

Section 1 - Club action planning

Introduction and Tennis Clubmark requirements

The club action plan helps you to **measure progress** and set **priorities for the coming year**. Your county office will support you in completing this plan. The necessary forms are included in the resource area of section 1. They are also available electronically.

1.1 - Club action plan

The club action plan provides you with a framework for focusing the development of your club and tracking its progress. You can use it to set your activity **priorities** for the coming year, to identify the **resources** you require, to decide who is responsible for ensuring your **targets** are met, and to assess the **impact** this will have on your club.

Activity priorities can range from developing Mini Tennis courts and indoor airhalls, to working more closely with local schools and increasing junior membership. Your LTA county office has lots of ideas to get you started and can help you to identify where your energy should be focused.

Requirements for meeting Tennis Clubmark criteria

Include your completed club action plan as evidence, at the back of this section.

1.2 - Club business plan

It is good practice to develop an annually updated business plan for your club, to assist with planning and expenditure. This is not an essential requirement for securing Tennis Clubmark and you won't be penalised for failing to submit a business plan. However, it is strongly recommended that you work towards one, as this could help you to secure funding for capital projects.

Requirements for meeting Tennis Clubmark criteria

Not a required element, although it is desirable. If your club has a business plan, you should attach it to the back of this section.

Section 1 - Club action planning Criteria

Here is a summary of the information you need to produce and enclose within your evidence file to satisfy the requirements of section 1.

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Ref	Criteria	Evidence required	Essential/ Desirable
1.1	Club action plan A club action plan needs to be completed and included in your folder. This must be done on an annual basis, as part of the Tennis Clubmark annual review.	Completed plan	Essential
1.2	Club business plan Although it is good practice for clubs to develop an annually updated business plan, this is not an essential requirement for securing Tennis Clubmark. Please remember that a business plan can help you to secure funding.	Copy of plan	Desirable

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Resources

The LTA has produced the following resources to help you complete this section of your Tennis Clubmark folder:

- Club action plan template (1.1)
- Club business plan template (1.2)

Section 1:

Club action planning

Evidence file

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Evidence file

We enclose the following evidence in support of our club's Tennis Clubmark application:

(Please **tick** all the relevant boxes to confirm the evidence you have enclosed.)

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1.1	Club action plan A club action plan needs to be completed and included in your folder. This must be done on an annual basis, as part of the Tennis Clubmark annual review.	Completed plan	Essential	
1.2	Club business plan Although it is good practice for clubs to develop an annually updated business plan, this is not an essential requirement for securing Tennis Clubmark. Please remember that a business plan can help you to secure funding.	Copy of plan	Desirable	