



KENT
TENNIS

SURVEY OF CLUBS IN KENT OCTOBER 2021

Headline Figures

48 clubs from across Kent completed the survey

13 East Kent, 16 Mid Kent 19 North Kent

Out of these, 36 were voluntary clubs

and 12 with paid managers

| AREA | VOLUNTEER | PAID MANAGER |
|------------|-----------|--------------|
| East Kent | 11 | 2 |
| Mid Kent | 14 | 2 |
| North Kent | 11 | 8 |

MEMBERSHIP

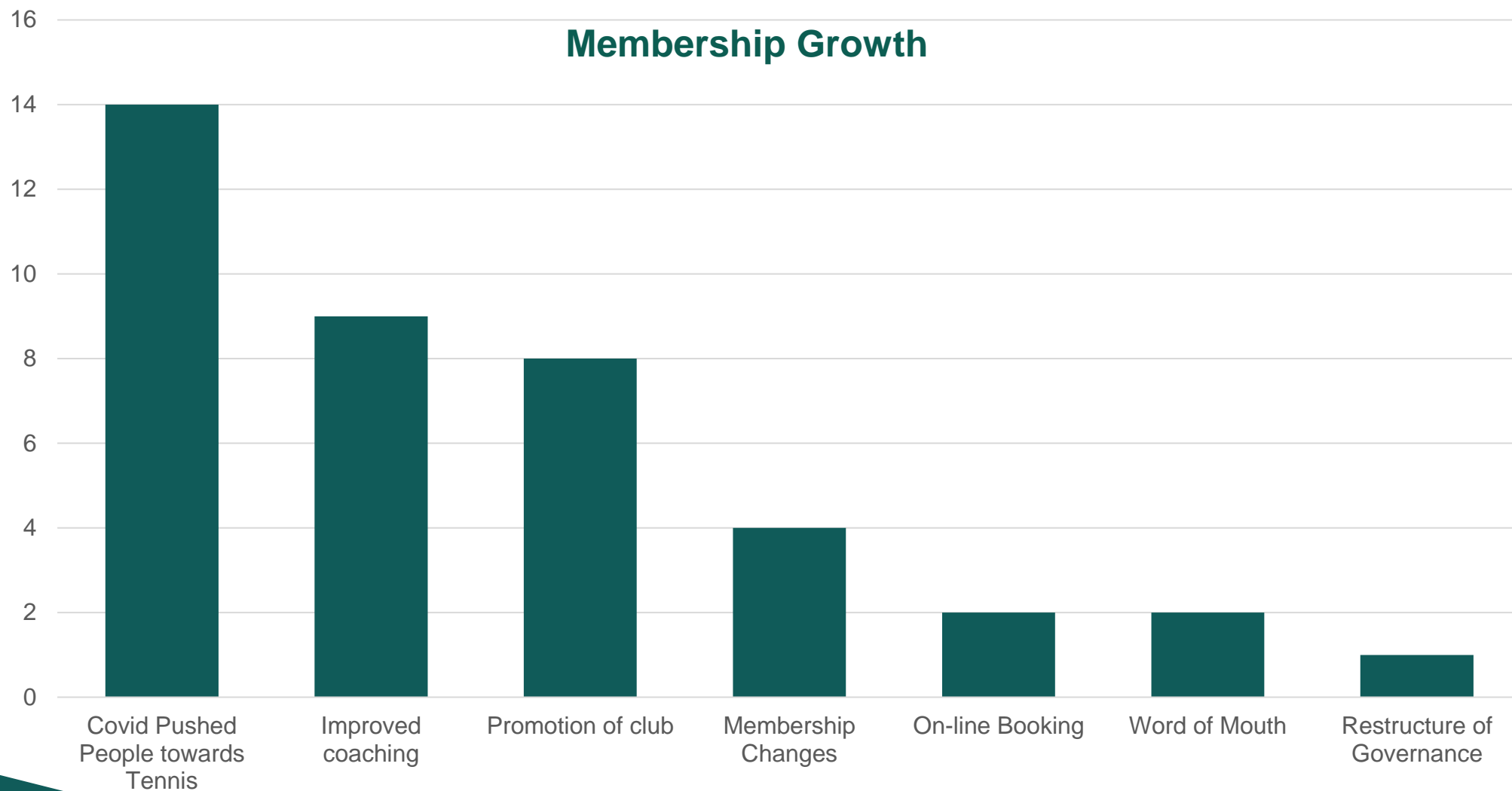
September 2020 to September 2021

- ❖ 87.5% of clubs increased their adult membership
- ❖ 88.5% increased their junior membership

| AREA | INCREASED | DECREASED |
|--------------------|-----------|-----------|
| East Kent Adults | 11 | 2 |
| East Kent Juniors | 12 | 1 |
| Mid Kent Adults | 15 | 1 |
| Mid Kent Juniors | 12 | 4 |
| North Kent Adults | 16 | 3 |
| North Kent Juniors | 17 | 2 |

One Club went through some major changes and as a Leisure Centre suffered more under Covid Restrictions

REASONS FOR INCREASED MEMBERS



YOUTH START PROGRAMMES

| | |
|-------------------------------|-----------|
| Running Programmes | 18 |
| Not Running Programmes | 30 |

Going Forward

Out of the 30 clubs not running programmes

20 said they would in 2022

10 still not going to run programmes

mainly around capacity issue

WHAT HAS CHANGED IN THE CLUB OVER THE LAST YEAR HAVING GREATEST IMPACT?

| | |
|--------------------------------------|-----------|
| More Members | 15 |
| On-line Bookings | 5 |
| More Volunteers | 2 |
| Improved Coaching | 2 |
| New Club House | 1 |
| Greater use of courts during the day | 1 |
| Impact of Emma Raducanu | 1 |

WHAT COULD HOLD THE CLUB BACK IN 2022

| Facility Development | 18 |
|---|----|
| Lack of Volunteers | 7 |
| Lack of Coaches | 4 |
| Finance to move forward | 4 |
| Encouraging people to play in social groups again | 3 |
| Availability of grants | 1 |
| Maintaining Memberships | 1 |





FOR COMPLETING THE SURVEY

