

Special offer for England Squash & Racketball members...

Take advantage of our Membership
Retention and Recruitment Package:



Membership Validation System

Use the system which The Manor at Ilkeston use, at NO cost!

- ★ FREE MVS membership validation and retention software
+ ongoing support
- ★ 500 membership cards and swipe reader
- ★ Includes online court booking facility
- ★ Online sign-up page added to your own website

Claim your
FREE MVS
package,
worth over
£700!

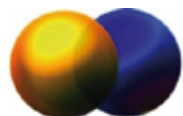


GymBase is our email-based **recruitment campaign service**. Up to 5000 high-impact personalised emails sent 3 times to opted-in targeted people in a close radius to your club.

Packages available at just £495 per campaign
+ a money-back guarantee!

PLUS Ashbourne provides regular tips on recruitment, retention and marketing...

To take advantage of this offer, please call Ashbourne on 0871 271 2088,
quoting this reference: **squ eng 47**



A.S.H.B.O.U.R.N.E.
MEMBERSHIP MANAGEMENT



RACQUETS CLUB ADVISOR

from Ashbourne

Hello from Grant Harrison...

I am the sales manager for Ashbourne and I'd like to share with you some ways in which we believe we can help to take the hassle and worry out of the payment collection side of your business.

In this issue, there is a case study on how a Midlands-based health and racquets club has been able to transform the way in which membership payments are handled by switching to Ashbourne.

Also, we are able to offer some special deals to racquets clubs around the UK - for full details see the back page.

Ashbourne Management Services is a leading provider of membership management services for all types of gyms, racquets and health clubs across the UK.

If you would like Grant Harrison to visit your club or require more information please visit www.ashbournemanagement.co.uk or call us on **0871 271 2088**.



GRANT HARRISON
NATIONAL ACCOUNTS
MANAGER



FIRST EDITION

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Case Study: The Manor Health and Racquets Club in Ilkeston



Ashbourne Membership Management has always had close links with many racquet clubs around the country but now with some enhanced services on offer, these relationships have gone from strength to strength.

The Manor Health and Racquets Club in Ilkeston has been looking after its members for more than 30 years. However, unreliable payments and the uncertainty of who was paying were causing a real burden for the club.

When new manager Pete Goodings moved from his role at England Squash and took over as manager of the club he was determined to have systems in place that made the club profitable whilst also providing a great service for its members.



"When I took over I was surprised at how inconsistent the service was from another third party collection company. I understood the benefits of outsourcing our payment collection but really needed a more professional service. Ashbourne have provided just that," says Pete.

Ashbourne took over the direct debit run for Pete, even though some of his members had been on the same contract for years. Here are Pete's comments about the whole experience -

"Most of our members had been with the club for 20 years or more, so I was very concerned about upsetting the applecart but I knew that for the club to grow it had to move on.

The process was very straight forward and Ashbourne helped us every step of the way. All our members are now on a secure contract and their system of

monthly payment collection works very smoothly.

If any members miss a payment Ashbourne deal with everything, from contacting the member right the way through to collecting arrears and re-establishing the direct debit.

This was important for me - occasionally some people fall behind on payments or stop their direct debit and I needed to know that these people would be pursued. I did not want to have to do this in house as I wanted all my staff to be focused on developing the services of the club and helping our members.

Ashbourne also offered me an entry swipecard system which has been installed on the reception desk.

This shows the current payment status of each member when they come into the club via a real-time internet link plus it displays which type of membership they are on.

It gives me clear data on the usage patterns of members in the club. I'm also able to use this to target particular members to get them to upgrade their membership.

The big advantage of this system is that it saves our reception staff a

a great deal of time which they can use to concentrate on booking court times and dealing with new prospects, plus it's FREE!"

Ashbourne have also added a unique 'join online' link to the club's website, www.themanorhealthandrackets.co.uk.

"This makes it easy for people to sign up to the club at any time, 24/7" comments Pete.



The MVS entry swipe system is available to all Ashbourne clubs, with the software provided FREE, along with a supply of membership cards.

Up until recently, smart swipecard entry systems were only seen in the national health club chains. However, MVS makes it easy for small independent clubs to offer the same level of professionalism and sophistication as their much larger rivals.

For more information on how Ashbourne can help save you time and money at your Health and Racquet Club contact Grant Harrison on 0871 271 2088.