



## Break out room

### Group B

National Council 25<sup>th</sup> Sept 2021

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Stronger links between mass and Clubs.....

Link between mass and clubs very important. Good at getting people into mass but not at linking through into clubs.

More aspects to 'social' table tennis than just Ping parkours e.g., U3a,

Not everyone wants 'step up' to play competitive TT.

Hard work to encourage people to be associate members of TTE although it doesn't cost anything.

Want to encourage as many people as possible to be associate/supporter members and then they connect with TTE and the sport e.g., receive Over the Net, etc. That was there is a link developing between the social players and TTE.

Comparisons with an affiliate card for shops etc. which then keep you involved.

What happens if people just go into a Ping Parlour and pick up bats and play - there isn't a 'follow up'. Important to have link with local league. Sometimes break down in communications that leagues don't know where or when pop up Ping Parlours arrive.

Important for county/league to have a link with TTE so they can explain what is going on.

Can leave 'cards' to get feedback.

Need clubs to become involved in Ping Parlours. Could leave posters, also a 'launch event' eg couple of good players putting on demonstration, encouraging local media.

How do clubs become 'known'? How would someone with a n enthusiastic child find out about a TT club?

Also competing with other sports who are marketing themselves visibly.

Centenary project could help.

Develop commercial models for Club Operations.....



Table Tennis England

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We are 'amateur' relying on goodwill of volunteers as vast majority of clubs have no paid professionals.

One table venue is very limiting.

Restrictions on access to venues now.

Sponsorship and franchising - could be very small, local sponsor, e.g., tie in with local restaurant can lead to discounts when you go there. Think small and local, e.g., 10 sponsors at £2k rather than 1 sponsor at £20k.

Each division could be sponsored for a couple of hundred pounds. Players help.

Can we tie in with football, cricket etc. to help e.g., 'sponsorship gateway'

People who run clubs might focus on just league - but clubs need to have wider horizons.

Encourage children to come in, particularly girls. Girl only sessions are more encouraging.

High quality female coaches



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