
ENGLAND SQUASH MEMBERSHIP WEBINAR // COUNTY ASSOCIATIONS

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 support benefits
- Transition arrangements

WHAT DOES IT MEAN FOR COUNTY ASSOCIATIONS?

- Changes to the way individual members join England Squash
- Changes to the way clubs affiliate to England Squash
- Updates to membership and affiliation rebates
- New digital tools – but county associations will continue to be able to access membership data
- More opportunities to jointly promote membership and affiliation directly

COUNTY REBATE AND LEVIES

- County rebates will continue as currently, including both 'standard' and 'enhanced' levels
- Requirements for 'enhanced' rebate to remain as currently
- Rebates will be paid on both court fees and individual member fees
- Rebates will be paid on all members (not just members attached to clubs)
- To manage transition, a tapered guarantee of income for each county association:
 - At least 100% of current income in Year 1 (2023/24)
 - At least 75% of current income in Year 2 (2024/25)
 - At least 50% of current income in Year 3 (2025/26)
- County to be assigned to members at sign-up/renewal, based on postcode mapping (with user over-ride)
- Feasibility of automated reconciliation (payments transferred to county associations in real-time) being investigated
- Central collection of county levies to be discontinued

QUESTIONS