

AGM Membership Proposals for Season 26/27

Background

During season 25/26 memberships were taken out via the Highland Rugby Football Club website. Members selected the membership they wanted to purchase and Shopify facilitated the payment. There was no facility for staged payments.

During this season the club have moved membership data and the application process to MemberMojo. The cost for this MemberMojo database annually is £175. It was recommended to the club following consultation with other rugby clubs. Each manual card previously printed cost in the region of £1, with over 400 cards being printed. Often the cards would sit in the cabin with members not collecting them. No membership cards were issued to juniors.

With MemberMojo an electronic card will be sent to all paid members including under 18s. This should reduce any confusion about who has a membership and who does not, a significant issue this season as digital cards can be saved into the wallet on a phone.

Prior to the commencement of season 26/27 renewal notices will be sent to all current members with an invitation to renew the membership by a simple click and pay process. New members will still go to the club website, select the membership screen and then be taken to MemberMojo.

Membership Income

Income from membership this year is £56987. This compares to £64265 last year and £53572 the year before. Brief analysis of the membership income points to a reduction in juniors taking out memberships.

Current Membership Figures

Lifetime memberships	21
Senior players (including students)	91
Platinum Social (including playing vets)	137
Standard Social (including playing vets)	41
Family memberships (adult and junior)	282
Junior memberships	165
Total	737

Notes

- Figures are 95% accurate and based on email addresses provided. Of the Family members 136 are adult and 146 are junior.
- Total of 311 junior members -165 individual and 146 through family.

Current and Proposed Membership Categories Fees

Season	25/26	26/27
Lifetime members	N/A	N/A
Senior players	£150	£180
Student players	£ 90	£100
Platinum Social and Vets	£130	£130
Standard Social and Vets	£ 90	£90
Family members	£180	£200
Junior members	£ 90	£100

Note – VAT is payable on Platinum and Social memberships. All other categories are VAT free

The recommendation to the AGM is to increase membership fees for season 26/27 as above.

Gate entry for non members will remain at £10. Social and adult family members will have a reduced gate entry which will remain at £6.50.

Alternative Membership Categories and Fees for Season 26/27

Proposal 1

It is suggested that the existing four categories Platinum Social and Vets memberships (137@£130) and Standard Social and Vets memberships (41@£90) be merged into two:-

- a Social Season Ticket for £120 (£100 plus VAT)and
- a Vets/Adult Social Rugby membership for £120 .

The season ticket for Vets, if put in place for season 26/27, would be strongly encouraged, to promote health and wellbeing in line with our Core Values. The Vets season ticket would be a playing membership which gives members free access to walking and touch rugby sessions, club insurance as well as all club benefits including free access to all home games.

The Social Season ticket would be for those members who join for the social side and include free access to all home games plus other club benefits.

The price has been fixed to encourage more to join and play social rugby and/or support the Club on matchdays.

Proposal 2

A new membership category of Team Manager/Coach should be introduced at a rate of £60.

This new category is to increase the take up of membership by Team Managers and Coaches. The membership would include free entry to all home matches in support of their ongoing professional development and all club discounts. The club would continue to support ongoing coaching tickets and development opportunities which would in turn support the skills development of all the players. (Membership of coaches via Family membership would remain an option in the alternative, but without free match entry).

Instalment options

The club was unable to offer instalments payments last year as we did not meet credit criteria. Feedback from within the club suggests this may be a contributing factor to a reduction in junior memberships. There will be a new option for all members to pay in 3 instalments this year via Paypal. Members who use Apple pay and Google pay will also have their own option to pay in instalments via Klarna.

Anyone who finds themselves with financial difficulties should contact our membership secretary Julian Innes on membership@highlandrugbyclub.com. Any information will be treated in the strictest confidence.

Payment deadline

Memberships will require to be taken out by the end of September 2026. As a significant income stream, the club needs to identify early in the season what funds will be available so that it can plan and budget. Chasing memberships places another burden on volunteers. Those who do not have membership in place by that date will not be eligible to represent the club in competitive matches.

Julian Innes
Compliance and Memberships