

Kirkbymoorside Tennis Club Business Plan

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INTRODUCTION

This plan sets out the framework for the development of tennis at KMS tennis club over the next 12 months.

The plan begins by providing a brief background to the club and its place in the local community. It then sets out the overall vision of the club and allows committee members to focus on improving key areas, to aid in achieving goals and targets.

The plan focuses on developing more players in more age groups, playing more often.

Kirkbymoorside Tennis Club is situated on the town's sports field with two recently (2017) resurfaced asphalt courts. Hard courts allow low maintenance, year-round tennis and longevity.

The club serves the local community including the primary school. The membership has attracted both young and old players, however like most clubs we would appreciate more members.

A volunteer committee meets quarterly to assess any current affairs or discuss the future of the club. The committee consists of a President, Chairman, Vice Chairman, Treasurer, Secretary and other non-role related members.

The club is a member of the Lawn Tennis Association (LTA) which ensures the club is run in the correct manner. With all the correct safeguarding measures, risk assessments and insurance policies.

CURRENT SITUATION

Throughout the spring and summer months the tennis club is a hub of activity, with the courts being used daily. Below is the weekly plan;

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
AM	Seniors mixed		Senior men	Seniors mixed	School 6 weeks		
PM	Hovingham league mixed matches	Pay and play (social tennis)	Team practise evening	Hovingham ladies league matches	Rusty rackets Hovingham cup match night (depending on fixtures)	Private junior tennis coaching	Family tennis

However, over the autumn and winter months the activity levels drop dramatically. See below plan;

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
AM	Seniors mixed		Senior men	Seniors mixed	Rusty rackets		
PM	Team practise evening (February & March at Pickering)	Pay and play (social tennis) at Pickering		Ladies practise evening (at Pickering)		Private junior tennis coaching	

- We currently have a total of 61 adult members and 27 juniors. This includes 13 families.
- 2 mixed teams, 3 ladies teams and annual club competitions for male, female and juniors
- One licenced LTA coach offers private or group coaching to members and non-members.
- Two asphalt courts
- Wooden hut

FUTURE AIMS AND OBJECTIVES

The overall aim and objective of the club is to;

- increase membership
- provide an improved facility
- increase playing hours

We try to get more people playing tennis, holding social tennis events and pay & play sessions, but we feel that the facilities provided at the club is holding the membership numbers back.

Improve the facility

The tennis club competes in local leagues, members play at various other courts and locations. It has become apparent that we are currently one of the only teams in the league to not offer our own W/C facility or in fact fresh drinking water.

In 2020 the club aims to knock down, extend and rebuild a new tennis club hut. Which will include mains electric, water and drainage. The project shall be completed before the first competitive league match at the end of April 2020.

*Due to covid 19 the project is still ongoing and we hope to complete for March 2021.

Increase playing hours

From the weekly plans in section 2, tennis activity significantly drops off during the autumn and winter period. We understand the weather is a major player when playing tennis and during these months it can be difficult to get a game in, however the club does not have any floodlight courts. Therefore, evening tennis is almost impossible for anyone who has daytime commitments. The club tries to get members to go to Pickering tennis courts and play but this is at an additional cost and is also several miles away for members.

In the coming years the club shall try to install floodlights to the courts. Allowing tennis to continue to be played all year round.

FINANCES

We believe that with our current financial situation we are in a strong position to achieve the future aims of the club. In the coming years additional fundraising will be required to help us achieve our targets, but that is something we have conquered in the past and will do so again.

See attached the latest club accounts.