

Wetherby Castlegarth Tennis Club

We opened on the first available day (Wednesday 13th May) having planned the preceding weeks much of the return to play activity. These plans were tweaked following LTA issued guidance on the Tuesday 12th. We were very nervous about our members compliance, however we have been impressed with the disciplines and level of respect shown of court users. I suspect that this is true throughout the region. After the first week, we have slightly amended our booking system to operate a little easier, however otherwise we have no further changes immediately planned.

I wanted to take the opportunity to highlight our approach to membership. We are acutely aware that we are pretty much the only sporting activity open in Wetherby currently, and we have approached the restrictions positively as an opportunity to grow our membership. We had already taken an early decision, as we entered the lockdown to roll over existing membership for 2019-20 subscriptions until June 30th 2020. On the back of some restricted court access due to early floods, we felt this was a fair offer to our members. With the additional support of the LTA return of registration fees and the Leeds Council Grant, we have taken to offer all members of the community, free membership until the end of June as long as they join through our website/ClubSpark. We have advertised this offer locally through the local councillor's forums, paid targeted social media and the local radio station Tempo FM. In parallel, we encouraged members to nudge other family members and friends to give tennis a go over the coming 6/7 weeks. We have shared the offer with our local school contacts, and have also used their media to advertise to pupils. In parallel, I have made contact with the senior teams at the three David Lloyd centres closest to ourselves, passing this offer on to their members whilst they have restrictions in place.

We have been delighted with the take up. As at the time of this email (7 days since reopening), we have 124 new members (in addition to the 300 plus existing members), and this is rising daily. The challenge will be to see how many of these individuals take up our membership offer from July of course, however we have at least given more people a chance to try tennis.

Steve Jones
Wetherby Castlegarth Tennis Club