
ENGLAND SQUASH MEMBERSHIP WEBINAR // Impact on League Organisers

19 July 2023



INTRODUCTION

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

WHAT WE'LL COVER

- Why the change in timeline?
- Why change membership?
- The new model and benefits
- Impact on league squash
- Challenges and potential solutions
- Your chance to feed back
- Q&A

WHY CHANGE MEMBERSHIP?

- Connect directly with members
- Offer better value
- Make membership relevant to a broader range of people
- Grow membership
- Provide better support to clubs, delivery organisations and partners
- Improve governance
- A more modern, fair and transparent scheme
- Reduce financial and administrative burden on the squash community
- Give members a louder voice
- Provide more options to give back to the game

WHY CHANGE THE TIMELINE?

- Responding to feedback from the squash community
- To give the squash community more time to prepare for the change
- An opportunity to further engage with the squash community about the changes
- Further refine the final scheme and implementation based on feedback from the squash community

NEW MEMBERSHIP CATEGORIES

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

NEW BENEFITS

- Squash TV – ‘light’ version + 25% discount
- SquashLevels (NGB membership) + 25% discount
- Squash Skills – ‘light’ version + 25% discount
- Insurance
- Competition eligibility (Nationals, ICC, Junior sanctioned competitions, county leagues + comps)
- 48-hour early access to tickets for **all major UK PSA events**
- **Discounts on squash brands**
- **Money can’t buy experiences**
- + more TBC!

POSITIVE IMPACT OF MANDATED MEMBERSHIP

- Clarity around player status and insurance
- Increased direct investment into local grassroots squash
- Enhanced value and support for players and clubs

- Financial burden reduced for clubs
- Streamlined processes – easier resolution of issues

LEAGUE SQUASH: CHALLENGES AND RISKS

- Communication and change management
- Different administration for clubs and leagues
- County rebates
- Different scheme – more membership categories and prices
- New processes (direct data management)
- Potential participation impact (particularly in lower leagues)

PROPOSAL: 'THREE STRIKE' RULE

- Membership among county league players rarely exceeds 75%*
- Currently used in Avon to support infrequent league players and fulfilment of matches
- Would enable non-members to play up to three (TBC) matches each year before player 'fails' the membership check
- Technology implementation led by England Squash (minimal changes to league software)

What other support can England Squash offer league organisers to ensure the new membership model is a success?