

Outside Amenities Information Sheet



Introduction

While a clubhouse is the most used facility within a tennis club, the tennis court is the reason for a club's existence. It is without a doubt the outside amenities and total environment that help to bind the court, clubhouse, players, members and visitors into an enjoyable experience.

It is the appreciation of the total environment of aesthetics and functionality that is likely to attract the initial attention of prospective members. An important component of the total environment is what outside amenities are available and visible.

Impressions

A visit to a tennis club should always be seen as a pleasant experience, whether that person is a member, a player, a visitor or a prospective member. It is their first impression that can have a lasting impact on how people relate to the tennis club. Initially it is the visual aesthetics, secondly people like to enjoy their experience. It is the overall amenities that can satisfy both of these needs.

The ambience

The ambience of your tennis club is your greatest sales / marketing tool. It embraces not only the physical attributes that are developed around your tennis club but also the atmosphere and friendliness created by your members. It is the impression of the physical ambience that can attract potential members, even when play is not in progress. It can create a positive impression with somebody just passing by. Things that encompass the overall ambience are:

- **Entrance approach** - The physical and visual approach to the club from public thoroughfares.
- **Car parking** - Should be easy, secure, visible with ready access to the club enclosure.
- **Landscaping** - Well laid out and complimentary landscaping can create a strong impression.
- **Overall layout** - The placement of all facilities and ease of getting around and viewing what is going on.

Keeping people

Now that you have created a great first impression on your visitors and they are pleased they came. You need to ensure that they enjoy their stay and want to return. This can be achieved by addressing one of the basic human needs – comfort. There are many ways to address the comfort need, but initially you need to survey your members as to what are their comfort needs.

What is good for one club may not suit the needs of another club. Some things that you could consider are:

Viewing - this is probably the most important thing apart from the playing of tennis. Virtually everybody attending a tennis club is a spectator for some period of time.

Take into account:

- viewing from clubhouse
- external viewing areas
- seating and tables
- shade
- shelters
- access to viewing areas
- BBQ and other social gathering areas
- adequate wet weather coverage for the maximum number of attendees
- playground for young children that is safe.

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