

1

Existing Insight

Projects were supplied with a snapshot of their current membership, including demographic breakdown, retention and 4 year trend



The majority of league players are over 40 with very few juniors, driving up the average age and potentially deterring new, younger members from joining.

Qualitative Data Capture

Projects encouraged their members to complete a survey lead by TTE to gain customer feedback on their playing experiences within the club/league

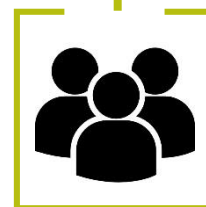
2

Members becoming more unhappy about the late finishes:

“It can be 11pm before I get in”

“Late evening finishes are bad for younger kids”

“I find the late finish of matches difficult with having to get up early the following day”



3

Projects Using Insight

The combined insight and member feedback was used to develop action plans with the project leads. The clubs/leagues showed their members they had listened by sharing the development plans with them



The league committee agreed to create a summer league to provide more match play opportunities to juniors that are already attending club coaching and open practice, and for lower league players.

Result and Impact (so far)

4

Through the Be TT program a small amount of funding was contributed towards venue hire for the league to trial a two-player league. The league is due to start in May 2018, the focus will be a fun entry into competition which is more suitable for social and junior players. If all goes well, it will form Division 5 of their regular league next season.

