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Existing Insight

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



Our insight tells us less people are playing more frequently. Not only was female participation lower compared to the National average, but female retention was 53% compared to National average of 73%. Retention could also be improved in 22-50 age group

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

“ League sometimes goes on very late when I have school the next morning ”



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



Provided a CPD course to support coaches learn how to deliver engaging, fun sessions with young people in mind. Due to launch a new short format league to run May – Oct to address retention in females and provide attractive playing opportunity to younger age groups

Result and Impact (so far)

4

19 candidates attended the Intro to Coaching / Activator course training. A Women and Girls programme at Torbay TT Academy has also been launched with mixed success. Learnings from previous ladies sessions mean that there are now typically 18 attending a mixed beginners group.

