
ENGLAND SQUASH MEMBERSHIP WEBINAR //

Player membership categories, individual benefits and prices

12 July 2023



MARKING SOLE ONLY

INTRODUCTION

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

WHAT WE'LL COVER

- Why the change in timeline?
- Why change membership?
- New membership categories
- Individual benefits and pricing
- Your chance to feed back
- Q&A

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

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: DATA QUALITY

- Currently 31,000 player members
- 29,000 via club player members (of which, 96% adult)
 - Listed on englandsquash.com: 20,000 (69%)
 - With post code: 9,000 (31%)
 - With email address: 19,000 (65%)
 - Activated: 14,000 (48%)
 - Newsletter recipients: 6,000 (20%)

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

PRICING

- Compete: £25 (£2.08/month)
- Play: £15 (£1.25/month)
- Support: £10 (£0.83/month)
- Youth: £15 (£1.25/month)

NEW BENEFITS

- SquashTV – ‘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!

QUESTIONS