



Maldon Table Tennis Club (MTTC)

Review to look at the feasibility of developing MTTC

Development plan with Swot analysis

Considerations:

Is the development of MTTC a realistic proposal?

What would we need to investigate?

Things to consider

1. Who should be involved in planning
2. Set up a Planning committee - who
3. Process for any development will be committee lead but should involve members/possible other partners

Where are we now?

1. Facilities we have – one table match room
2. What we offer our members – excellent match facilities and practice venue
3. Development of members – improvement of standard of TT, promoting league representation
4. Contribution to local community table tennis – see below
5. Finances – solvent financial position, so possibility for MTTC to contribute to any potential development of venue to a small degree

S W O T

Strengths: Friendly, welcoming club, providing many benefits to members:

Multiple ability/standard coaching offered:

Social events for fun TT offered weekly on a Saturday:

Club tournament for members Div. 2 down run annually:

Supportive of Chelmsford league - coaches' development project resulting in 3 new Level 1 coaches qualified 12/08/18:

Established qualified coaches at Level 1-3 already offering coaching:

Excellent match facilities:

10 league teams:

Financially solvent

We have achieved many excellent results: Winning divisions and Winning local tournaments, we also have one of/ if not the; largest number of women playing for a club, two of which play British League and County level Table Tennis.

From within the Men there are at least 4 that play County Level and British League Table Tennis



Weaknesses: One room/one table facility: Cannot expand venue as short lease discourages investment: Access to building is restricted as it is not a public building with regular opening hours, therefore restricted access means membership is restricted as a result.

Opportunities: Drapers farm development for new housing project, possibility to join in with council plans to be investigated.

Obtain funding to expand venue.

Threats: Social/team membership applications are growing with MTTC attracting people who would like to play for MTTC socially and in competitions and leagues. With our limited venue availability, there is keen competition for team places which results in MTTC having to turn prospective members away as it cannot accommodate them. This situation risks MTTC stagnating and/or results in social members utilising the MTTC facility to practice in but then playing against MTTC in the leagues as they are playing for other clubs. This means that we are not capitalising on our developing members.

This can also cause some consternation about the loss of the MTTC home venue advantage in a match scenario with those who do represent MTTC in the leagues.

In addition, it is difficult to invite and develop a junior section as the facility needs to be bigger to accommodate juniors and junior coaching sessions.

As there is no long-term lease on the premises it is impractical to put in place a long-term extension/development plan and it makes obtaining funding to do so impossible.

Where would we like to be? – Expand facilities and membership

SMART - Objectives:

Specific:

Investigate extending and developing our current venue.

Discuss with Maldon District Council and the Drapers Farm Steering Committee and ascertain if MTTC can be included in the development plans for Draper's Farm and any new leisure facilities that may be being built on/near the current site.

Measurable:

Yes, through the increase in membership/league positions because of bigger facilities.

Achievable:

Discussions and investigations yes, prospect of success possible

Relevant/Realistic

Relevant to allow for expansion and development

Realistic – at present hopeful rather than realistic

Time Frame:

Within 5 years

Conclusion:



MTTC currently, seeks to provide facilities/support for its club members to the best of its ability, promoting and supporting those Full members who represent MTTC in competition and leagues matches and to make available practice time for them within its current constraints.

In addition, MTTC seeks to offer Social membership to players who want to play casually and for fun but also who join as potential league playing members.

MTTC recognises the potential to stagnant due to the size of our facilities which is utilised to its capacity with 10 league teams.

At present we seek to develop the standard of our members by offering coaching and practice sessions which works well and benefits our members.

To develop and evolve MTTC, realistically we need to expand our facilities.

With such a short-term lease on our premises it is impossible to obtain funding to facilitate any expansion.

Therefore, based on this review, for MTTC to move forward and develop MTTC would need to:

- Negotiate for MTTCs lease to be extended to a length that will be conducive to obtaining funding
- Once funding is obtained extend and develop Drapers Farm
- As an alternative, ask Maldon District Council to register MTTC as an interested party if new premises, such as a new Drapers sports hall facility is built, enabling us to utilise this facility as well.

At the current time, MTTC is very happy at its current venue and will continue to grow internally, through helping to develop and support its existing members to improve their standard of table tennis socially and in match play.

Members are able to get some exercise and meet likeminded people and have fun playing table tennis.

MTTC utilises and enjoys its current venue but is keen to grow and develop itself.

Carried out by:

MTTC committee/General secretary

Dated: 12/08/2018