

Dear Paul,

Since approval of the Membership Working Group paper in May this year, we have been working on improvements to our membership and affiliation scheme in line with the recommendations put forward. This email is by way of an update across each of the project areas as follows.

Key updates by area:

- The price increase of £2.50 to member fees (all membership types) will be implemented on 1 December 2017.
- Counties will soon be able to receive the 'Enhanced County Rebate' and County Levy if they mandate membership to affiliated players playing in their leagues.
- Increases in value to the membership proposition continue, including providing personal and club insurance products and free membership of [SquashLevels](#).
- Critical updates to the England Squash website are in development, to provide more support to clubs and counties managing their membership.
- We are taking a significant step forward in our governance and policies, including the creation of new Terms and Conditions of Membership and Affiliation.
- Improvements are being made to our club invoicing schedule to ensure prompt payment and clarity of costs.

#### [Mandating membership](#)

It remains our intention to implement the enhanced benefits for counties mandating membership by the 2018 autumn/winter season and the key work streams required for us to deliver this are outlined in this email. This not only requires our back office systems to be in order, but support from yourselves at counties to ensure it is embraced throughout the squash playing community.

Fundamentally we need to make sure that players are activating their membership, where we'll take a carrot and stick approach, giving them plenty of reasons to take control of their account on [englandsquash.com](#). It is also key that counties have the ability to easily check whether members have a live and activated England Squash membership. We are working to ensure that the relevant web systems are in place for counties to embrace this fully, via whichever league system is used.

#### [Website updates](#)

We have recently consulted with counties on a series of proposed changes to the club and county dashboards within [englandsquash.com](#). The aim of the changes is to improve club and

county access to player information, streamlining the flow of data for all parties where it is needed most. We are revising our plans in line with the feedback and will be briefing our development agency on the changes imminently. We will be communicating the changes with a series of how-to guides and supporting documents.

#### Member fees

Membership fees will increase by £2.50 across the board on 1 December 2017. This is being communicated to affiliated clubs and members this week, giving around six weeks notice of the change. Obviously, not all members or clubs will be renewing on 1 December, so it has been made clear that the new prices only take effect at the next point of renewal after this date.

#### County Rebate and Levy

In line with the membership fee increase, counties will be able to claim either the Basic Rebate (£1 per player + 12.5% of court fees) or the Enhanced Rebate (£3 per player + 20% of court fees), depending on whether or not they mandate membership (see above). Once mandated membership has been implemented (as above), the relevant rebate will be remunerated for the full six month period to your next payment. Likewise, should a county revert on the mandating of membership, they will forfeit the Enhanced Rebate for the six month period to date.

If a county would like to charge a County Levy to its affiliated members, then they must mandate membership, communicate it to their clubs directly and declare the fee to us. We will then be collecting the fees from all relevant clubs on behalf of the county, through our annual invoicing process.

We are producing new process and policy documents to provide guidance for all of these systems, and will make them available to you in due course.

#### Member and club benefits

To ensure that members feel they are getting value for money from their membership, we have made significant progress with the benefits available to our [members](#) and [clubs](#):

- We have introduced Public Liability and Personal Accident insurance cover for members
- We now provide Public Liability Insurance, Professional Indemnity and Officers and Committee Liability Insurance for clubs, at no cost, which may provide significant savings
- On 13<sup>th</sup> October we launched our 'Raise your game' series of skills and technique videos, exclusively available on [Englandsquash.com](http://Englandsquash.com), which will be released in phases over the next three months

- We have partnered with SquashLevels and all England Squash members now get free membership to the popular scores and ranking website. A bespoke version of the SquashLevels website for only England Squash members will be revealed in early November

It remains important to note that these benefits are *only* available to clubs who have up to date affiliation and players who have activated their account on [englandsquash.com](http://englandsquash.com).

Overall we have seen an 18% increase in activated memberships since 20 September 2017 when we started introducing the new membership benefits. This represents a significant and positive shift for us in our efforts to improve member data and engagement levels.

#### Business processes

We will be introducing a new club invoice format and communications to ensure it is clear to clubs what they need to pay and when. Any clubs that do not renew by their invoice due date will automatically forfeit their affiliation and their members will immediately lose access to their England Squash benefits.

To further mitigate against late payments by clubs (and in line with club feedback), from 2018 we are moving a number of clubs from the June, July and August renewal invoicing points to October. We will communicate these changes with you and the clubs directly as and when it happens.

#### Governance

As we develop the quality and depth of our membership proposition, it is essential for us to update and implement key aspects of our policies, such as Terms and Conditions of Affiliation (clubs) and Membership. We are in the process of developing these documents and will be rolling them out in the next month. Alongside this, we are developing new policy documents for all of our membership and affiliation processes, to ensure that we have clear terms of reference for all parties involved.

#### Communications

Our communications plan for the arrival of new membership prices and the changes to the way that we deliver membership and affiliation is already in place and ongoing. We are openly

communicating to members and clubs as we deliver project milestones, through email and website communications. Once the membership price increases are in place, we are considering a wider communications plan to drive home the benefits of membership to members through clubs.

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We will be providing a further update at the Council AGM on 11 November. If you have any questions in the meantime on any of these items please let us know.

Kind regards,

**The Membership Working Group**

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