PROGRAMME CONSIDERATIONS

Effective growth plans only come from understanding your programmes performance. The key is to get all contributing factors right.

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| **Factor** | **Explanation** |
| Max court capacity | How many participants can fit onto your courts? |
| Quantity of equipment | Are you limited by the amount of equipment you have available? Do you need to buy more? |
| Number of members | The more members you have at your club, the easier it is to attract participants.  |
| Past participation numbers | How has the programme been performing until now?  |
| Coach | Are you planning on developing your coaches to lead the programme? Will you have a new coach involved? |
| Type of programme | Is it something that your members and community actually want? |
| Time of day | It is harder to attract maximum numbers at off-peak times. If I had the best coach leading this programme and the most popular programme, how many people would show up? |
| Day of week | When does it suit people to play? |
| Season | How does the event calendar affect available court space? |
| Marketing actions | Are you going to have any specific marketing actions that will affect numbers? |

Count numbers and get feedback from participants to review and improve.

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| **Analyse the cause(s) of underperformance** | **Possible actions to improve performance** |
| Programme – poor quality, wrong fit for club, not at a good timeslot… | Improve format of programmeCancel activity and replace with anotherEnsure programme is on at the right time |
| Coach – poor supporting skillset, doesn’t help participants… | Offer coaching modules to develop coachUse mentor to help support coach |
| Time – no one available… | Determine if the programme matches the target marketCommunicate the benefits of non-crowded timeslots to membersBe patient and allow programme to continue |
| Marketing – programme isn’t being effectively marketed internally or externally |  |
| Internal politics – group of members undermining programme’s success |  |