

# **Section 4:**

# **Club management**

# Section 4 - Club management

## Introduction and Tennis Clubmark requirements

The LTA has developed a range of resources and good practice documentation to assist you in managing and promoting your club.

### 4.1 - Communicating with members

Clubs need to develop good, long lasting relationships with all of their customers. Members should be given the opportunity to contribute to the running of the club, and they should be regularly updated with events, meetings and other opportunities for participation.

In order to achieve Tennis Clubmark you are required to promote British Tennis Membership to your members and encourage them to join and be part of British Tennis.

#### **Requirements for meeting Tennis Clubmark criteria**

You should identify a suitable process for receiving feedback from club members and guests. You must detail how you welcome new members to your club, and describe the mechanisms you use to keep existing members informed. You also need to promote British Tennis Membership to your members.

### 4.2 - Promoting your club

To be successful, your club needs to attract new players, retain them, and help them to improve their game. It is really important to promote your club locally, to ensure potential members know what's available and how they can get involved. Clubs should also be proactive in encouraging all members of the community to participate in tennis. Make it clear that the venue and activities on offer are available, accessible and welcoming to disabled people.

#### **Requirements for meeting Tennis Clubmark criteria**

Examples of how you promote your club, showing that it is accessible and inclusive.

### 4.3 - Managing your workforce

It is important that you help your team of coaches and volunteers to develop their skills, and to deliver a great service to your members. Resources have been produced to assist you in recruiting and developing your workforce.

#### **Requirements for meeting Tennis Clubmark criteria**

You are required to submit copies of the job descriptions you use to recruit coaches and volunteers, and to outline how you help coaches and volunteers to develop.

# Section 4 - Club management Criteria

Here is a summary of the information you need to produce and enclose within your evidence file to satisfy the requirements of section 4.

## Section 4 - Club management

Ref	Criteria	Evidence required	Essential/ Desirable
4.1	<b>Communicating with members</b>		
4.1.1	The club gives members the opportunity to contribute to the running of the club.	Copies of feedback forms / suggestion box process	Essential
4.1.2	The club provides information for new members.	Copies of welcome packs for juniors and seniors. Induction letter to parents	Essential
4.1.3	The club provides regular information for members.	Example of a club newsletter	Essential
4.1.4	Promote British Tennis membership to club members and encourage members to join.	Evidence that members have received information on British Tennis from the club	Essential
4.2	<b>Promoting your club</b>		
4.2.1	The club promotes itself and its coaching programme locally using a variety of tools.	Examples of promotional material	Essential
4.3	<b>Managing your workforce</b>		
4.3.1	The club has a volunteer policy	Copy of policy	Essential
4.3.2	The club has a list of roles and responsibilities for volunteers and paid employees.	Copy of list	Essential
4.3.3	The club has a volunteer recruitment checklist.	Copy of checklist	Essential
4.3.4	The club has a volunteer agreement form.	Copy of form	Essential
4.3.5	The club has a coach, referee and volunteer recruitment log.	Copy of log	Essential

Ref	Criteria	Evidence required	Essential/ Desirable
4.3.6	The club has a consultancy agreement for coaching services.	Copy of contract	Essential
4.3.7	The club has a Head Club Coach job description.	Copy of job description	Essential
4.3.8	The club has a Development Coach and/or Tennis Assistant job description.	Copy of job description	Essential
4.3.9	The club has a Junior Co-ordinator job description.	Copy of job description	Essential
4.3.10	All club coaches are licensed or registered.	Confirmation that coaches are licensed or working towards their licenses.	Essential

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## Resources

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

- Feedback form templates (4.1.1)
- Introductory letter to parents/carers (4.1.2)
- Example volunteer policy (4.3.1)
- Roles and responsibilities within the club (4.3.2)
- Volunteer recruitment checklist (4.3.3)
- Volunteer agreement template (4.3.4)
- Coach, referee and volunteer recruitment log (4.3.5)
- Consultancy agreement for coaching services (4.3.6)
- Job description templates (4.3.7, 4.3.8 & 4.3.9)

# **Section 4:**

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**Evidence file**

# Section 4 - Club management Evidence file

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

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

## Section 4 - Club management

Ref	Criteria	Evidence required	Essential/ Desirable	Enclosed in evidence file
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4.1.1	The club gives members the opportunity to contribute to the running of the club.	Copies of feedback forms / suggestion box process	Essential	
4.1.2	The club provides information for new members.	Copies of welcome packs for juniors and seniors. Induction letter to parents	Essential	
4.1.3	The club provides regular information for members.	Example of a club newsletter	Essential	
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4.2	<b>Promoting your club</b>			
4.2.1	The club promotes itself and its coaching programme locally using a variety of tools.	Examples of promotional material	Essential	
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4.3.1	The club has a volunteer policy	Copy of policy	Essential	
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4.3.7	The club has a Head Club Coach job description.	Copy of job description	Essential	
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4.3.9	The club has a Junior Co-ordinator job description.	Copy of job description	Essential	
4.3.10	All club coaches are be licensed or registered.	Confirmation that coaches are licensed or working towards their licenses.	Essential	