

EXPRESSIONS OF INTEREST (EOI) INVITATION

Project name	England Squash Membership Relaunch Digital Platform	Date of brief	14/11/2023
Business Area	Membership and Customer Experience With implications across all business areas.	Project deadline	Spring 2024
Stakeholder(s)	England Squash members, potential members, clubs, coaches and county associations		
Contact	Donna Helmer, Marketing & Communications Manager donna.helmer@englandsquash.com		

About this EOI	<p>England Squash is inviting expressions of interest from digital product experts and membership platform software providers to create and deliver a robust and intuitive membership platform that works seamlessly with englandsquash.com and supports our overarching objective to retain and acquire more individual members (players and coaches) and affiliated clubs through our new membership and affiliation scheme launching in spring 2024.</p>
Background	<p>About England Squash England Squash is the National Governing Body (NGB) for the sport of squash in England. It is our overarching objective to promote squash on the national stage as an inclusive and enjoyable sport for anyone of any background to take part in, at whatever level. We are 2½ years into delivering our current 'Squash in a Changing World' strategy (2021-25) and are working hard to meet our participation and diversity targets and build a stronger, more commercially sustainable organisation fit for the short, medium, and long term.</p> <p>To find out more about the organisation, visit www.englandsquash.com.</p> <p>The new membership scheme In line with our strategic priorities of increasing participation, enhancing diversity, and the need to become more financially sustainable, England Squash is moving to a new 'direct' membership model in Spring 2024 with the aim of:</p> <ul style="list-style-type: none"> • making England Squash membership relevant to a broader range of new and existing players and supporters • allowing England Squash to create and sustain a direct relationship with our members • providing better support to clubs, county associations, delivery organisations and partners • improving governance • growing the reach and impact of England Squash membership. <p>The current England Squash membership and affiliation scheme has the following categories:</p> <ol style="list-style-type: none"> 1) England Squash player membership (adult and junior)

- 2) [England Squash Coaches Club membership](#)
- 3) [England Squash club/venue affiliation](#)

The majority of player members currently join through their clubs, who pay an affiliation fee based on the number of courts and the number of members they have, while the Coaches Club scheme is a direct membership model.

The new membership model will split club and individual membership, and members will no longer join via their club. It will incorporate a membership scheme for individuals (players, coaches and supporters) where members are responsible for managing their own membership (including paying membership fees), and a separate scheme for organisations (primarily clubs and teams), who will pay a fee based on the number of courts they control.

An overview of the new membership model is available on our website at <https://www.englandsquash.com/new-membership>.

New membership platform

To coincide with the launch of our new membership scheme, we are taking the opportunity to refresh the digital interface members and affiliated clubs use to interact with England Squash membership. We therefore require a new membership platform to deliver digital user journeys associated with the new membership scheme.

The existing membership and affiliation scheme is managed within our existing digital platform (www.englandsquash.com). From a membership perspective, the digital platform aims to;

- provide a key communication channel for delivery of information about membership and affiliation
- drive revenue through membership conversion and commercial partnership activation
- manage key transactions and administrative tasks

The existing platform was built in 2016 by an agency who we continue to work with as our digital partner. It caters to a broad set of needs of both internal and external user groups. It has undergone significant organic growth over time and has become the key interface for engaging key stakeholders and managing our wider business operations (including hosting our main user and club//venue databases) as well as providing the main CMS for our main customer-facing website.

Following a UX review of the current platform, and taking into consideration the increasing fragmentation of our digital estate/data and future digital requirements, we are taking the opportunity to re-engineer the platform, taking a phased, product-led approach.

As a result, we require a new membership platform that sits outside of englandsquash.com but works in harmony with existing digital tools and data.

	<p>We currently believe that a bespoke-built digital product will provide us with best fit for our requirements, but are open to working with third-party software providers who can demonstrate that our functional and technical needs can be met.</p>
<p>Membership platform features</p>	<p>The new membership management platform will need to include the following features:</p> <p>First-class user experience: with a brand new membership offer (including new member benefits, pricing and a new brand and visual identity for membership), as the ‘shop window’ for the new scheme, it is imperative that the digital interface is simple and easy to use.</p> <p>A modern and flexible approach to data integration</p> <ul style="list-style-type: none"> • The new platform will need to consume and share data with other products within the England Squash portfolio. As the portfolio evolves, these products will include new functional digital products and/or an overarching data or data platform/ warehouse. • There are also a number of third-party software systems which use an API integration with England Squash membership data to operate some of their services to customers (including clubs and county associations). Continuity of these endpoints is essential in order for the community of inter-connected squash systems to continue to function, particularly around validation of England Squash memberships. <p>Highest standards of data security: security of our user data is imperative from a governance perspective, and with an expected increase in data transfer between systems, keeping user data secure is a non-negotiable.</p> <p>Data management and reporting: the ability for England Squash (and selected key stakeholders) to be able to quickly and easily administer membership data is critical for the success of the platform. Likewise, the ability to analyse and interrogate membership data will be key to monitoring the performance of the new membership scheme, identifying trends and creating business intelligence and insights to inform membership strategy and operations.</p>
<p>Top level requirements</p>	<p>The top-level functions and interfaces required for the new membership platform include:</p> <p>Membership landing page/pages To promote different types of membership (player x 5 types / coach x 1 / club x 1) and their features, and to sign-post to key user actions/journeys.</p> <p>User-facing web interface To enable end users (e.g player, coach, club) to log in and administer their membership/data. This requires an account authentication (sign in), ideally using existing OAuth account authentication. Primary users and functions for this interface are:</p> <p>Player/supporter (including parent) - main functions required:</p>

- Buy / renew / upgrade individual membership (NB there are five types of player membership available including a free digital membership)
- Profile management (administration of personal details, change password etc)
- Membership administration (e.g. view membership details, manage saved payment methods)
- View and access membership benefits (dependent on membership type and category)

Coaches Club interface – main functions required:

- Buy / renew / upgrade individual membership
- Profile management (administration of personal details, change password etc)
- Membership administration (e.g. view membership details, manage saved payment methods)
- View and access membership benefits (dependent on membership type and category)
- View qualifications and coach accreditation status

Clubs interface – main functions required

- Buy / renew club affiliation
- View and access club affiliation benefits (dependent on affiliation type and category)
- View/administer admins (linked to organisation, dependent on access level)
- View club details and invoices (including invoice/affiliation history)
- Affiliation sign up process (e.g. listing key roles/policies, confirming court numbers etc)
- Coach list/search (and invite coach to link to club)
- Member (player) list/search (+ view membership details)

County Associations interface – main functions required:

- View/administer admins (linked to organisation, dependent on access level)
- View club details and invoices – for clubs in county (including invoice/affiliation history)
- Coach list/search (and invite coach to link to club)
- Member (player) list/search (+ view membership details and linked clubs)
- Club list/search (+ view affiliation details)

Administrative web interface

- View and administer all aspects of users
- View and administer all aspects of individual membership
- View and administer all aspects of organisations (clubs/venues, county associations)
- View and administer all aspects of organisation affiliations (clubs/venues)
- Access data reports

Data interface (API Layer)

	<ul style="list-style-type: none"> • Ensure continuity of existing series of API endpoints (see https://www.englandsquash.com/developers for full details)
Target audience(s)	<p>The primary target audience is existing members and clubs on the current scheme:</p> <ul style="list-style-type: none"> ○ Current direct player members (c.1,200) ○ Current player members via an affiliated club (c.25,000) ○ Current affiliated clubs and venues' administrators (c.1,200 at 550 affiliated clubs/venues) ○ Current Coaches Club members (c.900) ○ County Association administrators (c.200 at 39 county associations) <p>The secondary target audience is lapsed and prospective members and clubs/venues:</p> <ul style="list-style-type: none"> ○ Lapsed and prospective player members ○ Lapsed and prospective affiliated clubs and venues ○ Lapsed and prospective Coaches Club members
Timings	<p>Indicative timings as follows:</p> <p>Stage 1:</p> <ul style="list-style-type: none"> • Expression of interest distributed – 30/11/2023 • Expressions of interest deadline – 13/12/2023 <p>Stage 2</p> <ul style="list-style-type: none"> • Invitation sent to shortlisted partners – 16/12/2023 • Proposals due - 16/01/2023 • Pitch meetings – Mid January • Appointment of successful partner – Mid to late January • Project start date – January 2024 • Project completion date – Spring 2024
Submitting an expression of interest	<p>Please submit an expression of interest (500 words max) which covers:</p> <ul style="list-style-type: none"> • Your general approach to the project, including an overview of technology stack, and expected phases of work • Examples of relevant past work (including links) to evidence your capacity and experience to deliver the project, which may include testimonials from previous clients <p>We will review your expression of interest and will shortlist a small number of partners to progress to Stage 2 of the process. Full, detailed functional and technical requirements will be shared with shortlisted partners.</p> <p>Please send your expression of interest to Donna Helmer, Marketing and Communications Manager at England Squash: donna.helmer@englandsquash.com</p>
Budget	<p>A total project budget of £35-40k (ex-VAT) has been assigned for delivery (initial build and set up) of this project (not including ongoing hosting/maintenance costs).</p>