

## HILLHEAD TENNIS CLUB ANNUAL REPORT

June 2024

Once again I am delighted to report that the quantity and quality of Tennis at Hillhead has continued to grow. Court utilisation during peak times over some of the warmer months (and some of the colder ones) is again peaking at 100%, and available slots are scarce.

Team and competitive play grew significantly in the past year - the stats show that 338 adults and 42 juniors represented the club in 2023 – quite an unbelievable number! Our relationships with Tennis Scotland and the LTA continue to flourish with their recognition of our ability to host successful high-level Competitions at Hillhead.

We ran more Social tennis events last year than in previous years and there was more on court coaching than ever, with waiting lists for some classes demonstrating continuing demand for the excellent services we provide.

### **Strategic review**

The continuing growth and changing dynamic of the Club in the past few years continues to challenge the Committee in balancing all the varying demands on our limited number of courts, coaches, teams and social sessions. To understand this further we underwent a strategic review to ensure the Committee fully understands the changing face of Hillhead Tennis Club.

The outcome of this is loosely summarised as follows:

- Our member demographic is generally getting younger but predominately growing in male players
- Members believe our courts are very good but that other supporting infrastructure (i.e. Café, changing rooms, viewing areas, etc.) could be better
- Hillhead Continues to offer more coach-led, group tennis than other similar Clubs in the area
- Team performance is good, but Members feel with some changes, it could be even better
- Demand for competitive play is growing faster than we were able to satisfy

The conclusion of this review is that Member demand at Hillhead Tennis Club is shifting increasingly toward performance and competitive play, which is a significant change from the priorities of several years ago. As a result we set ourselves some aggressive targets around providing competitive tennis and for driving our teams and players towards the highest levels of Tennis in the area.

We firmly believe by now understanding this shifting demographic, we are better placed now to manage the Member requirements and focus our efforts in the right direction, as well as being respectful to the legacy requirements, and allow us to continue delivering the excellent range of Tennis available at Hillhead.

### **New challenges – spectators and tournaments**

Having trialled the hosting of a few open tournaments in the past months, we were offered the opportunity to host a larger number of this year which would bring us both additional income and showcase Hillhead further on the wider stage. As a result, we are hosting over 40 age and ability

graded events this year at Hillhead which are proving very successful both for external players coming to Hillhead and for our own players who are enjoying the opportunity to compete on home soil.

Increasing competition of a high level brings us a new challenge of spectators wishing to view the matches courtside. As a result, we have cleared and improved the small path adjacent to the courts and tried to make it a more comfortable environment for viewing, but this remains an increasing challenge for us, particularly in foul weather.

### **Online presence**

The changing demographic also requires a change to the way in which we communicate with our members and wider audience – long gone are the days of a noticeboard and occasional letter! We now have a large social media presence across all popular channels, with almost daily updates and posts spreading the Hillhead news. WhatsApp has become the primary communication means directly with members, allowing for fast and efficient updates about events, coaching, court availability and even the weather!

### **Committee and Volunteers**

As always, I am thankful for the efforts which the members of the Committee, coaching team and many others put in as they give up their time to assist and support in the running of the Club. It really is much appreciated by all players, members and others, and makes such a huge difference to the running of the Club.

Finally to all members, players, parents and supporters who have graced our Courts this past year – thank you for being at Hillhead Tennis Club. We really appreciate everyone who plays, competes, supports, drives, captains and helps out in any small way to make the Club the welcoming, friendly tennis environment we all enjoy.

Keith Fowler  
Hillhead Tennis Club.