

Retention & Attraction of Membership/Players

- 1 Offer Walking Tennis/Pickleball.
- 2 Discounted membership for year 1 or reduction if part way through the year.
- 3 Junior/U10 discounts/family options.
- 4 On court have weekly club sessions/singles box leagues/rusty rackets.
- 5 New member nights, hosted by a coach/experienced player.
- 6 Social side is important to members, off court activities, quiz night, social evenings, linked to the 4 x grand slams.
- 7 Cardio tennis.
- 8 Google form on your website for completion, so you contact them, less intimidating.
- 9 Coffee & Cake mornings.
- 10 Fundraising events for cancer, local charities etc.
- 11 Have a full beer fridge!
- 12 Meet & Greet and a hit with a coach to find out playing level and then support with a playing pathway into the club.

Pay and Play, Community Links & Partnerships

- a) Pay & Play sessions with coaching or not.
- b) Use social media to link with local clubs/societies (within 5 miles)
- c) Use specialised coaches to encourage disability tennis.
- d) Offer holiday camps, daytime childcare sessions both primary and secondary.
- e) Offer after school club session linked to your local primary schools.
- f) Coach led sessions in the local school, then an offer to return to the club to continue playing.
- g) Hold open days/link to a local event/LTA Barclays Open Days.
- h) Link to the local parks, offer a taster at your clubs for parks players.
- i) Link to local community groups, visit them then invite them back.

How can the LTA & Avon Tennis help?

- Grants & Loans.
- Training for coaches, officials, activators, tennis leaders.
- Advice on governance and club structure to enhance stability of the club.
- Advice on facility improvements.