

Website and Marketing Report 2016

In early April court bookings moved from a paper system to ClubSpark; due to the size of the club this was really necessary to allow matches to be booked effectively and to give everyone a fair chance to book a court: as it was challenging to arrange team practices with a paper system in the clubhouse, and particularly for members that don't live in Cirencester, or play in a regular slot.

Website updated to facilitate control of the front page, including a new format. Web domain purchased to resolve issues such as emailing certain domains – Credit to Mike Taylor. Over 45's event, External Events, Singles league, Club Development, and Visitors pages created on the website. Banner currently shows winners from each club event and is now very customisable.



Singles league has now been running since March with interest from 47 people: including 10 ladies; plan is to keep running all year round – dependent on interest. The league is currently 7 divisions, with 5 in each division.

Serve competition proposed, a speed radar has now been purchased. This is an extra thing for the club to use to promote interest in schools: which may generate some income. This could also assist in bids for funding to develop the club. It is likely the speed radar will be about at tournaments in 2017 for members to try.

Tweeting and the twitter feed still working well, all committee members can now retweet; overall statistics below, + 77 photos/ videos.



Paul Wheeler