

STC AGM April 4th 2022
Membership Secretary Report

1. Membership Numbers

Overall membership is currently as follows:

Membership Group	Paid 21/22 Members as at 280222	New Members in March	Paid 21/22 Members as at 310322
Adult	113		115
Country	10		10
Family	12		12
Over 65's	68		68
Students	5		5
Juniors	50		50
Girls Friday Club	15		16
Totals	273		276

This is approaching the highest number of members we have had in recent times (282 in 2015/16).

At this time last year we had 250 members.

The age profile has also changed, with the Over 65 group remaining at a stable number, and the Adult group growing measurably.

2. The April Special Offer (14 months for 12 months fee) is now active for new members. Last year we attracted 34 new members during April and May. However, last year it coincided with the end of a lockdown period.
3. Country Membership – for some time the eligibility rules were hazy or sometime compromised. The committee decided to clarify the eligibility criteria for this category, and wrote to all Country members in November last year. The rules are now (a) live further than 25 miles from the club and (b) play less than 26 weeks in any membership year.

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Some existing members very graciously chose to move across the Adult membership immediately, which was very kind of them.

4. We also had this year 5 or 6 short term memberships, mainly students who were going to University in September, but also a couple of Adults who were in the area for 6 months only. Not something we plan to extend or facilitate, but did create a win/win situation for us all.
5. Age Profile – we have 7 or 8 members moving from Adult to the Over 65 group in the June, in fact some of them should be there already! There have been recent years where we have had no members aged between 20 and 40. I'm pleased to say that currently we have 4 members in the 20-30 age bracket, and 20 members in the 30-40 age bracket.
6. Membership Survey – we had a response from 35 members, which was really quite good, and are grateful for the feedback, some of which we have actioned already. Key suggestions or requests were
 - a. More social events
 - b. Better pathway for beginners
 - c. Longer club sessions/more courts
 - d. Better court etiquette
 - e. Get rid of the mosquitos!!!
7. All new members talk about the friendliness and inclusivity of the existing members. Our members are our most effective marketing tool.
8. Special thanks to Kirsty Holmes who maintains the list of members who wish to share their phone numbers with others, and updates it and gets it put up on the website. Kirsty has done this for some time now, but I have never formally registered my thanks, or told anyone!