



Sidmouth Cricket, Tennis and Croquet Club

Membership Growth & Retention Policy

1. Purpose of the Policy

This policy sets out the Club's approach to increasing and maintaining membership across all sections of SCTCC — Cricket, Croquet, Tennis, and Social. Its' purpose is to:

- Strengthen and increase participation in sport and community engagement in line with SCTCC's charitable objectives.
- Ensure a sustainable and inclusive membership base.
- Provide a consistent, welcoming, and high-quality experience for all members.

2. Strategic Aims

SCTCC aims to:

- Promote participation in cricket, tennis, and croquet for people of all ages, abilities, and backgrounds.
- Encourage social membership as a means of fostering community involvement and Club spirit.
- Retain existing members by providing value, quality facilities, and a positive Club environment.
- Develop pathways from junior to adult participation across all sports.
- Ensure accessibility and affordability so that membership is open to all sections of the community.

3. Principles

All membership initiatives will:

- Support SCTCC's charitable purpose of advancing amateur sport and community recreation.
- Promote inclusivity, equality and diversity.
- Be financially responsible and aligned with the Club's overall development plan.
- Uphold the Club's reputation for friendliness, good sportsmanship and community spirit.

4. Responsibilities

- Trustees: Provide strategic direction, approve membership initiatives and targets, approve overall membership fee levels for all sections and ensure alignment with SCTCC's objectives.
- Section Committees (Cricket, Tennis, Croquet): Lead recruitment and renewal and retention activities within their sections and routinely communicate with their members.
- Membership Secretaries / Administrators: Manage membership data and communication with members.
- Marketing & Communications Lead (or nominated person): Coordinate publicity, website updates, and social media engagement.
- All Members: Act as ambassadors for the Club, welcoming new members and promoting inclusion.



5. Membership Growth Actions

a) Recruitment and Outreach

To attract new members, SCTCC will:

- Host open days, taster sessions, and “have-a-go” events for each sport.
- Work with local schools, colleges, and community groups to introduce young people and families to the Club.
- Offer introductory memberships or short-term trials for newcomers.
- Promote membership opportunities through the Club’s website, social media, local press, and partner organisations.
- Encourage existing members to introduce and encourage new joiners.
- Engage with local businesses to encourage corporate and social memberships.

b) Inclusive and Accessible Membership

The Club will:

- Offer a range of membership categories to suit different needs (e.g. adult, junior, family, student, social, off-peak, etc.).
- Maintain affordable pricing consistent with charitable status and community benefit.
- Provide financial support or hardship assistance where appropriate, to ensure no one is excluded due to cost.
- Make facilities and activities accessible to individuals with disabilities wherever practicable.

c) Community Presence

- Strengthen SCTCC’s profile as a community hub by hosting local events, charity tournaments, and school partnerships.
- Maintain strong links with local authorities, governing bodies, and community organisations.
- Use the Clubhouse and bar as welcoming social spaces for members and the wider community.

6. Membership Retention Actions

To retain members and encourage long-term engagement, SCTCC will:

- Maintain well-managed, high-quality facilities for all sports.
- Provide clear communications and updates via email, social media, and noticeboards.
- Encourage member feedback through surveys, suggestion boxes, and annual reviews.
- Recognise and celebrate member achievements and contributions.
- Support social events and inter-section activities to build a community across Cricket, Croquet, Tennis, and Social members.
- Provide structured coaching, competitions, and development programmes to keep members engaged and progressing.
- Ensure that all members are welcomed, supported, and always treated with respect.



7. Membership Data and Renewal

- Membership records will be maintained securely in accordance with data protection regulations (UK GDPR).
- Renewal reminders will be issued in advance of each season, with flexible payment methods to aid retention.
- Data will be used to monitor trends, track growth targets, and identify at-risk groups (e.g. lapsing members).

8. Monitoring and Evaluation

The Trustees will:

- Review membership numbers annually across all sections.
- Set annual membership growth and retention targets as part of the Club's business and development planning.
- Evaluate recruitment activities and membership initiatives and adjust strategies accordingly.
- Include membership statistics and outcomes in the Annual Report to members and regulators.

9. Communication and Culture

- Promote a welcoming, inclusive and family-friendly environment.
- Encourage all sections to act collaboratively, working together positively with respect and consideration and collectively promoting the Club as one organisation.
- Ensure new members are properly welcomed and introduced to relevant section leaders, captains, or teams.
- Provide clear information on club policies, safeguarding, and volunteering opportunities.

10. Review

This policy will be reviewed every two years or sooner if there are significant changes in club structure, membership trends, or Charity Commission guidance.

Approved by the SCTCC Trustees

Date of Approval: 31st March 2026

Review Date: Bi-Annually or as required