



Membership Proposals for 2021/22 onwards

Categories & Prices for 2021

| Membership Category | Price £ |
|---------------------------------------|---------|
| Child | 21 |
| Junior 9-18 | 42 |
| Student | 77 |
| 18-30 Young Adult | 130 |
| Senior (all non-student adults 31-79) | 175 |
| 2020 First Timer who renews for 2021 | 175 |
| Over 80, Honorary and Coach | free |

The First timer category remains for brand new members to the club, at £100 for the first year of membership.

There will be a partial refund offered on fees in 2021, to reflect the closure and restrictions faced this year as a result of the pandemic. This will be decided by the club committee in the Spring. Fees revert to full price for 2022 onwards.

It is likely to be a bit more than 20% of the fees you paid for membership in 2020. The refund will be offered to all club members who paid in full by 31 August 2020, including First Timer members. It will be offered to those paying a full sub for 2021 so long as that payment reaches us by 31 March 2021.

So, for example, in year one of the new system, 2021, an applicant for Senior membership will be asked for £175. On payment of this in full by 31 March, the applicant will be asked if they want a refund of some of their 2020 sub, and if they do, we'll send a cheque out to them. The refund is likely to mean that the net outlay in Spring 2021 for a Senior membership is around £132.

Why are we doing this?

To simplify and clarify our membership offering; to reduce the growing and very complex burden of membership admin; and to do this whilst remaining financially sustainable.

A simpler, more streamlined system helps to attract and retain members, as well as make the club easier to manage.

It has become too complex and unclear how group discounts are being applied and decided as they have multiplied. Clubspark will not apply discounts at checkout stage as we would wish. Moving to another software system for membership management is not practical, because the tie-in Clubspark brings with court bookings, coaching bookings, and British Tennis membership are all important for the smooth running of the club. A replacement system would be costly to introduce and not necessarily smoother to run.

So, there will be no Family packages at all from 2021. Longer term, if the software allows, we would look again at applying group discounts on more than one membership purchased by the same family.

All Family Packs have had one or more Senior memberships as a key component. So, one of the main reasons for reducing the Senior price to £175 is to try and align prices for Family groups close to the levels people have been paying thus far. We want to try and keep group memberships prices to a figure close to that being paid this year, so that any move away from group discounts would not mean families having to pay a lot more than they do now.

Reducing the Senior price allows us to do just that, enabling us at the same time to simplify and clarify our offering; provide tennis for families at extremely competitive and affordable prices; greatly reduce membership admin; charge no more for membership to all who currently have individual rather than group memberships.

We have kept the fees for Child, Junior, Student, Young Adult, 065 and Over 80s exactly the same as this year.

Wherever we draw the boundary lines someone will gain, and someone will lose. We think this system reduces both losses and gains to fairly small amounts for the vast majority, and keeps the club very affordable.

What Price are Other Local Clubs?

West Herts – adult couple £435 (CTC 2021 = £350); Families £465, this is for 2 adults and all kids under 18; Adults £250; 065s £200;

Chorleywood – adult couple £531; Adult single £295; 072 £255; Junior £75

Radlett and Rickmansworth are always quite a lot more than us, Croxley a bit more than us.

More value for members

This year we have spent thousands more to re-open in the face of the pandemic and not passed that cost onto members. Free balls, washing and sanitizing

facilities, exit and entry adaptations, and software system costs to move more of club management online – these have all been funded without asking members for any extra at all this year.

We are in the middle of a project to put more floodlighting in place, so that by Jan 2021 we will have all 6 courts lit. And we realise we may need to replace existing lights on courts 1-3 with modern, state of the art ones so that in another couple of years we will have all 6 courts lit with the most modern, most efficient lights.

We have not raised fees to pay for these massive improvements to facilities that all members will benefit from. It is important for all members to understand the investment we are making in quality facilities for their benefit. Finally, it is usual for us to raise fees every year to account for inflation and the rising costs we face in maintaining the fabric of the club. But we are holding all the fees at the same basic level in 2021 as they have been this year, apart from the change to the Senior level fee for some members.

Questions and Answers

You may have questions or reactions to these proposals. If so, please can you send them now to club Chairman, Jonathan Brunert, by email. Write to him at jobrun10@gmail.com setting out your thoughts.

The club management committee agree with these proposals and consider it impractical to continue with the current system. If you reject these proposals then you need to consider what reforms might work to deliver affordable, fair, clear and streamlined membership categories and fees.