
ENGLAND SQUASH MEMBERSHIP WEBINAR // CLUBS

11 May 2023



WHAT WE'LL COVER

- Housekeeping and introduction
- Background
- Why change?
- The new model
- What does it mean for clubs?
- Q&A

INTRODUCTION

- About us
 - Mark Williams – CEO
 - Paul Makinen – Head of Digital & Insight
- Format of session

BACKGROUND

- Current membership model
- Pandemic – fees paused for 18 months
- Return to play
- Challenges for clubs and the squash community
- Review of membership model
 - Approach
 - Consultation

WHY CHANGE?

- Implement a modern, transparent and fair membership system for the whole squash community
- Reduce the administrative and financial burden on clubs
- Better support clubs, delivery organisations and partners
- Realise opportunities for growth in membership
- Offer flexible membership options based on their needs
- Appeal to more diverse audience (individuals and organisations)
- Build direct relationships with the squash community whilst minimising data governance risks

THE NEW MODEL

Clubs	Adult				Junior	Coach
Club affiliation*	Compete	Play	Support	Digital	Youth	Coaches Club
Court fee only £75/court (6 court cap)	£25-30/year (£2.08-£2.50/month)	£15/year (£1.25/month)	£10/year (£0.83/month)	Free	£15/year (£1.25/month)	£65/year (£5.42/month)
Aimed at active squash clubs	Aimed at committed / competitive adult players	Aimed at casual players	Aimed at parents, players, ex players, fans volunteers etc	Aimed at casual players and those new to the sport	Aimed at all junior players	Aimed at active coaches

* Feasibility of additional types of organisation affiliation (e.g. public facilities, schools, community groups) to be reviewed with a view to launch at a later date

BENEFITS

- Final benefits to be confirmed, but will include:
 - Subscription services
 - Discounts
 - Insurance & personal injury cover
 - Unique squash-related experiences
 - Early access to tickets for major squash events
 - Building a stronger squash community
 - Providing a platform to give back to the game

WHAT DOES IT MEAN FOR CLUBS?

- New, simpler fee model
- Reduced administration
- Access to new and existing benefits, including
 - Insurance
 - Hosting sanctioned competitions, courses and events
 - Competition entries
 - Digital tools
 - Other club support tools and resources
- Transition arrangements

QUESTIONS