**Saxmundham Tennis Club AGM report 2025**

**Jo Davies, Marketing and Communications Officer**

Newsletters and website

* I have given our club identity, and the website, a fresher, more modern makeover with the aim of attracting more members, including juniors, see [www.saxtennis.co.uk](http://www.saxtennis.co.uk/)
* Website is being kept updated with the seasonal timetable, news (when we have some) and also soon: info about the Big Tennis Saturday.
* Fran, Matt, and myself decided to reduce the monthly newsletter to quarterly due to fewer activities to report on, especially match reports. The newsletter now has 121 subscribers. Engagement is very good: the January 2025 issue had a 76% open rate (the industry average is 14%). 57% viewed it on a mobile, 43% desktop.
* Our website received 3,102 site visits from 25 March 2024 to 24 March 2025. This was 3,523 during the same period 2023 to 2024, so a slight reduction.

Top 10 most visited pages:

1. Homepage 2,654
2. Court booking 1,096
3. Memberships 551
4. Coaching 522
5. News 265
6. Contact 249
7. Juniors 216
8. Private coaching 166
9. Club sessions 160
10. Big tennis weekend 131

Social and print media

Very little activity this year on Facebook and very low engagement. Fran, Matt and myself are developing marketing (posters and flyers) well in advance this year for the Big Tennis Saturday – our open day – on Saturday 7th June. I’m also keen that we update the year-round membership banner on the main road as it’s looking tired and faded.

WhatsApp groups

There are now 54 members on the main Sax Tennis WhatsApp group and it’s being well-used to organise games, especially for Saturdays to gauge interest.

Member feedback

The suggestion box in the clubhouse has remained empty. We have received occasional feedback via the club email account club@saxtennis.co.uk largely about frost. I suggest this email account has at least three committee members to check on it; it is checked regularly.

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**Recommendations to counter falling membership**

1. **“Value” reminder**

I suggest that when the Club Secretary sends out the email reminder in April for members to renew membership that we add a short paragraph reminding members what excellent value for money membership is:

Membership to Saxmundham Tennis Club represents great value for money and gives you all-year access to the courts at pretty much any time you like (weather permitting!)  It also means you can join in with our regular club sessions, meet other players of the same ability, and improve your game. Benefits include:

* All-year access to three, bookable, floodlit tennis courts
* Access to the pavilion with toilets, tea and coffee-making facilities
* Five social play club sessions a week: Tues, Thurs, Fri, Sat and Sun
* Suffolk League matches for more competitive play
* Intra-club tournaments e.g. Box League, Ladder League, Singles League
* Free balls and racket use for club nights if required
* Regular reminders and quarterly bulletins
* Access to the club's WhatsApp groups

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1. **“Sorry you’re leaving us”**

I suggest the Membership Secretary provides stats on who hasn’t renewed membership by, say, end May 2025 and I contact those people with a “sorry you’re leaving us” email to persuade them to join up, outlining benefits and excellent value for money. I would also encourage feedback to clue@saxtennis.co.uk to give ex-members a chance to let us know why they haven’t renewed.

1. **New members’ welcome evening**

I’d be keen to see the committee arrange an evening to welcome new members for an informal knock-up, to hand out keys to the pavilion, see the facilities, and meet a few friendly faces. We could arrange this June once the joining and renewing numbers are settled.

1. **“Thank you for renewing”**

I suggest we send a very positive message to say thank you for renewing, including a reminder of the above benefits 👆 when payment is confirmed, so it’s friendly and not just transactional. At this stage we must also remind new, and renewing, members to read our club policies.

 **Jo Davies
March 2025**