

COMMITTEE MEETING (MONDAY 7TH DECEMBER 2009)

Attendees: Pat Balogun, Adriana Villamil (Salmon Centre), Charles Hubbard Jnr, Asma Daud, Cas McGhie, Sam Mhangami, , Umran Ali and Tom Ulicsak.

Apologies: Sola Adesalu, Kate Gifford, , Spenta Unwalla, Denis McMillan, and Milton Gayle.

Distribution: on website.

Agenda

1. Minutes (from Nov AGM) – approved.
2. 2010 Programme (Sat social session, what times are best?)
3. Sat Dec 19th Event (discussed help needed)
4. Marketing (see below)
5. AOB

Updates since AGM on Mon 2nd Nov

- o 12 teenagers taken to Barclays ATP Championships at O2 arena
- o Sport England event at Lilian Baylis with Denis Lewis and Lady Chapman from Youth Sports Trust to announce launch of £10 million women and carers scheme.
- o Lilian Baylis event for Barclays ATP Championships with Pat Cash opening practice wall.
- o Really bad weather in November!

New session Sat 9th Jan to Sat 23rd March at GMH (Imperial War Museum)

Silver Sessions (Over 50s) from April.

Floodlighting – looks like Southwark Council lighting dept. will install floodlights however, they want to do this to a lower standard so still arguing over this.

Marketing – group exercise, discussed the following:

1. online payment – to investigate costs of this as would be good to offer this..
2. branding – in time it would be good to have t-shirts, mugs, key rings to sell.
3. identify sites (mosques, churches, libraries) and get individuals to take responsibility for them.
4. newsletter (profile of star players), results
5. pavilion – needed new racks, briefing note for centre staff, labels for racks.
6. emails – can send weekly / biweekly messages during peak periods.

The table shows the post meeting work to put this into a plan, estimated budget of **£1,150**.

Marketing activity	Notes	Budget
Banner	Budget for 8 banners (1) Open day (2) Women's coaching (3,4,5) Comp weeks at BPTC, GMH and Tanner St. (6) Brunswick Pk Tennis Players Wanted (7, 8) Unallocated. Aim to reuse in future years. Approx £40 each. Currently have 3 Banners at BP, Tanner St & GMH 'Tennis Players Wanted' (4) Bradfield 'Free Junior Coaching'	320
ePark materials	Coming out in 2010. ePark branding & rules of tennis as court furniture	0
Display board	Jan 09 putting up noticeboards. External signage but won't have anything specific for tennis.	0
Banner for Lillian Baylis	1,2) Tennis plyrs wanted. (Separate budget)	0
Electronic		
www.southwarkcitytennisclub.org.uk	V gd for adult tennis enquiries.	0

Southwark City Tennis Club – Dec 2009 (Mtg 29)

Marketing activity	Notes	Budget
http://www.eparktennis.com/site-815-953/Burgess-Park-Tennis-Centre_Camberwell_London_SE57LB	Park of national ePark scheme but hasn't got going yet.	0
www.lilianbaylistennisclub.org.uk	Specifically for LB site.	0
LTA website	No action needed, based on our club profile.	0
Group emails	(1) Jnr emails (2) Snr emails (3) Committee (4) snr Coaching (5) Committee. Using Mailchimp (subscription may be needed).	80
Link on Fusion GMH website		0
Link on Swk Council website		0
Update on SE1 website		0
NetMums	Emailed wrt Women's coaching at GMH.	0
Twitter	Not needed?	0
Survey (via Survey Chimp)	On line questionnaire, needed?	0
Facebook	Not needed?	0
Other Community Sites		
Walworth Methodist Church		0
Pembroke House	Aydin Djemal, Centre Manager	0
Liverpool Grove		0
Wickway Community Centre		0
School bags	Need flyers (use LB Southwark copier)	0
Chumleigh Gardens Café		0
Burgess Park Community Sports Facility		
Leisure Centre: Camberwell		
Leisure Centre: E&C		
Leisure Centre: Peckham		
Leisure Centre: Seven Islands		
Newington Library		0
Camberwell Library		0
Peckham Library		0
Park - Notice boards		0
Tesco - Dunton Rd staff room	Tesco sponsored summer programme.	0
Morrisons (Walworth Rd) staff room		0
Marks & Spencer (Walworth Rd) Staff rm		0
Morrisons (Peckham) staff room		0
Morrisons (Camberwell) staff room		0
Tanner Street	To keep stock in bag for sessions.	0
Tanner St, Monthly newsletter plus posters	m.king54@btinternet.com Maxine, SPAM Tenants and Residents Hall, SPAM in Purbrook Street (behind costcutters)	0
Salmon Centre		
Church / Blue Anchor library, St James Primary, Southwark Park Rd café, other venues near Salmon Centre		
Peckham Mosque (near Cobourg Primary)		0
Brixton Mosque		0
Mailshots		
Mailshot 1	=300* 35p = £140. (304 sent)	105
Mailshot 2	Open day, new memberships	105
Mailshot 3	Club champs, holiday programme,	105
Mailshot 4	New term, AGM	105
Year Round Materials		
Briefing note for staff at BPTC	Note for Centre staff to read from.	0

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Marketing activity	Notes	Budget
Folded Membership form - one form for all	Expect about 500 members so 5,000 forms needed. B&W from LB Southwark copiers, fold into 1/3 A4. Jan 2010 - 500 done to start (cartridges / inks)	81.5
Folded Junior Brochure	Jan 2010 - 300 done to start. (paper)	47.08
Folded Adult Programme 2010 Brochure	Estimated 2,500 needed. Jan 2010 - 500 done to start.	21
Bradfield Sessions	500 A5 sized flyers (Umran). Done being ordered.	
One Off Materials: Flyers		
Flyer for women's free coaching	500 DL sized flyers.	0
Newsletter 1	? See if this is needed.	0
Newsletter 2		0
Newsletter 3		0
Competition Entries	Need sponsor to cover costs, otherwise use LB Swk printer. Folded Entry forms * 1,000.	0
LTA tournament sheets	Tournament entries for events at Burgess Park	0
Recommended LTA events	Selected events split by age group.	0
New racks for BPTC pavilion	www.luminati.co.uk (2 A6 sized)	87.13
Open Day	Poster and B&W flyers (Event Sat 10th April)	25
One Off Materials: Posters		
Poster: Women's free coaching	At GMH and Burgess Pk- A3	0
Competition Poster	At Burgess, GMH	0
Burgess Park Junior Coaching	Holiday and term time coaching	0
Burgess Park (Tournaments)		0
Burgess Park Senior Coaching	A4 posters	0
Centre staff		0
Posters and Flyers for events	1) Silver O50 classes (2) LTA Comps summer (3) LTA Comps Winter (4). Bradfield Cost of cartridges and paper Make up A3 posters throughout the year. Print run of 10 posters = £21	75
BRANDING		
SCTC 2011 Calendar ????	£5 each???	0
SCTC 2011 Diary		0
SCTC 2011 Pens		0
SCTC Mugs		0
T shirts	£5 each. Shld be available to buy? Sponsor?	0
T shirts (Youth Opportunity Fund)	Separate budget for volunteers.	0
TEXTING		
Specific groups (e.g. junior tournie)	Set up lists on mobile phone.	0
PHONING		
Specific groups (e.g. junior tournie)	Set up lists on mobile phone.	0
OTHER		
Online payment	Pay Pal would charge 3.4% and 20p per transaction. Talking to Ade about adapting our site.	0
Advertising / Coverage		
Southwark News	About £150 for a reasonable size ad.	0
Southwark Life		
South London Press	Best just to keep feeding them positive stories?	0
Total		1156.71