# ENGLAND SQUASH
## MEMBERSHIP WEBINAR //
Clubs

27 July 2023

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# INTRODUCTION

- About us
  - <u>Mark Williams</u> – CEO
  - <u>Paul Makinen</u> – Head of Digital & Insight
  - <u>Jethro Binns</u> – Co-CEO, SquashLevels

# WHAT WE'LL COVER

- Why the change in timeline?
- Why change membership?
- Possible impact on clubs
- The new model and benefits for clubs
- SquashLevels – club communities
- Your chance to feed back

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# 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

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# POSSIBLE IMPACT ON CLUBS

- Reduced admin for clubs
- Simpler affiliation payment structure
- Change in affiliation process
- Access to new benefits
- Changes to club pricing models?

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# 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

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# NEW INDIVIDUAL 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!

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# NEW CLUB BENEFITS

- **SquashLevels Club Community**
- Insurance
- Eligibility to host:
  - Competitions (England Squash major events, ICC, junior sanctioned competitions)
  - Squads/workshops
  - Coaching education courses
- Access to grants, support and England Squash programmes/campaigns
- **Money can't buy experiences**
- + more TBC e.g. discounts on squash brands!

# CLUB COMMUNITY FEATURES

Use your club community on SquashLevels to act as a new and exciting digital touchpoint to engage with and contact your members:

✓ **Posting within the community -** Your club admin or coach can post messages and photos out to the club community with the extra ability to email all the members, notifying them that there has been a new post in the community

✓ **Commenting -** Gives all community members the ability to "like" posts and make comments within the community

✓ **Match Results -** All team and individual results will be automatically added. Your SquashLevels community becomes the place that members go to check inter-club, league and box match results

✓ **Club Rankings -** A club ranking list is automatically created within the Club Community. The world's most accurate ranking system means that there is no debate as to team order or club tournament seedings

✓ **Player of the month -** The club player of the month will be automatically generated based on their SquashLevels improvement over the past month

✓ **Club Boxes -** Your club box match results are posted within your community so everyone can see their friends' results and encourage more players to join the box leagues.

✓ **SquashSkills challenge leaderboard -** Engage players by using the SquashSkills leaderboard whereby they complete skills or fitness challenges and then compare results with other club members

✓ **Sponsor Banner -** Gives sponsors direct visibility within your squash club's community creating meaningful value for the sponsor

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SquashLevels

Q&A