



RPTLC  
Vision &  
5 year Strategy



# What is the Club's "Purpose"

"To deliver a supportive, inclusive and value-added tennis club experience, that enriches people's lives through belonging to a community, developing lifelong friends and keeping mentally and physically alert in one of the most beautiful surroundings in the UK"

...and what do we want to be known for – Our values...

Known for our active, friendly social events where all are welcome

Thriving junior programme, welcoming to families

We are known for a stunning location, friendly and welcoming atmosphere

We provide tennis to all members of the community

sessions/courts available and times to play for all ages and abilities



**Welcoming**



**Inclusive**



**Supportive**



**Family Orientated**

# What is our vision for the club over the next 5 years?

## What are we trying to offer? – Our “Purpose”

“A supportive, inclusive and value-added tennis club experience, that enriches people’s lives through belonging to a community, developing lifelong friends and keeping mentally and physically alert in one of the most beautiful surroundings in the UK”

## RPLTC Today ...

Friendly, welcoming heritage remains, but COVID has brought changes:

- Influx of new members
- how/when we like to play

**...is at a crossroads...**



## Our Vision:

**“Become East Surrey’s most personal, friendly and inclusive tennis club”**

# How will we create our Vision? By using our values to help guide our actions.....

★ Become East Surrey's most personal, friendly and inclusive tennis club ★

Deliver both competitive internal and external tennis at a wide variety of levels, providing a healthy and fulfilling environment

Build back social - Well attended social and club sessions

Tournaments with large numbers of entrants

The same value for money for all membership categories

Wide variety of social experiences on and off the courts with a thriving clubhouse offering scope to host new activities

Pull in more players, both those returning to tennis, those moving to the area and those just starting

Provide a community that everyone feels part of

First class website providing up to date and easy to find information

Clear pathways into tennis and progression through the club for each of the different ways into the club (Try Tennis, Improvers etc)

A court schedule that delivers what people want e.g. balance social sessions with people's desire to book courts

Exciting junior programmes to fulfil potential and provide family recreation as a club to relax and grow with your family

Families and children feel safe, confident and part of a community

Providing facilities and coaching to local community charities



... but always responding to changes in demand from our members.

# Short Term Priorities

1. Focus on social tennis and social activities this year by:
  - Increasing committee focus and strength in this area
  - Facilitated social sessions
  - Roll out new buddy system
  - Fun and competitive tournaments throughout the year
  - Trialling a wide range of activities and encouraging membership support and involvement
2. Establish clear development routes for those joining the club and ensure focus to encourage people to come through
3. Address the membership categories and rights to establish simple fair and inclusive approach – based primarily on peak vs non peak playing rights.
4. Articulate our family and junior offer and establish attractive terms to attract and keep juniors in the club, and their parents
5. Short term spruce up to clubhouse and other facilities
6. Significantly improve and focus on our online presence (website and Social media) – the website is the window into our club
7. Developing numbers and targets to help us track progress

# Longer term Actions

1. Transform our RPLTC clubhouse into a welcoming thriving multi-activity hub, that is:
  - An attractive place to spend time
  - Is busy and well used throughout the year
  - Offers a range of social ,leisure and sporting activities to our members
  - Provides a high-class facility for our local community
2. Address our shortage of courts and add paddle boarding by:
  - exploring all adjacent external capacity options with the Rugby club and Reigate college.
  - Consider options in the carpark (with parking elsewhere)
  - Review usage patterns post COVID to assess absolute need.
  - Ultimately address the Grass court issue if demand and no other solutions found
3. Future proof the club and allow it to grow sustainably by:
  - Transforming Clubhouse with low carbon heating/lighting
  - Moving to LEDs for floodlights
  - Installing electric charging points

Test and innovate in 2022/23