



29th September 2016

Dear Club Committee,

RE: Tennis Ireland Participation & Club Development Committee Require Your Help to Achieve 20% Increase in Club Membership by 2020 and Increase Revenues for Clubs and Coaches by €4m

Tennis Ireland Participation & Club Development Committee seeks your help in introducing a Club Development Plan in Tennis Clubs across Ireland to increase membership from 60k by 20% by 2020.

An extra 12k players would bring a €4m to Tennis, including €2.4m from an average sub per player of €200 and €1.6m extra income for coaches assuming each player spends €135 per year on coaching.

We have had a good start to the engagement process through input from delegates and coaches at five workshops in 2016, however, we need Clubs & Coaches with capability, drive & desire for Club Development to implement Club Development Plans into their Club to increase Club membership, retain members and increase revenues by 20% by 2020.

Your Club has a number of simple options to take immediate action;

- 1) Review the recent National Coaches Conference presentation, brochure, welcome pack, 1 page checklist and Tennis Director's report on the website & adopt to suit your Clubs needs & implement, see <http://www.ulstertennis.co.uk/clubs/club-development/general-club-development/1475-national-coaches-conference-2016-presentation-> and copies attached
- 2) Contact your Regional Development Officer (RDO) for advice, arrange a Club visit to gain Committee support for formulating a 1 page Club Development plan & strengthen leadership (*Connacht- Garrett Barry, Leinster- Roger Geraghty, North Leinster- Tara Congdon, South Leinster- Peter Farrell, Munster- Conor O'Callaghan & Ulster – Lauren Smythe*)

“With Your Support we can achieve More Players, More Income, More Fun”

Kind Regards,

Tennis Ireland Participation & Club Development Committee

Eugene Bergin, Robert Cummins, William O'Reilly, Roger Geraghty, Peter Farrell, Lauren Smythe, Garrett Barry, Conor O'Callaghan, Tara Congdon, Olwyn O'Toole, Liam O'Donohoe & George Lucas