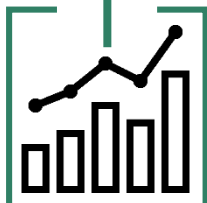


1

## Existing Insight

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



The number of members within the league showing 'sticky' behaviours is declining each year, i.e. fewer players are choosing to play fewer games. Our insight tells us that people who play more games are generally more satisfied and more likely to stay in the sport.

## 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



Players have previously reported anecdotally that 12 sets is too many and prohibitive to new league players. This was confirmed through the survey and validated the need that things needed to change in order to improve a members' playing experience.

3

## Projects Using Insight

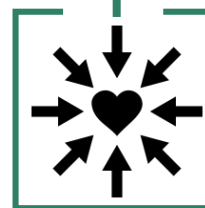
The combined insight and member feedback was used to develop action plans with the project leads. The clubs/leagues showed their members they had listened by sharing the development plans with them



Based on the feedback from their members, Exeter league have set up a working group to look at ways of changing their format and rules, which will be presented to their committee and AGM to approve any changes.

## Result and Impact (so far)

4



Due to a lack of available capacity in any local club, a new junior coaching session was set up in the area to address this; a result of a CPD workshop and Talent ID junior session that was run in January 2018 at the start of the Be TT programme.