



## **CLUB STRATEGY 2019-20**

### **Objective**

To move the Club towards long term stability by ensuring that the income streams are greater than the annual running costs, and by ensuring that the facilities are as good as finances allow.

### **Financial Stability**

To raise funds from membership fees, grants, Club events, joint Club ventures and by ensuring everyone using the facilities pay their fair share towards the Club's upkeep. To manage the finances to ensure the Club has sufficient reserves to cover unforeseen contingencies.

### **Facilities**

To keep close contact with the LTA to ensure that the Club has the opportunity to benefit from any new investment initiatives the LTA launches. To determine the definitive costs associated with providing mains electric to the Club and the implications on floodlighting. To continually improve the Club's infra-structure in line with financial propriety.

### **Members**

To instil in the majority of members a sense of ownership of the Club and the place the tennis Club holds at the heart of the village.

### **Activities**

To have a full range of activities including an appropriate number of teams in the leagues, inclusive coaching programmes, specific expert coaching sessions and regular Club social events.