

Pen-y-ffordd Tennis Club AGM, 8.12.2013 – Minutes

Attendees

Richard Larkins (RL), Nigel Edwards (NE), Tim Jones (TJ), Dave Hughes (DH), Lawrie Dempsey (LD), Karen Glendenning (KG), Kate Barlow (KB), Val Stewart (VS), Mike Herd (MH)

1. Review of previous year

The various initiatives to encourage more people to become members of Pen-y-ffordd Tennis Club have produced some very positive results. Examples of these initiatives include the production and distribution of 1000 professional-standard leaflets, creation of the club's first ever full-featured website with on-line membership payment facility, and much improved direct communication between the club's management committee and the wider membership. Another positive is the contribution of new club coach Mike Herd, who has improved engagement with members and non-members, particularly amongst the children. And the courts are much improved after all three were re-coated this year. Membership highlights include:

- Family memberships: +13%
- Adult: + 50%
- Junior memberships: +283% (from 6 to 23)
- Overall number of members: +47% (total number of members: 100)
- Membership income: +34% (after deduction of PayPal fees)

As far as club funds are concerned, the club has paid the invoice for two of the three re-coated courts, with an agreement for the £1300 outstanding to be paid by June 2015 at the latest. Due to these costs, the club's balance was reported by the treasurer as being a rather low £229.62, however this is not the actual account balance as it excludes funds received from advance membership payments – four members took advantage of the offer to pay two years of membership fees in advance, and this increases the actual balance by £960, allowing a more comfortable margin.

2. Appointment of Chairman, Treasurer, Secretary, Captain and Junior Rep for next year

Club Secretary NE stated that he is still happy to continue to keep the website up-to-date, communicate news via the website, provide direct communication to members through texts and e-mails, be responsible for promotional leaflet design and production, produce notices for the gate and noticeboard, and seek additional funding support such as the tie-up with Redrow, however the additional task of logging membership details and sending out new membership packs proved too much last year. Various options to resolve this were proposed, with the eventual decision that:

- Richard Larkins continues as Chairman
- Nigel Edwards continues as Secretary
- Tim Jones continues as Treasurer
- Dave Hughes continues as Captain
- A new position of Membership Secretary is created, this function to be fulfilled by Kate Barlow
- Amy Glendenning continues as the junior representative

3. Subscription fees for 2014-15

The **membership subscription fees have remained the same for three years**. It was felt that, given this, along with the improvements made to the court surfaces and the fact that the club still owes £1300 for some of this work, the membership subscription charges must increase for the 2014-15 membership year.

However, NE also proposed some changes to the structure of the memberships on offer:

- It was proposed that the **£30 "Country" membership be discontinued** – this applied to people living more than 20 miles from the club and has not been utilised for several years – this proposal was **approved**.
- It was proposed that the club attempts to attract people to become members when they don't live especially close to the club by offering a **20% discount for people living 5 or more miles** from the club – this proposal was **declined**.
- It was pointed out that the adult membership is unfairly proportioned in relation to the family membership – at £85 a single adult has been paying over 70% of the cost of a family membership; a family membership also currently costs the same as one adult and just one junior.
It was proposed that the gap between adult and family membership should be gradually increased by **maintaining the adult membership fee at the current level** whilst increasing the family membership fee – this proposal was **approved**.
- It was pointed out that, whilst the junior membership is inexpensive, where there are two or more children in a family that wish to be members (and the adults do not wish to be members so a family membership is not applicable) the costs can escalate. It was proposed to offer a **discount for the second and subsequent junior member** within a family – this proposal was **approved**.
- It was pointed out that there is a large gap between junior and adult membership and that **students should pay more than the junior membership fee but less than the full adult charge** – this proposal was **approved** and will apply to 18-22 year olds in full-time education.
- A further proposal came from MH – he pointed out that hardly any of the youngest juniors who attend his coaching sessions are members as the cost seems high given that these children are too young to use the facilities alone outside the coaching sessions. It was proposed to **introduce a "Mini Junior" membership** – this proposal was **approved**.

The membership subscription fees for 2014-15 were set at:

Mini Junior:	£25 (applicable to juniors aged 8 and under)
Junior:	£40 for first child, £25 for each additional child living at the same address
Student:	£55 (aged 18-22 in full-time education)
Adult:	£85
Family:	£135 (covers all adults and children living at the same address)

All junior memberships will, as in previous years, be entitled to attend the first five weeks of the new season's junior coaching free-of-charge. The number of free sessions will be the same regardless of the length of the sessions i.e. under 7s will receive five free half-hour sessions and children aged 7 and above will be entitled to five sessions of one-hour length.

4. Guest fees for 2014-15

NE felt that there has been ambiguity in the fees that should be paid by guests.

MH mentioned that he was advised in a meeting with a representative of Tennis Wales that our £2 junior guest fee is too low and potentially acts as a disincentive to become a club member.

VS felt that the £5 adult guest fee is too high as it means that on the odd occasion when a couple of friends come for some play for an hour or so, they are asked to pay £10.

TJ noted an occasion where two junior members came with their parents and were faced with the possibility of having to pay £10 to have a short game with their children.

There was a consensus that the club should remain essentially a facility for members and guests of members, but that there is also a requirement to have an agreed fee structure for the odd occasions when a group of non-members wish to hire a court for an hour (only applicable when a committee member will be there for the duration so that the gate can be locked when they leave).

The following was agreed in relation to guest/non-member fees:

- The fee for a non-member to use the courts as the guest of a member will be £3 (adult or junior).
The guest may stay for any length of time on a given day, accompanied by the member.
The member is responsible for collecting this sum and passing to a committee member.
- In the event that a group of non-members wish to hire a court (and this is possible), the cost will be £8 and their time on court will be restricted to 1 hour.

5. Brand new member incentives for 2014

NE proposed that the club should offer similar brand new member benefits as in 2013 e.g. free coaching and a reward for when a member introduces a brand-new member. This proposal was **approved**.

6. Any other business

- Audited accounts: The accounts will be prepared internally from now on and validated / approved by the other committee members. In the past a retired accountant has prepared the accounts annually without charge, however he sadly died in August 2013. A change will be made to the club's written constitution that accounts will not be audited.
- The additional amount payable by non-members attending group coaching sessions will be increased to 50p for the half-hour sessions (from 20p) and to £1 for the hour-long sessions (from 50p). It is hoped that this will provide an additional incentive for juniors attending these sessions to become club members, especially in conjunction with the new Mini Junior memberships.
- Appreciation was shown to NE for his significant contributions over the course of the year, for example in setting up the club website, communications sent to members/potential members, and organising the tie-up with Redrow.
- Appreciation was shown to DH, Dave Andrews and Ian Swain for their efforts in preparing the courts ready for re-coating.
- The coaching improvements brought in by MH were also acknowledged and appreciated.