

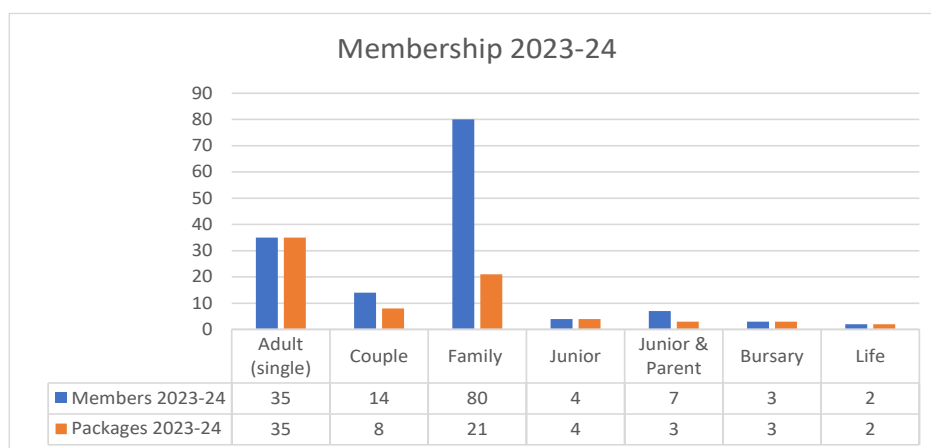
## LOWER WINDRUSH TENNIS CLUB

### Annual General Meeting 2024

#### MEMBERSHIP REPORT

#### Headlines: Current Year (1 April 2023 – 31 March 2024)

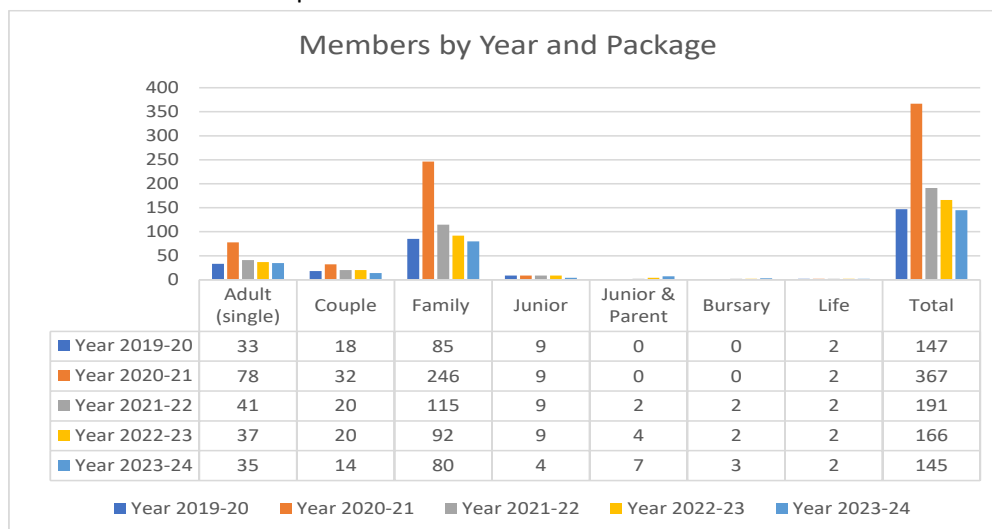
- LWTC has 145 members as at 1<sup>st</sup> February 2024.
- 140 of these are paying members. Of the 5 non-paying members, 2 are life members and 3 are recipients of the bursary scheme launched in 2021.
- 80 members (55% of overall membership) joined on the family package. This comprises 21 families.
- Of the remaining members, 14 are on the couple package, 35 on the single adult package and 11 on the junior or junior/parent package.



- Of the 145 members, 38 are under 18 years of age (26%).
- Membership split by gender is 58% male, 42% female.
- 5 members joined on the winter package (available from 1 October 2023 at discounted rate).

#### Trend over last 5 years

- Current membership of 145 compares with 166 in 2022-23. The two years prior to then were impacted by the free Covid membership offer. The last non Covid-impacted year before then was 2019-20 when membership was 147.



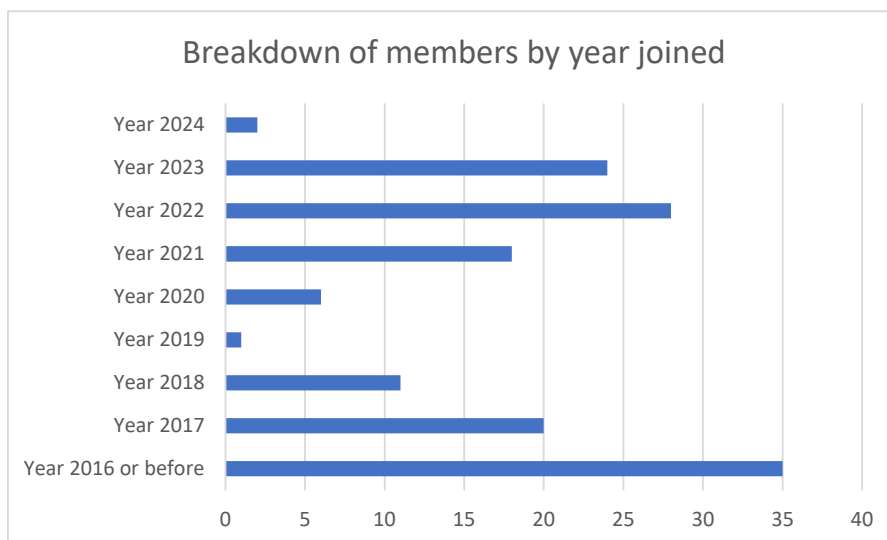
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#### Churn rate

- Of the 166 members from the 2022-23 year, 50 did not renew their membership for the current 2023-24 year. This represents 30% of that year's membership. Anecdotal evidence indicates a variety of reasons for not renewing, including moving out of the area, injury, and other sports/social activities taking priority.
- Of the current year membership, 29 joined as new members in the year (in the sense that they were not members in the year immediately before, although may have had membership prior to then).
- Approximately half of the current membership (72) have joined the club in the last 3 years. About a quarter of members (35) have been with the club since 2016 or before.



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#### MEMBERSHIP FEES 2024-25

Proposed membership fees for the forthcoming year, 1<sup>st</sup> April 2024 -31<sup>st</sup> March 2025, are shown below. Figures in brackets are last year's fees and the percentage change. The new fees have been set following a review of fees charged by other tennis clubs nearby and taking into consideration the significant investment in the new clubhouse.

Members will continue to have the option of either paying upfront or paying over six months in monthly instalments. A discounted "early bird" offer will apply until 31<sup>st</sup> March. The Committee reserves the right to run special offers throughout the year.

<b>Package</b>	<b>Full Annual Fee</b>	<b>Early Bird Fee</b>
Adult single	<b>£98</b> (£95) (3%)	<b>£83</b> (£75) (11%)
Couple	<b>£167</b> (£160) (4%)	<b>£155</b> (£140) (11%)
Family	<b>£177</b> (£170) (4%)	<b>£165</b> (£150) (10%)
Junior with Parent	<b>£58</b> (£55) (5%)	<b>£50</b> (£45) (11%)
Junior	<b>£30</b> (£35) (-14%)	<b>£25</b> (£25) (0%)

**Matthew Fleet, Club Secretary**  
**February 2024**