
ENGLAND SQUASH MEMBERSHIP WEBINAR //

County associations

2 August 2023



INTRODUCTION

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

WHAT WE'LL COVER

- Why the change in timeline?
- Why change membership?
- The new model, including benefits
- Impact on counties
 - **County leagues and competitions**
 - **Rebates**
 - **Potential new benefits**
- Your chance to feed back

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

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 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!

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!

IMPACT ON COUNTIES: LEAGUES AND COMPETITIONS

- Clarity around player status and insurance
- Enhanced value and support for players and clubs
- Increased direct investment into local grassroots squash
- Reduced financial burden for clubs
- Streamlined processes – easier resolution of issues
- Mitigation – “3 strike rule”

IMPACT ON COUNTIES: REBATES

- Current flat rates for standard/enhanced rebate replaced by a proposal for a sliding scale
 - e.g. 20% of membership and court fees if membership is mandated
- Paid on all player member fees (not just club members)
- Tapered guarantee of minimum income based on current levels (Year 1 – 100%; Year 2 - 75%; Year 3 - 50%)

IMPACT ON COUNTIES: POTENTIAL NEW BENEFITS?

- SquashLevels communities
 - Box Leagues
 - Handicap tournaments
 - County ranking lists
 - Player selection tools
 - Player of the week
 - Win streaks
 - SquashSkills testing
 - Community management
- Other benefits?

Discussion topics

- Benefits and pricing
- Incentivising counties to mandate membership
- Rebates
- Next steps?
- ...and anything else you want to talk about!