**Membership Report 2024**

**Membership**

Relatively steady numbers in total across this year and last although some notable reductions in Senior and Child categories. However, the increase in Juniors has offset that of Child reduction and is largely down to Birthdays passed by Child Members. The initiative to offer bespoke pricing categories for Open Day attendee new members has also hopefully contributed to an increase across Child, Junior and Senior age groups that we hope will renew in the next window. (Notable First Timers increases experienced in 2020 & 2021 due to COVID).

**Annual Membership and Revenue**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **M’ship Type/Year** | **2024** | **2023** | **2022** | **2021** | **2020** | **2019** |
| \*Senior | 28,813.78(147) | 28120(153) | 27125(156) | 20561 (159) | 7469 (36) | 7220 (38) |
| \*1st Timer | 4750.10(39) | 4800(45) | 4680(40) | 6300 (69) | 7500 (81) | 3200 (35) |
| Former Midweek/U65 | N/A | N/A\* | N/A\* | N/A\* | 6300 (35) | 6241 (37) |
| Family | N/A\* | N/A\* | N/A\* | N/A\*\* | 11530 (93) | 8003 (74) |
| \*Student | 680(8) | 1160(15) | 1116.50 (15) | 896 (16) | 693 (9) | 300 (4) |
| \*Junior  | 4935(105) | 4185(95) | 4221 (102) | 2745 (94) | 1911 (49) | 1960 (53) |
| \*Child | 1261(50) | 1425(59) | 1281 (64) | 937.50 (69) | 955 (48) | 1010 (55) |
| \*Young Adult | 1190.04(9) | 1080(8) | 1040 (8) | 1330 (14) | 1170 (9) |  |
| Over 80’s | 0(11) | 0 (11) | 0 (11) | 1. 4
 |  |  |
| Coaches | 0 (4) | 0 (4) | 0 (4) | 1. 4
 |  |  |
| \*\*\*Open Day Child | 80 (4) | N/A | N/A | N/A | N/A | N/A |
| \*\*\*Open Day Junior | 40(1) | N/A | N/A | N/A | N/A | N/A |
| \*\*\*Open Day Adult | 400(4) | N/A | N/A | N/A | N/A | N/A |
| **TOTALS** | **42,149.92****(382)** | **40770.00****(386)** | **39463.50****(400)** | **32,769.50 (429)** | **33,151 (360)** | **27934 (296)** |

*\*Former Midweekers now join as Adults*

*\*\*Family members now join across individual categories*

*\*\*\*New pricing initiatives*

*NB: 2024 figures correct as of 9th Nov 2024.*

**Proposed Membership Fees 2025**

|  |  |  |
| --- | --- | --- |
| **Category** | **2024 price** | **2025 proposed fee** |
| **Child U9** | £26 | £26 |
| **Junior 9-18** | £47 | £47 |
| **Student** | £85 | £90 |
| **Young Adult, 19-30** | £140 | £145 |
| **Adult First Timer** | £125 | £130 |
| **Adult First Timer Yr 2** | n/a | £170 |
| **Adult** | £195 | £205 |
| **Over 80s** | free | free |

After several years of high and rising inflation, during which we have not lifted our membership fees as much as the inflation rate ever reached, we must now act to cover the higher costs of running the club. In addition, we have greatly improved club facilities over the last few years, with state-of-the-art LED floodlights for all 6 courts, a cashless payment system for these lights, and now a brand new surface for courts 1,2 and 3. The clubhouse is equipped with a defibrillator and we constructed the robust shelter by the side of court 4 too.

We appreciate that many members also face financial pressures, and so we have tried to raise fees in ways that retain the essential affordability and excellent value that we offer. The proposed Adult fee for 2025 is £205, which is still the lowest full Adult fee of any comparable club in the area.

We propose to freeze all fees for Child qnd Junior members at 2024 levels; no rise in 2025. We propose to introduce a new fee category for First Timer adult members that re-new for a second year – a discounted price as we seek to retain more of these members at the club.

Last year we introduced payment by instalment for all our over 18 membership categories, and this will apply again in 2025. So it will be possible to spread the cost over 3 months.

If you experience genuine financial hardship, the club can discuss more affordable options on a case-by-case basis. Please contact me, Mark Hemsley, membership Secretary or Club Chairman Jonathan Brunert if you wish to chat through options - hemsleym286@gmail.com or jobrun10@gmail.com