ACTIVITY		TIMING <i>Club Financial Year</i>	PRIORI TY LEVEL	WHO? <i>(including partner organisations)</i>
OBJECTIVES 1:				
Conduct an “open door” policy to encourage new members and visitors to come and enjoy playing tennis.				
1.1	Run an annual “opening of season” social and tennis playing event for members and visitors	Annual	Medium	Tennis Committee
1.2	Create a New member policy including Welcome literature and incentives to attract and potential members	2009/10	High	Tennis Committee
1.3	Aim to increase total membership from the 2010 season level by 30% to 82 by 2012, with the emphasis on attracting more junior & mini members.	By 2012	High	Tennis Committee & members
OBJECTIVES 2:				
Communicate the opportunities and activities of the Club with the membership, visitors and the wider community.				
2.1	Maintain and regularly update the Club's website. www.clarkstonbtc.org.uk	On-going	High	Tennis Committee
2.2	Produce an annually or bi-annually updated promotional leaflet for distribution at the Club and targeted locations throughout the Clarkston and the surrounding area.	Bi-Annual	Medium	Tennis Committee
2.3	Provide periodic posters, news and other press releases to the local press to maintain and raise the profile of the Club's activities and facilities.	On-going	Medium	Tennis Committee
2.4	Maintain monthly Email to all members and friends of Club	On-going	High	Tennis Committee
2.5	Look to develop corporate sponsorships / partnerships with local businesses, including Hotels and B&B's to promote the Club and attract visitors and potential new members.	On-going	Medium	Tennis Committee

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OBJECTIVE 3:				
Maintain and continually review ways of improving the Club's internal and external physical fabric, equipment and environs.				
3.1	Carry out a comprehensive review of the Club's internal and external facilities and grounds and a draw up a programme for future maintenance, developments and improvements. This would include:	2009/10	High	Tennis Committee , Court Development Co-Ordinator with assistance from professional advisers / contractors as appropriate
	◆ Provision of at least one permanent purpose built "mini-tennis" court/Zone	Aug 2011	High	
	◆ Resurfacing of All weather surface on Courts 4, 5 & 6	Aug 2011	High	
	◆ Replacement of Blasé Court surface for all weather alternative	Aug 2011	High	

OBJECTIVE 4:				
Encourage more young people to play tennis and participate in the Club, by working in partnership with local schools, and other interested bodies.				
4.1	With Area Development Officer, run local initiatives to provide an entry route into the sport for primary age children.	On-going	High	Tennis Committee and Head Coach in association or supported by Area Development manager
4.2	Develop a closer partnership with Williamwood High School to encourage and facilitate use of the courts during curricular and afterschool times to encourage engagement in the sport by senior school children.	On-going	Medium	
4.3	Develop a closer partnership with Local association like Scouts and Guides to provide open evenings at the club.	On-going	Medium	

OBJECTIVE 5:				
Encourage and facilitate ways for people to develop and advance their game by participating in coaching programmes and competitive tennis.				
5.1	Develop a job description and look to appoint a Tennis Development Officer (TDO) to help take forward delivery of the Club's coaching and other tennis developmental activities, including progressing towards Tennis Clubmark accreditation.	2009/10	High	Tennis Committee
5.2	Organise a year round mini tennis and tennis development programmes and annual tennis "camps".	On-going	High	Coaching Team
5.3	Facilitate provision of coaching for junior and senior squads, adult beginners and individuals as required.	On-going	High	Coaching Team
5.4	Encourage players of all ages, but particularly juniors, to take part in competitive tennis within and outside the Club.	On-going	High	Coaching Team & Tennis Committee

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OBJECTIVE 6:				
Run social and competitive events and activities to enhance enjoyment of the Club for members and visitors.				
6.1	Continue to organise tennis fun days, American Tournaments and other competitions within the Club and in association with other local Clubs.	On-going	High	Tennis Committee
6.2	Continue to run the annual Club Championships.	On-going	High	Tennis Committee
6.3	Organise regular fund raising activities and events to support the Club's income generation.	On-Going	High	Tennis Committee

OBJECTIVE 7:				
Administer the Club in line with recognised best practices and work towards achieving accreditation under LTA's Tennis Clubmark programme.				
7.1	Use the Tennis Clubmark accreditation programme as a framework for ensuring that appropriate policies and documentation necessary to safeguard the interests and well being of the Club, its members and visitors, are in place and kept up to date.	On-going	High	Tennis Committee
7.2	Appoint a lead person from within the Club to take forward Tennis Clubmark accreditation.	On-going	High	Iain Coventry & Tennis Committee