
MEMBERSHIP AND AFFILIATION PROPOSAL

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CONSULTATION: OUTCOME AND DECISION

- Board considered outcomes of membership consultation at board meeting in February
- Small group formed to help formulate a new proposal based on examples of existing good practice. Outcome looks in particular at:
 - Enhancing and communicating the value proposition and benefits for individuals/clubs
 - Overall funding opportunities that the new M&A scheme can facilitate
 - Review of processes (including requirements for CA data access via website) and enhanced data collection processes
 - Potential pricing and incentives for county associations to jointly market the updated scheme
 - Roadmap for implementation
- Updated proposal presented at board meeting yesterday

VALUE PROPOSITION

- A critical driver in facilitating CAs to promote and benefit from a joint scheme
- Continue to affiliate majority of members via clubs, but retain individual membership option
- Enhances ability to attract SE funding
- CAs incentivised to promote a joint scheme and enhance value within it via mandating of membership for county leagues and tournaments, in order to unlock:
 - Access to National Forum funding
 - Ability to collect a local levy, collected centrally by England Squash through enhanced IT platform
 - Ability to collect an enhanced rebate for all players in the county
- Greater transparency for clubs to see distribution of funds via an updated invoice with clearly stated and separate England Squash v CA fees
- Access to an integrated technology platform

COUNTY LEVY

- County structure a key enabler to the development of squash
- Clubs and members have a close affinity to counties, who should benefit financially
- Opportunity to put in place a county levy through collaboration with England Squash
- Will drive simultaneous county and ES membership, reporting full membership levels

UPDATED BENEFITS

Improved benefits targeted at individuals, incentivised to improve membership activation to enhance quality and quantity of data within the central database:

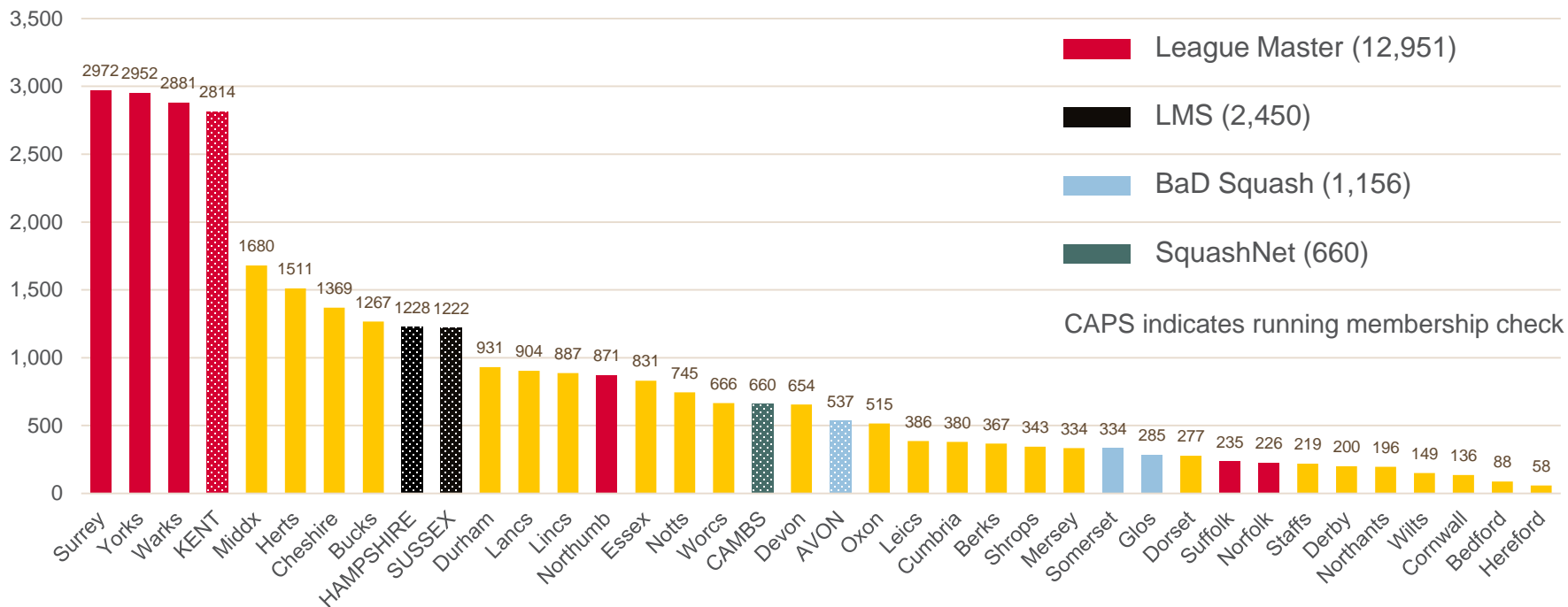
- Access to a leading player rating system, and national senior rankings
 - Personal on court insurance cover at a fraction of the cost that individuals would otherwise pay
 - Access to proprietary digital content, including coaching articles/videos from world leaders
 - Access to discounted clothing and equipment and other offers from selected partners
 - Access to enhanced digital benefits (find players/coaches, book courts/coaching sessions, arrange games, manage leagues/ladders and participate in leagues/tournaments)
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KEY BENEFIT: INSURANCE COVER

- Public liability cover: £10m LOI
- Personal Accident: Accidental Death & Permanent Disablement: £20,000
- Fracture of one or more limbs/bones (i.e. arm, leg, cheek, collar, jaw, pelvic or hip bone): £500
- Fractured to one or more finger or toe bones: £250
- Dental Expenses: £1,000
- Hospital Daily Benefit: £100/day (max 14 days)
- Physio, X/Ray & MRI: £500 any one period of insurance (£50 excess)
- Covering:
 - Playing or officiating in club, county or national activities
 - Taking part in training organised by England Squash or county associations
 - Proceeding to and returning from away fixtures as part of an organised party using private cars, motor coaches or public transport but excluding aircraft or motor cycles*
- Cover for members of England Squash that have 'activated' their membership on englandsquash.com

* Does not cover any injury where it is not possible to determine how the injury occurred, e.g. torn ligaments, strains and sprains as the player may have contributed to the injury by not warming up properly or playing whilst they had a pre-existing injury

ADULT MEMBERS PER COUNTY



Total: 32,310

PROPOSED PRICING AND FINANCIAL INCENTIVES

- Court fees to remain as they are (£55/court capped at £220)
- Small increase in the cost of individual membership fees is required to cover cost of enhanced benefits
 - From 1 December 2017, membership fees proposed to rise to £10 (adults) and £7.50 (juniors)
- Counties mandating membership to receive enhanced benefits from 1 December 2017 through a combination of:
 - Ability to charge a levy, (maximum of the equivalent England Squash fee)
 - Enhanced rebates, charged at 20% of court fees, plus £3/member (adult or junior)
- Counties not mandating membership to continue to receive current rebates of 12.5% of court fees, plus £1/member (adult or junior)

ROADMAP FOR IMPLEMENTATION

- Introduce new benefits package for members: **September 2017** (and onwards)
- IT updates to membership processes for clubs, and enhancements to CA access to membership database: **September 2017** (in time for Winter programme)
- Updated invoices (showing separate England Squash and CA fees): **November 2017** (in time for 1 December renewals)
- Increase in membership fees: **December 2017**
- CAs mandating membership to receive enhanced rebate/levies: **December 2017**
- CAs confirming levy amount and validating that league software is running the membership check: **ongoing**



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