



# Affiliated Club Conference

**2017**





# Modernising your Revenue Collection

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# Revenue Collection

- Traditional methods:
  - Cash
  - Cheque
  - Standing order
- Modern methods:
  - Direct Debit
  - Web based payment
  - PDQ machines
  - Smartphone payment

# Revenue Collection

- Membership demographics mean that you need to embrace the majority of these methods to suit the demands of across your membership.
- There are Pros and Cons for each.
- Software service providers manage membership database.
- Team up with payment providers to manage DD.
- May provide some solutions for GDPR responsibilities.

# Revenue Collection – Case Study

## Glossop SC

- Uses Online software company [WebCollect](#) to manage membership database and sale of merchandise:
  - Online membership application and renewal forms as well as berths / contact details
  - Payment methods include: cheque/cash/DD.
  - Users have their own account with a username and password (includes a dashboard for them to see all their details/purchases etc.).
  - Online DD payments handled via GoCardless, a partner company to Webcollect. Their systems are integrated, so WebCollect is kept live with the status of all payments. A daily email shows the transactions made, along with any issues needing investigation, like cancelled DD mandates at the member's bank.
  - Transaction costs of 1.5% - 1% per transaction to GoCardless and 0.5% to WebCollect = £100 spend club receives £98.50.
- **Benefits:**
  - Last financial year 60% of its income came in via Direct Debit using GoCardless.
  - Clear audit trail – saving time.
  - Security of data – club cannot access member's bank details.
  - Lower point of entry = less upfront costs for members.
  - New members generally more accepting of using DD.

# Modernising your Membership offer

- Catering for different types of memberships
  - Traditional club members – paying subs annually and performing duties. Often boating owning. Voting Members.
  - Membership that allows individuals to pay monthly and includes free equipment and discounted tuition. Adults/Children. Voting Members. QMSC call this ‘Select Membership’.
  - Membership catering for people who wish to pay to go out sailing with no other commitments to the club. Non-voting Members.

# Modernising your Membership offer - Case Study

## Queen Mary Sailing Club – Select Membership

Select Membership was introduced by QMSC in 2003 as a response to the rising costs and commitment of boat ownership

- based on a gym style membership

Imagine a gym expecting you to:

- buy a second hand treadmill for £2,500 & maintain it
- pay £350 annual membership to access the gym
- £150 to park your treadmill in the gym
- And carry out a regular duty e.g. clean the changing rooms!!
- *Total £3,000 upfront ...thank you...*

Replace treadmill for dinghy, gym for sailing club, and this is the traditional entry into many sailing clubs

# Modernising your Membership offer - Case Study

## Queen Mary Sailing Club – Select Membership

### Concept:

A gym style membership at a sailing club

Monthly direct debit membership

Options with or without tuition.

- RYA training courses in sailing and/or windsurfing included (optional)
- Unlimited free equipment hire (10 lasers, 6 D/H, 2 Cats + WS kit)
- Discounted 1:1 tuition (45%)
- Use of wetsuits, buoyancy aids, harnesses and helmets
- Support and advice from team + Weekend launch and recovery team

Adult sailing and windsurfing

Hassle free without the time and costs involved in owning your own equipment.

QMSC currently has 142 Select members – sharing use of 16 boats

**30% of QMSC membership income comes from 4% of boat park space**





# Modernising your Membership offer - Considerations

- Club owned boats – if you have boats sitting around you may as well put them to use.
  - Small grants (up to £10k p/a)
- RTC status.
- Requires a business plan.
- May require investment.
- Someone to own the scheme (relevant expertise).
- Need to role kit on regularly (requirements for selling grant funded equipment on).

# Modernising your Membership offer - Considerations

- Booking system.
- Sit along side the categories/type of memberships you currently have. Its an addition to your offering not a replacement.
- May need to amend governing documents.
- Insurance.
- Lease implications.
- CASC implications.
- General Licensing e.g. alcohol.

# Modernising Revenue Collection

## Further Information:

- Can be obtained from the Legal Team –  
Email: [legal@rya.org.uk](mailto:legal@rya.org.uk) Tel: 023 8060 4223
- We have produced detailed Guidance on:
  - [The Collection of Membership Subscriptions](#);
  - [Payment of Membership fees by instalments and the Consumer Credit Act](#); and
  - [The Payment Card Industry Data Security Standard](#).