

# Membership/Pay and Play Ideas

(currently being used by tennis clubs in the Midlands and North)

| Offer   | Cost                             | Target Market   | Advantages   | Disadvantages/Considerations  |
|---|----------------------------------|---|--|---|
| 3 month individual membership over the summer                                     | £20                              | People within 10 minutes drive time of the club<br><br>Those who play on the local park | .. short term membership helps people decide if tennis is for them<br>.. improved visibility for club in local area<br>.. additional income when older members may not yet be renewing | None (other than some annual members perhaps being unhappy at the cost – will need managing carefully)  |
| 6 week family membership (new members only)                                       | £30                              | Families living in the same house   | .. gives adults and children a chance to try out tennis before committing to membership or coaching  | As above  |
| Discounted rolling annual membership (available until further notice)             | £50 individuals<br>£100 families | Everyone  | .. gives the club the flexibility to return to 'normal' membership fees at the best time for them  | .. may upset existing members so needs to be managed carefully<br>.. allowing a 12 month renewal period may impact into next year's financial stability |
| Reduced membership fees for the year 2020/21 (pro rata if fees have not yet been) | 20% discount<br>25% discount     | Existing membership only  | .. may encourage members to rejoin even if they are not  | .. may impact on next year's financial stability, depending on  |

|   |          |  |  |   |
|---|----------|--|--|---|
| collected due to lockdown)  |          |  | currently able to play<br>.. offering pro rata shows goodwill to existing members, especially if they have not paid for the 'closed' period  | renewal time  |
| Reduced membership for 2021/22 fees if full fees paid for 2020/21                         | Variable | Existing membership only               | .. will help with financial viability for the 2020/21 period   | .. will impact on finances longer term. This may not be an issue for some clubs but should be considered  |
| Multi sports venues are offering the use of tennis courts to their non-tennis members FOC | £0       | Fitness/alternative sports enthusiasts | ..huge opportunity to introduce tennis to other fitness/sports market<br>.. gesture of goodwill may encourage longevity of membership  | .. loss leader (although it may be considered a positive for the venue as a whole)  |
| Half price membership until end of March 2021   | Variable | Everyone                               | .. the reduced amount may encourage more families to join so they can play together<br>..may encourage existing members to pay for membership now even if they are not able to play currently as the offer goes into next year | .. reduced income from existing members but potential to increase new membership for the current year (that may stay on as members or for coaching when fees return to normal levels) |
| Special £1 per month membership for new members   | £1       | Everyone                               | .. amazing offer – lots of take up<br>..gives everyone a chance to try tennis even if they would not normally be able to afford it<br>.. can promote the offer to parts  | .. may not retain many of the new players once fees increase<br>.. will need to be handled carefully with existing members who are paying considerably more                           |

|                                       |   |   |  |   |
|---------------------------------------|---|---|--|---|
|                                       |   |   | of the locality which may not previously have connected with tennis  | .. will need to give thought to how to retain players over a longer period  |
| Pay and Play for non-members          | Various – whatever suits your locality                      | New players/non members/families                      | .. extra income for the club<br>..potential to retain these players once lockdown is over<br>.. increased visibility for club (can be achieved easily through Rally) | ..needs to be handled well with existing members if this is new for the club<br>.. club committee need to decide how to allocate court use for this in consultation with coaches and members (easy to manage through ClubSpark) |
| Discounted memberships (monthly)      | U8s free<br>Juniors £2.40<br>Adults £6.75<br>Families £8.50 | Everyone  | .. monthly membership allows families to try tennis out without a long term financial commitment   | .. more administration needed by the club to monitor payment<br>.. may need managing carefully with existing members when membership fees return to 'normal' levels or when asking members to pay an annual fee                 |
| Temporary membership (May –September) | £15   | New members/previous members who have not yet renewed | .. opportunity to introduce tennis to new players<br>.. gesture of goodwill to existing members<br>..encourage previous members to reconnect with the club           | .. need to consider impact when returning to 'normal' fee levels  |
| 3 month 'taster' membership           | £52   | New members   | .. allows people to try tennis without a long term commitment<br>.. potential for club to retain some of these at the end of the                                     | .. may need to look at further offers to help move people from the 3 month price over time to the full membership fee   |

|  |     |  |  |   |
|--|-----|--|--|---|
|  |     |  | 3 month period   |   |
| Temporary tennis membership for all existing club racquet members (ie squash, badminton) | £0  | Existing racquet sport members   | <ul style="list-style-type: none"> <li>.. introduces tennis to those who already play a racquet sport</li> <li>.. potential to retain some of these players</li> <li>.. gesture of goodwill by the club</li> </ul>   | .. loss leader (although it may be considered a positive for the venue as a whole)None                                |
| Adult Taster Membership (3 months)   | £25 | New adult members  | <ul style="list-style-type: none"> <li>.. reduced cost may encourage people to give tennis a go</li> <li>..potential to retain players at the end of the 3 months</li> </ul>   | .. may need to look at further offers to help move people from the 3 month price over time to the full membership fee |
| 'Bolt-on' family membership (monthly)  | £25 | Family in the same house can be added as temporary members as long as one person (either adult or child) is an existing member of the club | <ul style="list-style-type: none"> <li>.. allows families to play together during lockdown</li> <li>..gives the opportunity for potential longer term engagement through membership or coaching</li> <li>..price point means extra income for club but without causing issues with existing members</li> </ul> | None  |