



# **Annual Report 2011**

31st January 2012

# **CROXLEY TENNIS CLUB** **AGM REPORT FOR 2011**

## **Chairman's Report**

2011 has been a great year for the Club, on a great number of different levels; a year where I believe we have again moved forward, significantly.

I said just after the 2007 Reconstruction Works were complete that the job was only half done, and that the next bit could be the toughest. That task was to drag every other aspect of the Club forward, in line with our shiny new facilities.

Well, some 2/3 years on, I guess it's reasonable to ask the question, 'how are we doing'? (I ignore 2008, which was mostly spent arguing with the Contractors and Sub Contractors, and getting them to resurface the Courts again, to correct problems we'd identified).

Well, ask around and you'll get many different views on where we have progressed, and hopefully impressed; whether it's the massive amount of time and effort that went into producing the Club's distinctive Marketing Materials, Club Apparel, Banners, Letterheads, etc, that we can now see around and about, would it be (what we hope is) better levels of communication with our Members (Newsletters, Notice board materials, Web Diary, Emails and updates?) or maybe what are improvements to the 'wider organisation' of the Club.

Whatever it is, it's clear that there is still plenty to do. The good news, however, is that there are more and more people taking responsibility for running aspects of the Club, whether they are on the Main Committee, or not. If you are one of these people, then you deserve a great deal of thanks from Members, and thanks from me in particular; without your hard work we would not be able to function, and continue to make progress.

The back up that Mike Coster has with his merry band of helpers on the Social side is perhaps a perfect example of how we need to go forward; they bring key aspects of decision making to the Committee for approval, but thereafter are given a free hand to make something as big a success as they can. This means they can be innovative, and light on their feet. Another good example is Tournament Committee, where regular updates to Committee are a feature, but where TC's recommendations are largely followed without any ongoing need for Committee involvement.



Going forward, my hope is that we can take these examples as a lead, and that small groups of people can perhaps form 'working groups' to cover other aspects of the Club too. Newsletters put out the occasional 'plea' for assistance, and a good number are answered promptly, and positively (for example, I'm delighted to tell you that Lesley Nash has kindly contacted us, and will be taking over the role of Treasurer from the date of the AGM – thank you, Lesley, great to have you 'on board'), but there are some other

areas where assistance is needed. For example, we need 2 or 3 people to form a 'Repairs and Maintenance' section, and we really could do with someone (ideally 2, I guess) to give support to Jon Taffel in bringing the website up to 2012 standards, and with up to date information in all areas. So if you have relevant skills or knowledge, and can help, pls let us know; it'll be much appreciated.

The next 'big task' is to research, plan and implement the refurbishment/upgrade of Courts 4-6. We all know that they no longer drain very well, and that would just get worse if we attempted another 're-paint'; even major power-cleaning (to remove moss, etc) is becoming a marginal exercise (causing deterioration to the surface).

The Club has planned well now over an extended period for the costs of this refurbishment, and there appears to be 'money in the bank' via the Sinking Funds. However, that 'money' was only intended to cover a 'normal' resurfacing of these Courts, and there is a possibility that we may need to renew the sub-surface drainage as well. If you then throw in the understandable desire in some quarters for us to actively look at the possibility of some form of Astroturf surface as well, then costs will mount. Before people start to try to discuss the pros and cons of a particular solution, we need some professional advice, some detailed Plans, and some 'real' quotes. I'm hoping we can get the research and planning bits done by the Summer, so that quotes can then follow; we then have some decisions being required for next Autumn, with a target of 'works' taking place around the Autumn of 2013 (so, around 18/20 months from now).

I'm happy to try to progress all this, but it does mean that I need help from everyone else to pick up other areas of 'Club work' over the next 12 months. We're a 'volunteer' led Club, and we need people to step forward to assist. So, why not contact us with some ideas of what you can do to help; you'd be made very welcome!

Changing tack now; I'm always very interested, when I travel to other Clubs, to look around and see what they're up to, what we can learn, and I try to compare us (and what we do) to them. This year I think I've been to 12 different Clubs, and I have to say I'm delighted with what I see; with few exceptions, we come out very well in the assessment stakes. If you see 'good things' on your travels, hear of any good initiatives that might work well for us (and that doesn't just limit us to Tennis Clubs), then let us know. We're always willing to learn.

Turning to what we do get up to (and new things that are happening around and about the Club).

I'd like to pay tribute to the Coaching Team of Wayne, Liz, Colin, and Anthony. There have been some terrific steps forward this year. Ladies Morning has been reintroduced (now on a Friday morning), the (re-launched) Rak Attak tennis has been thriving on a Saturday afternoon for the Juniors, and we've even taken it to Baldwins Lane Public Courts as well, on Saturday mornings; sometime next Spring, we'll also be 'landing at Scotsbridge on Sundays; and finally, Cardio Tennis has arrived with a 'bang', with Courses and Sessions for both Adults and Juniors. All this on top of the great 'Squads and Schools' programmes that the Team continue to deliver with aplomb. A great years' work!

On the Committee side, the contributions from the likes of Lee Smith (Marketing) and Mike Coster (Social) have been immense, and there are plenty of other special mentions due too, to each and every one of the Main Committee, plus the likes of Jeremy Shindler (part of the Membership Team), Jerry Rudge (much behind the scenes work on our finances), Tina Lissenden (unofficial PA to Mike), Jon Taffel (too many jobs to list!), Dave Smith (eyes and ears on everything), Emily Smith (even more vigilant than Dave) and plenty of others who I will no doubt have forgotten (for which, my very sincere apologies).

And this, of course, doesn't even include everyone who organises or Captains a Team, attends League Meetings, sits on League Committee's, organises Practice Nights, or organises our excellent Social Nights, etc etc, thank you to each and every one of you.

Yes, 2011 seems to have been a 'good one'; I hope you all have a really great 2012, and that CTC is at the heart of it. See you at the AGM!

**Colin Hewett**

## **Treasurer's Report (Financial Year October 2010 to September 2011)**

2011 has seen pretty much plain sailing in the finances of Croxley Tennis Club.

Overall our income over expenditure is just under £20,000. This is down slightly on forecast for a second year running and again this is mainly due to subscriptions which, while remaining pretty much on par with last year, are below our projections. Although this is not something we need to worry about too much at this point, moving forward we must remain focused on increasing our membership as this is the Club's primary source of income.

Interest rates on our reserve account remain extremely low with fairly insignificant amounts being received on our investment. Expenditure is almost exactly as forecast (with a few adjustments here and there with extra costs incurred in some areas and unexpected cost reductions in others).

We were slightly over our annual budget on improvements to the Club House mainly due to the new seats and upholstery - however, I'm sure you will agree this has been money well spent. Electricity is up although it's worth remembering that last year we were cushioned from the rising costs by the fairly substantial refund.. Rent is also up although this is currently in negotiation. Match fees are slightly down on last year due to an increase in the 'Tea' allowance from £20 to £24 per home match.

On the plus side, fundraising is up on last year so well done to Mike Coster and the fundraising team whose efforts have been rewarded with a massive £1200 towards Club funds. Visitor fees also are up - this comes mainly from the coaching team for coaching of non-members.

Our cash balance remains healthy although, again, most of this is allocated to our sinking fund. A copy of the accounts is available on request.

Once again my thanks to Jerry Rudge for his help with the end of year accounts. I would also mention this was my final year as Treasurer. After 4 or is it 5 years, I will be passing the baton to Lesley Nash - one of our regular Wednesday night players - Our thanks to Lesley for taking on the role.

***Glenda Midson***

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## **Marketing**

The club has been busy this year working to improve club communication, raise the profile of CTC and our brand in the community.

First off was a new logo design and then the task of implementing this throughout the club. New court signage was produced, a welcome sign, a giant flag for event days and various banners. New poster templates were designed that have kept members and visitors up to date with forthcoming events via new poster holders.

We worked together with the coaching team and produced items of promotional literature for various schemes such as Rak Attak, Cardio Tennis, Kids squads and improver courses throughout the year. Next to follow were the new branded fleeces and hoodies which we hope have been well received, there have been over 100 garments ordered to date so hopefully they were well worth the wait! There will be some new garments designed in time for the summer so look out for more info on these in forthcoming newsletters.

We also placed info Ads in a few school event programmes to support local events and hopefully generate a bit more interest in joining. Some more projects are now being worked on including a club handbook & info pack and it is our aim to put some more work into our website, social media and online promotions this coming year.

***Lee Smith***

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## **Juniors and Coaching**

It has been a very busy year at Croxley TC on & off court. As ever our challenge is to offer a comprehensive coaching programme combined with competitive opportunities for all ages & playing standards. Our excellent facility allows the programme to grow & will enable it to evolve over the next 12 months.

The squad coaching programme takes place during term time with sessions running between 4 & 7pm on weekdays. Through our schools programme we have strong links with Malvern Way, Little Green, Harvey Road, Yorke Mead & Rickmansworth Park. The coaching team visit schools twice a year providing free tennis for every child. Liz Beak has continued to run the Tots Tennis session during the day for nursery & pre-school aged children & more recently has established a Cardio Tennis session via funding received from Three Rivers District Council & the Sportivate programme. Sunday morning (adult) & Saturday afternoon (junior RakAttak) Pay & Play sessions continue to run. The RakAttak session run by Colin Williams also takes place on a Saturday morning at Baldwins Lane. A Ladies Morning has been running on Fridays since early summer & the holiday coaching courses have expanded providing a camp at Easter & extra camps in the summer holidays from Mini Tennis to Junior.



We continue to enjoy a good relationship with Three Rivers Leisure Sports Development team. The club & its position in the community are viewed very positively by the local council & Croxley schools as well. Our work was recognised at the Three Rivers & Watford School Sports Partnership Awards evening in June with CTC finishing as runners up in the Community Club of the Year category.

Good coaching programmes offer players competitive opportunities & we have run several events throughout the year at Mini Tennis Red, Orange, Green & Yellow ball level. Our squad matchplays have been well attended resulting in 85+ juniors playing & competing regularly (6 or more matches per year). This places us as the leading club in the Three Rivers & Watford area & in the top 6 within the county. The Junior Summer Tournament is in its 12th year providing singles & doubles competition & the Adult Singles Box League is in its 5th year. Croxley TC has entered teams in the AEGON Team Tennis Competition, Herts Summer & Winter League & Mini Tennis Leagues. I would like to thank Brendan Cox for his hard work in running the Boys 16&U team. His hard work & dedication has enabled the boys to have a very successful year on court.

Our junior players have gained valuable experience during the year from playing & representing the club in team competitions. Some have played for the adult teams in the Watford & District league & are regularly invited to the clubs practice evenings. Congratulations & recognition must go to the Boys 16&U team who are the current AEGON Team Tennis Herts & Summer League champions. Earlier on in the year they finished as runners up in the Herts Winter Singles League. The team is made up of Michael Bennett, Jack Corbin, Daniel Colman, James Cox & Rohin Kotecha. Several of our juniors have been competing regularly resulting in their rating increasing in the last 12 months. Lewis King (8 years old) is making excellent progress & is regularly selected for regional training camps, competition & teams. Lewis trains for 10 hours per week split between Croxley TC & Batchwood where he trains with national standard players. Many of you were at the club on Finals Day & will have seen the Junior Competitions. The results were;

Junior Boys	James Cox	bt	Michael Bennett
Junior Girls	Emily Taylor	bt	Jessica Rogers
13&U Boys	Aleksandr Hilton	bt	Daniel Campanini
Junior Boys Doubles	Niall Lissenden & James Cox	bt	Rohin Kotecha & Michael Bennett

Competition is vital in the development of a junior player with time spent on court competing being invaluable for their progress. Please continue to support our younger players particularly the Approved Juniors. If the committee, team captains, members & coaching team work together then their progress can be maximised.

The next year will be just as busy & it is the coaching teams challenge to continue to maintain & improve the coaching programme so that it has something for all members, ages & abilities. It is still vitally important that we reach into the community to attract new members both junior & adult. As members of CTC we know what a great club we have & our aim is to allow the community of Croxley to discover this as well.

The success we have enjoyed over the last year is due to a huge amount of effort by people behind the scenes. There are several people who have contributed & made the programme what it is. Thanks to our Tennis Leaders (all have attended a 10 hour LTA course & completed 10 hours practical experience) Tom Edmonds, Lee Stafford, Niall Lissenden, Michael Bennett, Ben King & Ryan Morris who have helped out this year with the running of squads & competitions. I would like to thank Lee Smith for his help in running the Singles Box Leagues & for his work regarding publicity & advertising. Special thanks must go to Colin Williams & Liz Beak who work hard on so many things that very few people ever get to see but contribute hugely to our success. It's a real team effort & I'm very lucky to have them as part of my team. Finally I would like to thank Colin Hewett for his continued help, support & advice in the last 12 months; it is highly valued & much appreciated. Croxley TC is a passion we all share & I hope we can all work together so we can look back in 12 months on another great year.

***Wayne McDonald***

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### **Membership Report**

2011/12 represented my first year as membership secretary and I soon realised it was not going to be the glamorous "face of Croxley" job first advertised! Thankfully I have been hugely supported by Jeremy Shindler who has been tirelessly working in the backroom covering a lot of the admin/spreadsheet duties, my thanks to Jeremy.

It is however a wonderful position to connect with the club and existing and new members and I am looking forward to the coming year and welcoming back renewing members and recruiting a few new ones. I have plans in the pipeline to publish a membership/Croxley tennis club brochure that should help new and existing members know what's on, when and important contacts within the club. I would also like it to cover off other areas such as coaching, teams and club rules. Watch this space.

In terms of membership numbers we have contracted modestly in 2011 with overall numbers having decreased from 309 in 2010 to 288 in 2011.

A quick plea on behalf of the Membership team and the coaches to request all juniors complete and return the squad forms as fully and as promptly as possible so we can make sure you get timely reminders on membership and monies. This Remains the most challenging section to remain on top of despite the very hard work the coaching team put in to try and assist Jeremy and myself.

Renewal papers will be out soon for the 2012/13 season, I look forward to welcoming everyone back.

***Richard Boyce***

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**Social**

Well it seemed like a very busy Summer with the Revels and open day and the Summer party and of course there was the Dinner and Dance and 2 quizzes and a race night.

This gives me the chance to thank those stalwarts that have helped again this year especially my own PA Tina. Thanks also to Dennis and Annie.

Special thanks to Norman and Jackie for 2 great quizzes and Pete and his team for a really successful Race night.

The money raised goes a long way to helping us as a club afford those special items which might not be covered by the subs we all pay.

Keep the 19th of May free for this years Dinner and Dance.

Many thanks to all who attended the functions and gave such vital and welcomed support.

***Mike Coster***

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## **CROXLEY TENNIS CLUB**

**Fantastic, recently updated facilities**

**All Courts Floodlit**

**Extensive year round, all encompassing coaching programme**

**Fully qualified & licensed coaching team**

**Clubmark Accredited**

**Playing sessions & membership categories for all ages**

**Year round competition programme**

**Friendly & welcoming atmosphere**

**Regular Social events**

**Award winning outreach programme**

**Value for money membership rates**