



NEW MEMBERSHIP PACKAGES FOR 2022

Dear Members,

Welcome to a new year at Marlborough Tennis, one in which we aim to build on our 2021 successes and expand our membership in 2022.

Within our volunteer committee, the membership team are making some improvements going forward, simplifying our membership packages and payments. After extensive research into best practice, an analysis of other local clubs and taking LTA advice we will:

- Reward renewing members with a 'loyalty rate' lower than the **new** member rate for 2022
- All existing members will be offered a renewal rate to start on 1 April 2022 this year
- Introduce the New Member packages and prices from January 1st 2022 and run them for a calendar year
- Offer new members a membership for 12 months from the date of purchase
- Simplify club finances by introducing payment by annual direct debit as the only payment method
- Streamline the membership categories and make the criteria clearer

These are the **new** package options for 2022:

Category	Basic Criteria	Summary points
JUNIOR	Age 1 to 10 (at time of joining or renewal)	2022 price reduction for the entry level tennis learners
YOUTH	Age 11 – 18	Older juniors now known as Youth
YOUNG ADULT	Age 19 - 24	Half the Adult price
ADULT	Age 25+	One size fits all – includes the 'young at heart'
JOINT ADULT	Two adults 25+ at the same address	Less than a 'Family' rate
FAMILY	One or two parents, with all children up to age 18, all living at the same address	Can include multiple children. No cap on numbers of children in household

This year, our loyal **Seniors**, age 70+, will be offered a keen renewal rate for 2022. This category will no longer be available for new joiners, in line with other local clubs. New members over 70 will join as Adult members.

With these changes, your Membership renewal for 2022 may look a little different to the package you chose in 2021. For example, two adults living at the same address who were previously classed as 'Family' will be invited to renew as Joint Adults in 2022. We feel it only right that two adults should not pay the same price as a family.

Renewal notices will be issued by email late February/early March 2022. To make sure every member knows what to expect, we have anticipated which membership category(ies) might suit you (and your family) best. With this letter we have included details of what we think is the membership package that meets your circumstances. If you think this may not be correct, then contact Jo Payne (07766 721799) or Peter May (07508 818237) or via the email newmembers@marlboroughtennis.co.uk FAQs will be available on the website to help you make the optimum decision tailored to your circumstances.

Thank you for your support in 2021 – it is our members and their fees which make the club a sustainable proposition.

Marlborough Tennis Membership Team

Anne, Jo and Peter

Marlborough Tennis - New Membership Packages for 2022

Category	Age	Loyalty Renewal Rate	New Member 2022
JUNIOR	1 – 10	£30	£30
YOUTH	11 – 18	£45	£50
YOUNG ADULT	19 – 24	£85	£90
ADULT	25+	£170	£180
JOINT ADULT	2 adults, same address	£280	£295
FAMILY	Includes children up to 18, in same house	£295	£315
SENIOR	70 and over	£155	No longer available

FAQ. I renew my membership in April every year; will anything different happen in April 2022?

Your renewal will still take place in April as it has previously. The only changes you will see will be to the method of payment (annual direct debit) and possibly to the type of membership package you will renew. As an example, Joint Adult membership may replace Family Membership if there are no children included in your membership.

FAQ: What is Annual Direct Debit and how does it work?

A. We will ask you to sign a direct debit in February or March with the first annual payment being made from your bank on 1 April 2022. In line with direct debit best practice, you will be notified of your 2023 renewal in good time, before the next payment is made. You can cancel at any time. We will send you the direct debit to complete so all you will need to do is add your bank details.

FAQ. Can I pay by Monthly Direct Debit?

A. No. It takes a great deal of admin effort to check monthly payments versus annual payments. Annual Direct Debit is a recognised method of payment for many membership organisations. In previous years you paid your membership fees in one lump sum payment, so very little changes.

FAQ. I'm not very good with technology – will you be running any clinics to help me with setting up a direct debit

A. Yes. Peter and Jo will be offering to help set up your annual direct debit if you need help and an easy 'How To' guide will be sent to you with your new category information.

FAQ. Can I change my membership package mid year?

A. If your circumstances change then talk to us. We can't think of too many changes that you may want to make but we are flexible and can make changes where necessary.

FAQ. Are other clubs doing this?

A. Not enough! The LTA have all their community clubs running with 12 month rolling membership, but on the whole clubs are pretty traditional and stick to a 1 April start date. Some have moved to 1 June, but it is the same theory. We want to make it more like National Trust, or RAC/AA style membership. Feedback from those clubs who have rolling membership is very positive.

FAQ. My older children (over 19) live away during term time but might like to play in the holidays or at weekends. What is the best way for them to do that?

A. Depends how much they think they will play over the 12-month period. They could pay the Young Adult membership if playing frequently when home, or book courts 1 and 2 for Pay and Play (currently £8 an hour) or come as a guest for £5 (up to four times).

FAQ. If I think you have selected the wrong membership package for me/my family, what do I do?

Talk to Jo or Peter and let us know what would suit you better. We have used your current membership details including age(s) as the basis on which to suggest which 2022 package fits your circumstances, but it may be that those details (particularly the age data) are incorrect. The choice of membership package is ultimately yours.