



Growing and Developing Badminton

**Membership Structure Pricing
17-18**

General Meeting 28th April 2016

Project Scope

Conduct a wholesale review of the Badminton England Membership proposition and make appropriate recommendations to realise long-term growth.

Considering:

- Focus on the core of the sport
- Volume and financial sustainability
- No stone unturned
- How membership impacts everything we do



Overview of the key changes presented in January 16

Club Affiliation

- ✦ Clubs to formally affiliate. An affiliation fee will be paid and offset by a decrease in their individual club members Badminton England fees. Affiliation requirement is that all club members are also members of Badminton England. In return for their affiliation we will provide improved services and benefits, and tools that will help the running of a club.

Competition Licence

- ✦ For those individuals that wish to play in any Badminton England competitions they will be required to obtain a Competition Licence (part of the Compete membership product). For those without a licence a player fee (currently £2.50) will be levied per competition.

Affiliation period / Season

- ✦ Listening to feedback from clubs, to allow more time to prepare for the upcoming season and ensure affiliation is aligned with the playing season we will make the following changes to the membership affiliation period.

- | | |
|---------------------------------------|--|
| ✦ Clubs and Club Play/Compete Members | - Seasonal (SEASON 1 st SEPT – 31 st AUGUST) |
| ✦ Direct Members (All Types) | - Rolling 12 month from join date |

Fan Membership

- ✦ A fee-based membership product for the non-playing badminton fan.

Review of the headline products and benefits

FAN Membership

- 👉 Ticket discounts, priority access & content.

PLAY Membership

- 👉 Discounts off kit and equipment, **Liability insurance**, ticket discounts, priority access & content.

COMPETE Membership

- 👉 **Competition Licence, Physio, Personal Accident & Equipment Insurance**, Liability insurance, Discounts off kit and equipment, ticket discounts, priority access & content.

COACH

- 👉 **Registered coach database, Professional Liability Insurance, Discount on courses, Development content**, Competition Licence, Physio, Personal Accident & Equipment Insurance, Liability insurance, Discounts off kit and equipment, ticket discounts, priority access & content.

Review of the headline products and benefits

CLUB Affiliation

✎ Making life easier for clubs

- ✎ Club Management Tool – Financial transactions, integrated competition and tournament management, website templates, club member management

✎ Looking after our clubs and officials

- ✎ Professional & Management & Liability Insurance, Equipment Insurance, Legal expenses and helpline – Reducing costs
- ✎ Allocated Helper, Volunteers & Officials (HVOs) free membership

✎ Supporting and helping clubs to grow

- ✎ Club Search database, Programme and Development support
- ✎ Creating demand and interest in badminton; volunteering, coaching, playing

CLUB Administration Tool (example functionality)

Membership subscriptions / club fees

Your website

Online payment processing

Club/CBA Member email communications – automated and manual

Event Management / Club night bookings



Member status e.g. Badminton England/Club/CBA Membership

Club Member Management

Automated Badminton England and CBA fee payments

Badminton England and CBA data integration and access

Tournament and Competition scheduling

Pricing Principles

- ✋ Deliver the same level of revenue at the same level of volume as current structure (circa £580-600k)
- ✋ Tiered product pricing and benefits (each tier is included in the next)
- ✋ PLAY product fee is LESS than the current (16-17) Club Individual Membership fee
- ✋ Competitive players pay more than non-competitive players
- ✋ COMPETE licence cheaper than 3x competition player fees
- ✋ Player fee increased to £4.00 – for those wishing to enter competitions without a licence
- ✋ COACH remains unchanged at £40
- ✋ Fan pricing based on potential YAE ticket saving (25% ticket discount)
- ✋ Junior PLAY membership **free** in affiliated Clubs
- ✋ CLUB AFFILIATION fee tiered at a volume break of 1-10, 11-15 and 16+ members
- ✋ CBA rebate on all Direct members, Coaches and CLUB AFFILIATION fees (in addition to existing CBA fees through Club membership)

17-18 Fee Structure

Type	17-18 Pricing
FAN	£7.50
FAN JNR	£3.50
PLAY - CLUB	£10.00
PLAY - DIRECT	£15.00
PLAY JNR - CLUB	FREE
PLAY JNR - DIRECT	£5.00
COMPETE	£20.00
COMPETE JNR	£10.00
COACH	£40.00
CLUB 16+	£100
CLUB 11-15	£70
CLUB 1-10	£50
JUNIOR CLUB 16+	£100
JUNIOR CLUB 11-15	£70
JUNIOR CLUB 1-10	£50
Competition Player Fee	£4.00

17-18 Fee Structure

Type	17-18 Pricing	15-16 comparison
FAN	£7.50	£9.00
FAN JNR	£3.50	
PLAY - CLUB	£10.00	£15.00
PLAY - DIRECT	£15.00	£24.00
PLAY JNR - CLUB	FREE	£5.00
PLAY JNR - DIRECT	£5.00	£5.00
COMPETE	£20.00	
COMPETE JNR	£10.00	
COACH	£40.00	£40.00
CLUB 16+	£100	
CLUB 11-15	£70	
CLUB 1-10	£50	
JUNIOR CLUB 16+	£100	
JUNIOR CLUB 11-15	£70	
JUNIOR CLUB 1-10	£50	
Competition Player Fee	£4.00	£2.50

17-18 Fee Structure

PROPOSED 17-18						
Type	Pricing	Est Volume 17-18	Est Revenue	Direct CBA Rebate	Direct CBA Rebate Total	Est Revenue Exc. Direct rebate
FAN	£7.50	1485	£11,138	£1	£1,485	£9,653
FAN JNR	£3.50	1350	£4,725	£1	£675	£4,050
PLAY - CLUB	£10.00	21798	£217,980	N/A	N/A	£217,980
PLAY - DIRECT	£15.00	2227	£33,405	£5	£11,135	£22,270
PLAY JNR - CLUB	FREE	13650	£0	N/A	N/A	£0
PLAY JNR - DIRECT	£5.00	473	£2,365	£1	£473	£1,892
COMPETE	£20.00	4190	£83,800	N/A	N/A	£83,800
COMPETE JNR	£10.00	3037	£30,370	N/A	N/A	£30,370
COACH	£40.00	1800	£72,000	£5	£9,000	£63,000
SUBTOTAL - MEMBERS		50010	£455,783		£22,768	£433,015
CLUB 16+	£100	1065	£106,500	£5	£5,325	£101,175
CLUB 11-15	£70	214	£14,980	£5	£1,070	£13,910
CLUB 1-10	£50	295	£14,750	£5	£1,475	£13,275
JUNIOR CLUB 16+	£100	173	£17,290	£5	£865	£16,426
JUNIOR CLUB 11-15	£70	40	£2,793	£5	£200	£2,594
JUNIOR CLUB 1-10	£50	53	£2,660	£5	£266	£2,394
SUBTOTAL - CLUBS		1840	£158,973		£9,200	£149,773
TOTAL FEES			£614,756		£31,968	£582,788
Competition Player Fee	£4.00					

Club Scenarios

EXAMPLE: Club with 30 members (assuming all Senior)

16-17

Club Fee	= £0
30x Members BE Fee @ £16	= £480
TOTAL	= £480

17-18

Club Fee	= £100
30x Members @ £10	= £300
TOTAL	= £400

EXAMPLE: Club with 15 members (assuming all Senior)

16-17

Club Fee	= £0
15x Members BE Fee @ £16	= £240
TOTAL	= £240

17-18

Club Fee	= £70
15x Members @ £10	= £150
TOTAL	= £220

EXAMPLE: Club with 7 members (assuming all Senior)

16-17

Club Fee	= £0
7x Members BE Fee @ £16	= £112
TOTAL	= £112

17-18

Club Fee	= £50
7x Members @ £10	= £70
TOTAL	= £120

*CBA fees to remain in addition – set by local CBA as current

Junior Club Scenarios

EXAMPLE: Junior Club with 10 members

<u>Current</u>		<u>17-18</u>	
Club Fee	= £0	Club Fee	= £50
10x Members BE Fee @ £5	= £50	10x Members @ £0	= £0
TOTAL	= £50	TOTAL	= £50

EXAMPLE: Junior Club with 15 members

<u>Current</u>		<u>17-18</u>	
Club Fee	= £0	Club Fee	= £70
15x Members BE Fee @ £5	= £75	15x Members @ £0	= £0
TOTAL	= £75	TOTAL	= £70

EXAMPLE: Junior Club with 30 members

<u>Current</u>		<u>17-18</u>	
Club Fee	= £0	Club Fee	= £100
30x Members BE Fee @ £5	= £150	30x Members @ £0	= £0
TOTAL	= £150	TOTAL	= £100

*CBA fees to remain in addition – set by local CBA as current

CBA Scenarios

EXAMPLE: CBA A

	<u>Volume</u>	<u>Fees</u>
Clubs	58	£290
Direct Member Rebates	204	£633
SUBTOTAL		£923 (+10% current fees)
CBA Fees (£6.50/£0.20)*	1,187	£9,258
TOTAL		£10,181

EXAMPLE: CBA B

	<u>Volume</u>	<u>Fees</u>
Clubs	80	£400
Direct Member Rebates	253	£786
SUBTOTAL		£1,186 (+16% current fees)
CBA Fees (£3.75/£1.10)*	1,475	£7,352
TOTAL		£8,538

* Example. Set by CBA

Competition Player Scenarios

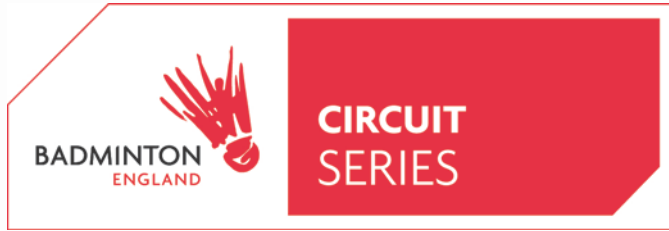
EXAMPLE: Junior Playing 3x Events

	<u>Current</u>	<u>17-18</u>
Junior Membership	£5	£0
3x Player Fees @ £2.50	£7.50	£0
Compete Membership	£0	£10
TOTAL	£12.50	£10

EXAMPLE: Senior Playing 3x Events

	<u>Current</u>	<u>17-18</u>
Senior Membership	£15	£0
3x Player Fees @ £2.50	£7.50	£0
Compete Membership	£0	£20
TOTAL	£22.50	£20

Competition Licence - £20 (or £10 upgrade from PLAY)



- ✦ Badminton England Events (circa 4,000 competitors)
 - ✦ Circuit Series - Bronze, Silver, Gold
 - ✦ National Championships Series
- ✦ PLAYER FEE OPTION TO REMAIN = £4 (Non-Competition Licence)



- ✦ County Competition (additional circa 2,000 competitors to the above)
 - ✦ U-17 Inter-County Competition (ICC) 17-18
 - ✦ Senior County Championships (circa 2,500 competitors) 17-18
 - ✦ Masters County Championships (circa 1,500 competitors) – **For consideration 18-19**
 - ✦ Masters County Challenge (circa 1,200 competitors) – **For consideration 18-19**

✦ DOES NOT INCLUDE SHIRES LEAGUE

Project Delivery and Phasing - Membership

👉 The membership project will follow the below timelines

