

# Cippenham Table Tennis Club

## Premier Club Case Study September 2000

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### Club Profile

**Affiliated to:**

English Table Tennis Association  
Buckinghamshire County Table Tennis Association

**Members of:**

ETTA British League  
ETTA Women's British League  
ETTA Junior British League  
ETTA Veterans' British League  
ETTA National Junior League  
Slough & District League

**Constitution:**

Cippenham Table Tennis Club is a non-profit making members' club managed by a committee of nine people who give their time freely. There is also a limited liability (by guarantee) company, Cippenham Table Tennis Centre Limited, controlled by a Board of Directors who are mostly the same people as comprise the Management Committee of the Club but with a representative also from The Westgate School. This company has the legal responsibility for the upkeep of the building.

**Membership:**

Since moving into its own purpose built facility in October 1996, membership of the Club has grown from 60 to 218. Amongst the membership are international players, county and representative players, local league players, recreational players and family members of players. Members are all ages, from the cradle to octogenarian and from various ethnic backgrounds.

**Accreditation:**

Cippenham Table Tennis Club has been one of ten clubs in England piloting the TOP Club scheme introduction and has now been awarded Excellence status (the highest level) within the ETTA's *PremierClub* scheme. In both 1996 and 1997 the Club received the accolade of the English Table Tennis Association Club of the Year. Locally the Club was also Slough Borough Council's Junior Club of the Year for 1997 and 1999 and Community Club of the Year for 1998. The Club's Head Coach, Ken Phillips, was named as ETTA Male Coach of the Year for both 1999 and 2000. The Club is viewed by the ETTA as being a model club that other clubs are encouraged to aspire to.

### Club History

**1973:** Founded at St. Andrew's Shared Church; entered teams into Slough & Maidenhead leagues

**1978:** First local league championship (now 22)

**1981:** First entered British League (4 years)

**1984:** Moved to multi-table facilities at Haymill Centre

**1985:** Commenced coaching scheme

**1992:** Established Building Sub-Committee

**1994:** Established Slough & Maidenhead Advanced Coaching Centre (SMACC)

**1995:** Entered Junior British League, subsequently Men's, Women's and Veterans' also

**1996:** Opened Cippenham Table Tennis Centre at cost of £520,000; first international match

**1999:** Triple national titles won of Bromfield Trophy (U17 girls), Leach (U14 boys) & Hammersley Cups (U14 girls); Ken Phillips awarded ETTA Coach of the Year

**2000:** Triple retained plus Junior British League Girls' champions

## Facility Acquisition

Cippenham Table Tennis Club now benefits from having its own purpose-built facility which is one of the very best in England. Here is how that came about.



In early 1992, inspired by the amount of funding possible from the newly created Foundation for Sport and the Arts (FSA), Cippenham drew up imaginative and elaborate plans for its own purpose-built facility. A Building Sub-Committee was formed, and in the summer of 1992 an application was submitted to the FSA. A year later the news that this had been rejected came as a blow but was not unexpected. By now the

bandwagon was rolling, and agencies such as the local council, Sports Council and the ETTA were extremely supportive and gave the Club encouragement to pursue the project further. Meanwhile The Westgate School in Cippenham had been identified as having the necessary attributes to become a successful partner with the Club and a company limited by guarantee was incorporated to be the legal lessee.

After four years of intense work and not a few tears, the news arrived in December 1995 that a National Lottery grant for £255K had been awarded to add to the £70K secured by then from the FSA via the ETTA. However, when the tenders came in at £100K over the estimated cost it took a further award of £105K from the Funding Agency for Schools, more funding from the National Lottery and considerable goodwill from the English Sports Council for the project to become viable.

Building work commenced in March 1996 and on 1st October 1996 Cippenham Table Tennis Centre was opened.

## Facility Profile

**Main Hall:** 25m x 22m

**Capacity:** 9 match/tournament tables in Grade 3 conditions; 12 Junior League; 21 coaching

**Floor:** Tarkett Multisport 2.0 - plastic top on sprung wood base

**Lighting:** Philips high frequency fluorescent 600 lux at 4m height

**Social:** large lounge / cafeteria area with licensed bar

**Administration:** office & tournament control point

**Changing:** male/female & showers including special cubicle for disabled persons

**Parking:** large free car park - approx. 100 cars

**Public address:** reaches all parts of the building including toilet and changing areas.



## Facility Management

The Centre is managed by the Board of Directors of Cippenham Table Tennis Centre Limited which comprises, generally, the Management Committee of the Club plus a representative of The Westgate School. The Centre was purpose built/designed for table tennis by Cippenham Table Tennis Club who entered into an agreement with The Westgate School to build upon its land. Usage is controlled by a lease and a management agreement to which Sport England South is a third party. The Westgate School has the use of the premises on school days 9 a.m. to 4 p.m. At all other times use is exclusively for table tennis.

# Club Management

## The Management Committee of the Club comprises:

**Chairman:** overall responsibility for and co-ordination of the Management Committee

**General Secretary:** general correspondence; membership database; minutes of meetings

**Treasurer:** accounting; financial reporting; budgeting

**Deputy Chairman:** deputises in absence of Chairman

**Public Relations Officer:** press reports; Newsletters; web site (all currently undertaken by General Secretary)

**Bookings Officer:** recording bookings; table allocations; control of Duty Officers

**Coaching Officer:** management of coaching activities and liaison with coaching staff

**Social Officer:** organisation of social events; licensed bar management; catering management

**Events Officer:** Super League administration; tournaments entry forms; liaison with ETTA Tournaments Committee (all currently undertaken by General Secretary)

**Club Captain:** liaison with team captains

In addition there are various **sub-committees** and many other people upon whom the Officers can call upon for help. On each occasion that the Centre is open a **Duty Officer** is nominated. The responsibilities of the Duty Officer include the collection of fees, health and safety, the proper use and storage of the Club's equipment together with the security of the Centre.

The Club is fortunate in having a strong committee of dedicated individuals with the necessary skills and application to manage the Club effectively. They give their time and resources freely and all are IT literate. To assist with duplication of documents the Club has invested in a photocopying machine which has a throughput of around 25,000 copies p.a.

The main **communication means** that the Club employs are its monthly Newsletter which, apart from news stories, carries all perpetual data such as diary of events and fee structure. The Club also maintains an extensive web site which is used a great deal by members seeking information and news. This is updated regularly, usually within a few hours of each event taking place.

## Activity Programme & Facility Usage

### The Club offers a wide range of activities:

- ◆ competitive **match play** in British leagues, regional and local leagues;
- ◆ the **Cippenham Super League** for elite players;
- ◆ **tournament play** at the Centre and away from the Centre;
- ◆ specialised high quality **coaching**;
- ◆ **practice** facilities;
- ◆ **social** events.

### Weekday timetable:

<b>Monday</b>	17:30 to 19:30	Advanced coaching group
	19:30 to 21:30	Excellence coaching group
<b>Tuesday</b>	17:15 to 19:15	Beginners' coaching
	19:15 to 23:00	Slough League matches
	19:30 to 23:00	Practice
	21:00 to 23:00	Licensed bar open
<b>Wednesday</b>	19:30 to 21:30	Squad coaching
<b>Thursday</b>	17:15 to 19:15	Beginners' coaching
	19:15 to 23:00	Slough League matches (fortnightly)
	19:30 to 23:00	Practice
	19:30 to 22:30	Adult coaching
	20:00 to 22:00	Cippenham Super League matches (fortnightly)
	21:00 to 23:00	Licensed bar open
<b>Friday</b>	19:00 to 21:30	Elite coaching group

**Weekends** are used extensively by ETTA, Southern Region, Buckinghamshire County Association, Berkshire County Association, Slough League, Maidenhead Association, Reading League and by the Club itself for a large number of tournaments, matches, training sessions and educational programmes. Most weekend dates are utilised during the winter season. The Club's own programme of eight open tournaments for age groups ranging from under-8 to over-40 are especially popular and bring hundreds of visitors from all over the country.

The **ETTA** has made Cippenham the home for four years of its prestigious National Junior and Cadet Masters Tournaments and the Club also holds other national events and has hosted three England international matches.

In total, **usage** of the Centre averages 30 hours per week during the year, being higher than this during the winter season.

### Teams operated by the Club:

In total the club runs 32 teams in various leagues throughout the season:

**British Leagues:** 1 men's; 2 women's; 1 veteran men's; 2 junior boys'; 2 junior girls'

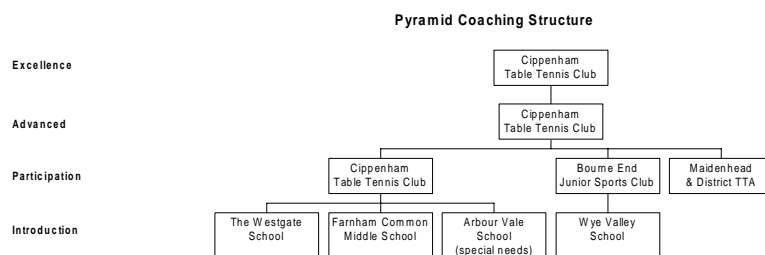
**National Leagues:** 4 boys'; 2 girls'

**Slough League:** 7 in senior divisions; 11 in youth divisions

In addition, teams are entered into the national club championships for men (Ormesby Cup) and women (Gainsford Cup), the St. Ives Team Tournament and the Cippenham Super League.

## Coaching and School Links

The coaching scheme at Cippenham Table Tennis Club is the cornerstone upon which the Club's recent success has been built and is one of the most successful in the country, having produced a number of national champions over the past few years, especially in the younger age groups. Youngsters start as young as five years of age - so long as they can see over the table and have some co-ordination! The Cippenham coaching scheme is part of the ETTA *PremierClub* scheme operating at Excellence, Advanced and Participation levels with feeder schools at Introductory level.



The Club is fortunate in having 10 qualified coaches working regularly at the Centre. Two are Level 4 (senior) - the highest grade - while two more are Level 3.

### Weekly schedule:

There are eight group coaching sessions at Cippenham Table Tennis Club each week:

Monday	17:30 to 19:30	<b>Advanced</b> coaching group (by invitation)
Monday	19:30 to 21:30	<b>Excellence</b> coaching group (by invitation)
Tuesday	17:15 to 19:15	<b>Beginners'</b> coaching (open to all)
Wednesday	19:30 to 21:30	<b>Squad</b> coaching (by qualification/invitation)
Thursday	17:15 to 19:15	<b>Beginners'</b> coaching (open to all)
Thursday	19:30 to 22:30	<b>Adult</b> coaching (open to all by arrangement)
Friday	19:00 to 21:30	<b>Elite</b> coaching group (by invitation)

The Friday elite group is for a select group of players from the Monday sessions who show the correct attitude and ability to succeed at the highest level. The Wednesday squads comprise players who have qualified for inclusion by their places on the ETTA ranking list or by their potential to do so.

**School holidays:**

Head Coach Ken Phillips runs day long sessions in the school holidays for members of the Club's coaching scheme.

**Tournament play:**

The Club's coaching staff attend many of the junior tournaments on the open circuit, taking with them a large contingent of the Club's young players.

## **Social Activities**

One of the best features of the design of the Centre is the lounge bar area with its viewing aspect into the playing hall. This area doubles up as a refreshment area at tournaments during which the kitchen copes remarkably well with the demands placed upon it to feed over 100 competitors plus their coaches and parents. The lounge has become a magnet for players at events while they are not actually playing. Many members and visitors prefer to sit inside the lounge area where they can eat, drink and talk rather than stay in the playing arena. A pay telephone is available for the benefit of members and visitors and the television and VCR are also popular attractions.

The lounge benefits from a full on-licence and the bar is open Tuesday and Thursday 9 to 11 pm and at weekends when required.

The Club is very proud of its family image and holds three social events each year. Around the 1<sup>st</sup> October there is an Anniversary Party where small presentations are made to members who have assisted the Club in the past year and the annual Outstanding Contribution Award, while the barbecue in July attracts about sixty hungry people. Another popular event is the children's Christmas party at which Santa himself appears with a present for all under-12s!

## **Finance**

The Club is fortunate in having a low revenue cost base with the building incurring only about £5,000 expenditure per annum. About half of this cost is cleaning. All costs are shared with The Westgate School and no rent is payable in either direction.

The Club, from having to borrow £5,000 in 1996 to furnish the lounge, is now in the happy position of having £30,000 in the bank - and that is after having re-invested in 14 new tables over the past two years. The Club is managing its annual surplus downwards from £10,000 p.a!

*A schedule of fees payable and an Income and Expenditure Account for the past four years can be found in the Appendix.*

**Graham Trimming**  
General Secretary,  
Cippenham Table Tennis Club,  
September 2000.