

MEMBERSHIP ANALYSIS 2015

This Membership Analysis is presented to Council as a supporting document to the Board's proposals on Membership rates. It is essentially the same document template as last year, with the removal of the attempt I made last year to project figures to the end of the season, and addition of an alternative analysis of renewals and an age analysis.

The projection to the end of the season was necessary last year because of the complication of substantial numbers of legacy memberships falling due between the date of the analysis and that date. As can be seen from the first page of the attached, this problem has now resolved itself, two or three months in advance of the anticipated time.

The analysis of renewals includes the data I was specifically requested to provide on the retention rate of members taking advantage of the Free Junior Silver offer. Having produced that data I felt that it would be of more value if I were to produce comparable data for retention rates for other classes of membership.

The age analysis is a first attempt, and should be regarded, more than the remainder of the document, as provisional data. It shows a number of anomalies, with junior members both apparently too old for that category, and also holding adult memberships unnecessarily. I have not yet had time to pursue these issues, which may reflect inaccuracies in data on dates of birth. I hope to be able to investigate this between now and the date of the meeting, and will give a verbal update on the position.

Dave Thomas
ECF Director of Membership

CONTENTS

- Current Membership, as at 1 March 2015
- Renewals Analysis, membership category at 31 August 2014 vs current category

The demographic analysis is made using membership at 31 August 14 and, where appropriate, comparing against the August 2014 grading list

- Activity analysis: number of games played by each category of member
- Grade analysis: median grade, and upper and lower quartiles, of each category of member
- Geographical analysis: members in each category in each County compared to number of active players on grading list
- Age analysis: age profile of members with known date of birth in each category

Current

Category v Expiry

Membership as at 1 Mar 2015

Cat	Mar to Jun 15	Aug 15	Aug 16	Aug 17	Life	Total		
1. Jnr Bronze		212	8			220	2.38%	
2. Jnr Silver (FREE)		312				312	3.37%	
3. Jnr Silver (paid)		477	29	10		516	5.58%	
4. Jnr Gold		369	44	19		432	4.67%	
5. Jnr Platinum		4	1			5	0.05%	
Jnr Total	0	1374	82	29	0	1485	16.05%	
6. Bronze		3616	126	41		3783	40.89%	43.27%
7. Silver		1858	107	46		2011	21.74%	30.69%
8. Gold	1	1451	189	149		1790	19.35%	24.02%
9. Platinum		107	12	17	46	182	1.97%	2.02%
Adult Total	1	7032	434	253	46	7766	83.95%	
Total	1	8406	516	282	46	9251		

8407

Renewals

Overall Renewal Rate

Total Membership at start of each month

Month	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Final
2013-14	3677	5380	7269	8218	8517	8935	9240	9433	9547	9678	9788	9868	9903
2014-15	4091	5763	7747	8447	8706	9042	9251						

Overall Retention Rate

Membership category on 1 Mar 2015 v 31 Aug 2014

2014:	1. Jnr Bronze	2. Jnr Silver (FREE)	3. Jnr Silver (paid)	4. Jnr Gold	5. Jnr Platinum	6. Bronze	7. Silver	8. Gold	9. Platinum	Total
Current										
1. Jnr Bronze	115	16	13	2			1			147
3. Jnr Silver (paid)	29	172	217	9			1	1		429
4. Jnr Gold	4	20	36	331	1					392
5. Jnr Platinum					4					4
6. Bronze	13	3	5	3		2822	215	46	1	3108
7. Silver	1		13	4		152	1500	54	5	1729
8. Gold	1	2	2	23		27	88	1485	19	1647
9. Platinum						2	5	5	159	171
Rejoined	163	213	286	372	5	3005	1809	1590	184	7627
Percent	57%	41%	71%	81%	83%	75%	83%	87%	88%	77%
Lapsed	125	302	115	86	1	1014	361	246	26	2276
Total	288	515	401	458	6	4019	2170	1836	210	9903

Free Junior Silver Retention Rate

Membership category on 1 Mar 2015 of those holding Free Junior Silver on 31 Aug 2014

Age at 1/9/13:	5	6	7	8	9	10	11	12	13	14	15	16	17	Total
1. Jnr Bronze				2	1	1			2	5	3	1	1	16
3. Jnr Silver (paid)	2	7	6	32	27	23	25	26	6	9	1	5	3	172
4. Jnr Gold		1	3	6		3	5	1	1					20
6. Bronze						1		1			1			3
8. Gold					1				1					2
Rejoined	2	8	9	40	29	28	30	28	10	14	5	6	4	213
Percent	67%	62%	39%	62%	46%	42%	35%	43%	29%	42%	19%	30%	33%	42%
Lapsed	1	5	14	25	34	39	56	37	25	19	22	14	8	299
Total	3	13	23	65	63	67	86	65	35	33	27	20	12	512

figures exclude three members (lapsed in 2014-15) whose age is not recorded

Activity

Category v Standard Play Activity

Membership as at 31 Aug 2014 v August 2014 Grading List

Mem Cat	nil	1-4	5-9	10-16	17-27	28+	Total
1. Jnr Bronze	56	75	74	50	24	9	288
2. Jnr Silver (FREE)	304	71	65	44	17	14	515
3. Jnr Silver (paid)	78	36	75	73	67	72	401
4. Jnr Gold	51	11	30	42	63	261	458
5. Jnr Platinum	1			1		4	6
6. Bronze	241	411	809	1178	1028	352	4019
7. Silver	123	92	210	398	646	701	2170
8. Gold	128	60	147	231	352	918	1836
9. Platinum	52	9	16	22	46	65	210
Total members	1034	765	1426	2039	2243	2396	9903
List total		2160	2611	2548	2401	2437	12157
Percentage		35.4%	54.6%	80.0%	93.4%	98.3%	81.5%

Category v Rapidplay Activity

Membership as at 31 Aug 2014 v August 2014 Grading List

Mem Cat	nil	1-4	5	6	7-12	13 +	Total
1. Jnr Bronze	171	20	14	24	21	38	288
2. Jnr Silver (FREE)	113	33	39	69	83	178	515
3. Jnr Silver (paid)	67	17	24	33	64	196	401
4. Jnr Gold	84	15	18	33	48	260	458
5. Jnr Platinum	2			1		3	6
6. Bronze	3284	320	51	99	181	84	4019
7. Silver	1201	124	87	246	250	262	2170
8. Gold	1008	92	58	148	185	345	1836
9. Platinum	151	8	6	12	17	16	210
Total members	6081	629	297	665	849	1382	9903
List total		1075	833	1502	1384	1815	6609
Percentage		58.5%	35.7%	44.3%	61.3%	76.1%	149.8%

Category v Overall Activity

Membership as at 31 Aug 2014 v August 2014 Grading List

Equivalent Games = Standard Games + Rapid Games / 2

Mem Cat	nil	½-3	3½-7½	8-14	14½-26	26½ +	Total
1. Jnr Bronze	27	44	72	81	44	20	288
2. Jnr Silver (FREE)	73	118	88	87	93	56	515
3. Jnr Silver (paid)	15	23	42	80	103	138	401
4. Jnr Gold	30	9	21	29	58	311	458
5. Jnr Platinum	1					5	6
6. Bronze	217	301	538	1198	1286	479	4019
7. Silver	69	63	144	341	692	861	2170
8. Gold	111	50	89	198	356	1032	1836
9. Platinum	50	8	11	21	42	78	210
Total members	593	616	1005	2035	2674	2980	9903
List total		3167	2578	3041	3023	3066	14875
Percentage		19.5%	39.0%	66.9%	88.5%	97.2%	66.6%

Grade

Category v Grade

Membership as at 31 Aug 2014 v August 2014 Grading List

Mem Cat	Standard Play			Rapid Play		
	25%	Median	75%	25%	Median	75%
1. Jnr Bronze	65	89	108	60	83	105
2. Jnr Silver (FREE)	67	82	99	45	68	87
3. Jnr Silver (paid)	73	96	119	71	94	113
4. Jnr Gold	109	138	165	107	134	156
5. Jnr Platinum	too few members for analysis					
6. Bronze	99	122	146	99	128	155
7. Silver	109	130	150	106	128	150
8. Gold	138	162	183	134	157	182
9. Platinum	131	155	180	118	155	38

Grade Cat	Standard Play			Rapid Play		
	25%	Median	75%	25%	Median	75%
*	64	103	142	18	65	119
E	86	119	153	45	91	133
D	93	124	156	57	102	142
C	108	131	155	85	121	154
B	112	136	159	85	120	154
A	118	142	167	79	108	140
X	128	151	174	91	113	142

Junior Players Only

Grade Cat	Standard Play			Rapid Play		
	25%	Median	75%	25%	Median	75%
*	37	64	95	0	28	59
E	59	82	108	19	43	72
D	66	88	110	32	58	89
C	87	113	139	55	87	119
B	87	106	131	60	93	121
A	109	129	154	70	93	120
X	130	148	170	82	100	123

Geo

Category v County

Membership as at 31 Aug 2014 v August 2014 Grading List

Excluding Inactive Members and those who cannot be allocated to a County

County	1. Jnr Bronze (FREE)	2. Jnr Silver (paid)	3. Jnr Silver (paid)	4. Jnr Gold	5. Jnr Platinum	6. Bronze	7. Silver	8. Gold	9. Platinum	Members	Graded	% Members	County
Merseyside	20	3		4		203	35	31	5	301	261	115.3%	CMER
Bedfordshire		14	2		1	29	15	21	1	83	72	115.3%	CBED
Greater Manchester	19	8		13	19	149	83	57	5	353	316	111.7%	CGRM
Leicestershire	7	18		7	3	130	41	24	5	235	218	107.8%	CLEI
Cleveland	4			2		76	24	10	2	118	111	106.3%	CCLE
Devon	8	11		17	2	94	68	27	2	230	217	106.0%	CDEV
Dorset	1	6		1		97	58	26	3	192	185	103.8%	CDOR
Greater London	1	23		16	10	119	85	91	8	354	344	102.9%	CLON
Norfolk	9	11		5	1	80	66	15	2	189	185	102.2%	CNOF
Lancashire	16	1		13	3	115	83	50	3	284	279	101.8%	CLAN
Staffordshire	7	6		25	7	186	67	31	6	336	331	101.5%	CSTA
Warwickshire	12	4		4	10	308	73	63	8	482	484	99.6%	CWAR
Worcestershire	2	1		1	4	58	33	21	3	123	124	99.2%	CWOR
Somerset		6			7	74	58	19	3	167	169	98.8%	CSOM
Cornwall	4			1		51	17	2	1	76	77	98.7%	CCOR
Durham	1	3		2		50	43	16	1	116	118	98.3%	CDUR
Cumbria	3	2		4		33	38	11		91	94	96.8%	CCUM
Nottinghamshire	9	5		15	10	100	56	29	6	230	240	95.8%	CNOT
Shropshire	1	1		5	1	44	44	15	1	112	117	95.7%	CSHR
Hampshire	5	3		3	3	76	70	33	5	198	212	93.4%	CHAM
Hunts & Peterborough				1	1	26	21	10	1	60	65	92.3%	CHUN
Lincolnshire	10	9		5	1	63	23	14	3	128	139	92.1%	CLIN
Northamptonshire	1			8	5	38	10	17	1	80	87	92.0%	CNOA
Bristol & District	5	2		4	3	91	66	37	3	212	232	91.4%	CBRI
Buckinghamshire	3	15		3	10	28	21	31	4	115	126	91.3%	CBUC
Derbyshire	2	1		1	1	47	26	25	1	104	114	91.2%	CDER
Herefordshire						14	1			15	17	88.2%	CHEF
Essex	14	19		19	15	295	74	71	15	522	596	87.6%	CESS
Suffolk	2	23		6	6	40	35	36	1	149	171	87.1%	CSUF
Cheshire & N.Wales	21	5		13	2	112	69	39	3	264	308	85.7%	CCNW
Gloucestershire	4	3		3	9	51	18	13	1	102	120	85.0%	CGLO
Kent	13	16		12	31	149	72	73	5	371	438	84.7%	CKEN
Cambridgeshire		3		8	6	11	20	25	1	74	89	83.1%	CCAM
Oxfordshire	9	45		17	16	78	62	52	1	281	345	81.4%	COXF
Surrey	27	85		32	95	190	83	214	20	746	933	80.0%	CSUR
Wiltshire		7		4	2	27	28	14		82	108	75.9%	CWIL
Northumberland	8	1		19	3	64	51	16	3	165	224	73.7%	CNOU
Berkshire	4	14		13	23	68	22	50	4	199	271	73.4%	CBER
Middlesex	15	64		44	82	190	104	216	25	740	1010	73.3%	CMID
Sussex	12	33		15	29	123	55	68	11	346	479	72.2%	CSUS
Hertfordshire	6	24		22	21	129	76	48	6	332	468	70.9%	CHET
Yorkshire	3	6		8	12	96	141	101	10	377	571	66.0%	CYOR
Total	288	501		397	454	6	4002	2135	1762	189	9734	11065	88.0%

Age

Category v Age

Membership as at 31 Aug 2014 v August 2014 Grading List
Excluding Members for whom no Date of Birth is available

Birth Year	1. Jnr Bronze	2. Jnr Silver	3. Jnr Gold	4. Jnr Plat	5. Bronze	6. Silver	7. Gold	8. Platinum	Total
1919					1				1
1920					1			1	2
1921								1	1
1922					1				1
1923					1	1		1	3
1924					2	2	1		5
1925					2				2
1926					4	2			6
1927					3	1	1	1	6
1928					9	4	4		17
1929					7	3	1		11
1930					19	3	2	1	25
1931					14	4	1	1	20
1932					23	13	5	2	43
1933					27	8	4	2	41
1934					21	7	6	3	37
1935					41	9	4	6	60
1936					22	27	12	2	63
1937					28	24	2	2	56
1938					34	7	13	3	57
1939					33	17	16	5	71
1940					42	18	11	2	73
1941					29	23	10	5	67
1942					46	13	20	5	84
1943					49	29	16	4	98
1944					41	29	22	6	98
1945					44	39	26	3	112
1946					73	39	29	6	147
1947					75	51	28	9	163
1948					61	44	39	4	148
1949					66	52	28	2	148
1950					51	51	33	4	139
1951					61	38	31	7	137
1952					54	52	37	3	146
1953					52	39	37	1	129
1954					61	36	46	4	147
1955					65	45	42	4	156
1956					61	43	37	5	146
1957					61	58	55	6	180
1958					61	51	47	5	164
1959					55	49	42	4	150
1960					42	52	55	5	154
1961					44	46	45	1	136
1962					72	41	54	7	174
1963					50	53	42	2	147
1964					72	42	54	5	173
1965					50	30	41	5	126
1966					40	44	44	2	130
1967					31	36	51	2	120
1968					53	33	40	3	129
1969					36	47	30	4	117
1970					44	32	30	1	107
1971					38	33	31	3	105
1972					25	23	24	1	73
1973					25	26	30	4	85
1974					17	21	31	1	70
1975					26	23	30	1	80
1976					29	15	24	1	69
1977					26	22	27		75
1978					15	26	33	1	75
1979					20	27	38	2	87
1980					29	29	26	2	86
1981					24	19	26		69
1982					26	16	25	1	68
1983					16	26	15	1	58
1984					31	17	19	1	68
1985					20	18	23		61
1986					20	23	19	1	63
1987					26	14	29		69
1988					18	16	19		53
1989					23	11	20		54
1990					16	11	16		43
1991					17	9	15		41
1992					23	14	17		54
1993			1		21	13	18		53
1994	1	1	5		22	17	15		61
1995	11	6	15		19	7	6		64
1996	22	21	37		1	2	2		85
1997	29	33	39		2	1	1		105
1998	25	36	36		2	1	1		101
1999	40	65	46		1	1			153
2000	41	64	44	1	1				151
2001	35	99	50	1	34	23	13	1	256
2002	28	143	65	1	3	4	2		246
2003	25	125	41	3	3	4			201
2004	18	110	35		2	4	2		171
2005	1	104	27		2	3	3		140
2006	1	68	12			1			82
2007	2	26	4			1			33
2008	1	9							10
2009		2							2
Total Result	280	912	457	6	2558	1908	1794	178	8093