

# CLUB APPLICATION PROCESS | THE CLUB CULTURE PILOT

## CREATING A THRIVING & SUSTAINABLE TENNIS COMMUNITY

Six questions - How Welcoming, Innovative, Community-focused, Engaging, Enterprising and Committed to change is your club?

Below please place yes where you feel your club is right now and second yes where you, realistically think your club should be in twelve months:

WELCOMING			
LEVEL	DESCRIPTION	SCORE	
		NOW	IN 12 MONTHS
1	We are completely focused on being welcoming, be it towards players, members, supporters and sponsors and we are aware of their different needs, we work hard to satisfy those needs		
2	We are getting increasingly welcoming although not everybody may be as welcoming as we would like. We know how we want to improve, and we are working hard to get there.		
3	We should focus less on internal issues and more on being welcoming		
4	We rarely talk about being welcoming - do we really know what that is?		
5	We are a sports club - why should be talking about welcoming?		
INNOVATIVE			
LEVEL	CURRENT SITUATION	SCORE	
		NOW	IN 12 MONTHS
1	We are very focused on innovation at our club and we can respond quickly to new opportunities and challenges. We try to be ahead of the game always looking for new ways to work		
2	We are trying really hard to keep up but need more expertise and focus on Innovation. Our systems are still not responsible and flexible for sport		
3	We don't have the innovative processes and people we need. We are being left behind by the rest		
4	We don't know how to cope with new ideas		
5	New ideas and innovation - the ultimate threat - let's ignore it!		

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COMMUNITY FOCUSED			
LEVEL	DESCRIPTION	SCORE	
		NOW	IN 12 MONTHS
1	We are fully committed to working with everybody within our community, be it sport or non-sport partners. Our community programme is fully integrated within our organisation and we are seen as a hub which attracts potential partners		
2	We are developing our community programme and although we still have a way to go, we are fully committed to this and we are fully aware of the benefits		
3	We need to focus harder on getting engaged with the community		
4	We'll talk to the community if they come to us...but why should they?		
5	Community - what has that got to do with sport?		
ENGAGING			
LEVEL	DESCRIPTION	SCORE	
		NOW	IN 12 MONTHS
1	All our stakeholders know where we are going and have been involved in helping us shape the way ahead. We engage with all our stakeholders on a regular basis and they can tell we are listening		
2	We are developing internal and external communications systems to involve all our stakeholders		
3	We have considerable difficulty in communicating with our stakeholders but want to find ways of improving		
4	We don't communicate apart from sending out an annual report and accounts		
5	Don't tell anything to anyone at any time		

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ENTERPRISING			
LEVEL	DESCRIPTION	SCORE	
		NOW	IN 12 MONTHS
1	We are completely focused on being enterprising and always looking at new and better ways for generating really good services that people and partners want to pay for		
2	We are getting increasingly enterprising and we are discussing new ideas and methods. We know how we want to improve and we have appointed a Head of Income Generation		
3	We need to focus less on moaning and more on bringing in new people with different ideas		
4	We rarely talk about being enterprising - we just want some grants		
5	We are a tennis club - why should we be talking about being enterprising?		
COMMITMENT			
PLEASE SCORE EACH OF THE FOLLOWING STATEMENTS OUT OF 5, 1 BEING THE LOWEST AND 5 BEING HIGHEST. THIS IS NOT A RANKING OF THE STATEMENTS BUT A SCORE FOR EACH		SCORE	
Our club has a keen and able team, with all (mostly all) of our committee positions filled			
We have read and discussed the requirements of this pilot and understand the process and undertaking			
Information has been circulated to our members to share this opportunity with them			
We have 4 key members committed to working together to get the best out of this club development opportunity			
We can work with our association/region to get the best out of this club development opportunity			