

## **CLUB DEVELOPMENT REPORT - OCTOBER 2016**

### **Overview**

The Club has seen some changes over the last few years, as we've introduced new facilities and ideas into what we offer. The office is now hired by JoCo Dance, having previously been refitted and rented for a year to Gorgeous Beauty. There's an increase in the use and income from the Fitness Studio. Tennis membership has grown, especially amongst the ladies, and awareness of the Club has increased through regular advertising, editorial, flyers, events and constantly updating the website.

### **Advertising & Editorial**

It's especially important to promote and raise the profile of the Club, and to continue to do this to local groups who would likely become members.

#### Schools

Our links with local schools remain strong, and as in previous years we had a full page advert in the following:

- a. West Ashtead May Fair Brochure
- b. The Greville Summer Fair Brochure
- c. Barnett Wood school Brochure

There is considerable footfall during their spring/summer fairs and the connection and interest in the squash and tennis camps brings more young people to the Club.

#### Village Day

We had a double page spread and the editorial was in a different more informal style. We focused on Jez Colton and his summer squash camps, so moving the focus around year on year on the different sports we offer. I'm particularly pleased to have established a strong link with Brian Griffin who organizes the AVD Programme on behalf of Rotary. I'm hopeful we can maintain that good rapport.

#### Ashtead Village News

The Autumn 2016 edition of Ashtead Village News we received in September has a Sports News section and ASTC is the first entry with a picture and some editorial, promoting the full range of sports and activities the Club offers.

#### Christmas Extravaganza

We continue to advertise annually in The Ashtead and Leatherhead Local. A full page colour advert for the Christmas extravaganza. This not only attracts families but also potential stall holders.

## **My Courts**

Regular updates on My Courts to all members, often requested by others on and off the Committee, have included ladies evenings, beautician special offer and events, evening charity events, tennis tournaments, one off tennis days, squash camps, chasamba, and many more.

## **Social Media**

Our twitter and facebook sites has been updated but more could be done on this in future years.

## **Website**

The website has by far been the biggest area of activity I've dedicated to the Club. This includes:

- a. The monthly Diary and 150 Club Draw
- b. Social events - Chairman's Golf Day, St Georges Tennis Evening
- c. One off / Charity events - Party for Parkinsons UK
- d. Various web pages - Playball, Squash Camps, JoCo Dance, Chasamba
- e. Photo gallery for various events - Great British Tennis Weekend, Tennis Tournaments
- f. News updates and keeping the home page latest event links current
- g. Committee annual reports, membership form and pricing updates

There is usually something to attend to each week so my hope is the use and hits have increased, as the expectation has become...look at the website you'll find it there!

## **Personal Note**

I'm standing down after 3 years on the Committee, trusting that my contribution has made a difference. My hope is to pass over to someone who will inject new ideas and cover some of the Development areas I wasn't able to address.

David Sansom

Club Development Officer