



Update - 100 Days as Chairman

To our wonderful members,

I am nearing the end of my first 100 days as Chairman of our magnificent local club. It has been enjoyable getting involved in a host of initiatives and also very eye opening. A vast amount of time and effort is required to support our club, and we are all lucky to have such a dedicated committee and a great club coach. I offer my utmost thanks to all committed members past and present!

I promised I would keep you up to date with our progress so you could see the positive changes we have been making to ensure the short and long term success of our facilities. Here are the highlights:

- We have cleaned up the membership categories including a first year offer for new members, a reduced fee for full playing adults, we froze junior membership fees and hopefully encouraged more parent playing participation by adding a very reasonably priced parent category to give as many people as possible the chance to play.
- Alongside offering our own existing membership a great deal, we have managed to secure a membership offer with High Legh Park Golf Club. In our proposal we have been able to offer their enormous membership base, the opportunity to join our tennis club and play off-peak for a discounted rate. This has just been launched and we believe it will play a significant part in boosting our membership. It will surely result in more full playing Adults and juniors once they are part of our club. The Golf Club are now actively pushing the offer and we are all excited for the outcome. Building a partnership with such a successful local club will be positive for both organisations.
- In addition to our partnership with the Golf Club, we have also negotiated a swap of facilities scheme with Cottons Health Spa. They replaced their own tennis courts for car parking so were keen to add tennis back into their offering. Again the Cottons members will be offered use of our courts off-peak and in exchange Cottons will allow us to book to use their facilities, on an ad-hoc basis, free of charge. We have some membership cards and will be establishing the process for our members to access this offer in the coming weeks. This will also bring new faces to the Tennis Club and will drive new membership. Having another key relationship with another much larger club will be a huge benefit to us moving forward.
- We have appointed a junior committee member, Barney Lynch who has agreed to take up his post and represent the junior playing section.
- We have been working hard to ensure the courts are utilised more. As our Men's section only has 1 team, on match nights when they are away, the courts are vacant. We have rented the courts to Warrington Sports Club 4th Team who pay us to use them for the season which is useful extra revenue. We are also happy to offer them to local schools and societies and Hanna will be running summer coaching at High Legh Primary School.

- We are enhancing communication to our members and potential members via advertising at both Cotton's and the Golf Club and pushing the clubs profile through our Facebook site and keeping the Website up to date. We have also placed an advert in the High Legh Newsletter, and published an article about our club and how we want to develop.
- Hanna, as our coach, and the social committee, have been busy as always putting together events to provide inclusive social tennis across all ages and abilities. We have an events calendar coming soon. Hanna also has an open junior tournament coming to our club this season.
- We are working on increasing membership to allow us to enter more teams next season. Once we understand the numbers we can put together a plan. Unfortunately, we were just too late this year to enter the JL Arden Senior Handicap Knockout but we will be there next April.
- We managed to get the track repaired, as it was in a terrible state, under some local community goodwill (and for free!!) by Costain, who are working on the A50.

I believe we have managed to kick start more interest in the club, and I believe the initiatives taken so far will be demonstrated in much higher membership numbers which will help to secure our future. Please do not rest on my words though, the success of the club is a responsibility of all of us not just the committee. As members, if we don't invest and promote the club, to keep it well used and busy, then we should not take it for granted that it will always be here for us to use.

If any of you have any ideas or wish to discuss anything with me, please feel free to contact me on my mobile 07875028391. I am always delighted to explore new things, and despite doing our best, I am aware we don't always get it right.

Please find all of our up to date information, events and membership details/ forms at:

Website - www.highleghtennisclub.co.uk/

Facebook - <https://www.facebook.com/highleghtennisclubnews/>

Thanks

Matt Bannon

Club Chairman

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