



Management Committee Meeting Minutes.

Date: 15th March 2022

Attended: Gordon Hughes (GH) Dee Hughes (DH) Alison Westray (AW) Will Harrison (WH) Matt Frier (MF) Graham Brown (GB)

Apologies: Edwin Shufflebotham, Sarah Jones

Observers: Margaret Roskell

Item	Discussion	Actions	By whom	When
1	Safeguarding: Nothing to report			
2	Finances: As at the end of January the figures show the following profit Clubhouse £3.8k Tennis £393 We are taking 5k out of the building society to pay for the addition court lights, which takes the money in the building society to £16.5k The current bank account status stands at £12.4k			

3	<p>Tennis Matter:</p> <p>Graham brown went through potential membership ideas which resulted in the following decision regarding membership fees, see attached</p> <p>The 18-25 membership will be reduced to £40 to match the MMTC rate from 1st April</p> <p>All other memberships will remain as is except to encourage new members the first year will be £100 for adult membership</p> <p>In addition to encourage new members we will offer a month free membership to give new members an option to see if they want to join</p> <p>The LTA SHERALLIES is set for the 10th of April and is being organized by Libby with help from some of our female members</p> <p>In terms of a plan for the year it was thought that this should be done as a club effort rather than a separate tennis plan</p>			
4	<p>Faucitis:</p> <p>It was stated that both the court lighting and the backboard would be done week commencing Week on Monday cherry picker 28th March</p> <p>Schedule to review stations and painting on bottom courts in the summer months</p> <p>Moss clearance on the bottom court will be organized by the TC</p>	<p>Lighting</p> <p>Back boards</p> <p>Date TBA</p> <p>Supply kit to clean courts</p> <p>Obtain moss clearance fluid</p> <p>Seek volunteer</p>	<p>MF</p> <p>WH</p> <p>WH</p> <p>GH</p> <p>WH/GB</p>	

Commented [1]:

	The top court maintenance plan provided by Technical Services to be managed by TC			
5	Health and Safety: The light and the step fixing are in progress The defibrator is now back online			
6	Social Events: Some things in the plan are: Pizza/burger van Fun run - Aug & Charity Day for Sketch It was agreed that we should install some marquees, probably late May dependent on the weather-	Social programme required to circulate to all member Obtain additional marques possibly via John Pye & Sons	MF MF/DH	
7	Diversification: Padel Update Quote has been received for panel business case to be put together Disability Tennis: WIP			
8	AGM: Proposed date is 26th May 2022			

8	AOB None			
9	Next Meeting date 25th April 6.30pm			

Graham Browns input to the tennis membership

1. We should not take our focus off trying to keep the members we have.

Adult(18+) Tennis Members:

2014 (Pre-club split) 177

Late 2017 141

March 2022: 96

The age group under threat from leaving = Adult membership 25-65), as it is £90 more expensive than MMTC, and other local cubs, Syston, Rothley, Gynsill

Where does Hamilton score highly ie unique features / positive tennis features

- + Courts are free to play on, 100% of the time
- + Elite Coach for 1:1 & match training
- + Team tennis available to almost all standards
- + Bar/Toilets on site, Car Parking

2. Pricing

For new members, eg a couple looking to join, you have to justify an extra £180. If all you want to do is play tennis, as an adult then there is a strong chance you won't choose Hamilton, in the same way if you want a drink & the price of beer is over 60% more expensive at the other pub in the village.

Facts:

1. To the outsider, HLTC are out of sink on Adult pricing(under 65),

2. As we came out of lockdown most clubs were having an increase in membership, as only golf/tennis was allowed, so new members were coming from other sports. HLTC did not receive this bounce.

3. Membership ideas:

One month free in April for new members - advertise this on SM, flyers, especially around the club & on new estates.

Free month includes support from buddies, taking new members to club nights

Sponsorship of players - reduced fees for players over 30mins from the club, ie to encourage new players for our first teams, £70. They would not be regulars at the club, and have additional travel costs, so we have nothing to lose offering this.

Target P&P players with a special offer

Positive Word of Mouth is the best form of advertising, encourage existing members to bring potential new members in to play - authorised/recorded by a member of the TC.

If successful the existing members get £10-£20 put on their membership card.

Adult open Saturday afternoons - two dates planned in April & May

Racket demo open evening(to non-members too with a Mini tennis tournament (early May).

18-25yrs olds membership is £50. We should at least match MMTC at £40. We don't have anything to offer this group at the moment(ie no one to play with), ie virtually no one in this group.

Half price offer at least, or 1+1 free.

£100 first year new membership offer (Age 25+)

Corporate rates - for larger local employers, eg Mars, Council, possibly link it in with a sponsorship package.