

Charnwood AC – Membership category update for AGM

Membership of Charnwood AC is according to the club's constitution and four categories are included:

1. Active member
2. Associate member
3. Honorary life member
4. Day member

Most members of Charnwood AC fall into categories 1 and 3. Associate membership is not presently used, and day membership is only used for non-members at training nights.

A new membership category is proposed for adoption by an amendment to the club's constitution at the 2018 AGM – Contributing member, to replace the associate member category.

Concept

The new membership category is proposed to recognise that although club officials, team managers, coaches are volunteers, the club would not exist without their contribution. As an amateur club, it is undesirable to change the ethos and include payment for delivering most club services. Instead it is proposed that members that contribute to the success of the club as outlined below would be permitted a small number of benefits to recognise their input.

Expected benefits

- By recognising and allowing small rewards for those that contribute to the club's success it is hoped that more people will be encouraged to make a personal contribution to the running and success of the club
- Sustainability of the club is enhanced
- Contributing members feel recognised and rewarded for their efforts

2018 Contributing member category definition

- A new membership category of "Contributing member" replaces the previous associate member
- Contributing members are defined as:
 - Anyone who holds a formal management committee post, coaches or volunteers on more than 10 occasions per annum for the club
 - Volunteering includes the tea bar, technical officials, open events organisation/operation, award evening organisation, social event organisation but does not include ad-hoc volunteering at league events (this is part and parcel of taking part)
- Contributing members receive a 50% discount on their membership subscription to the club
- Contributing members must pay the England Athletics fee if they wish to compete for the club
- Contributing members receive a 50% discount on up to 5 entries to Charnwood AC open events
- Contributing members can nominate up to one ADDITIONAL member of their immediate family to benefit from the reduction in club subscriptions and entry fees

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as outlined above (immediate family is defined as parents, grandparents, siblings, children and grandchildren as appropriate) – referred to as the Beneficiary Member

- Contributing members receive free tea/coffee/hot chocolate/squash as is currently the case for coaches (this benefit is not extended or transferable to immediate family members)
- Contributing membership status shall be requested annually based on evidence of meeting the criteria outlined above (to be ratified at the sole discretion of the Charnwood AC management committee). Once granted the status will apply for the next membership renewal only and will not be backdated.

Risks

- These proposals will make an impact of the club's revenue income from membership, open fees and tea bar receipts. If a larger than expected number of people successfully apply to become Contributing members, this could adversely affect the club's financial position. The mitigation for this risk would be to reduce the scale of the benefit in future years.
- The proposed new category may be complex to administer when transferring benefits – Contributing members must nominate their one additional beneficiary at the time of their request for Contributing member status
- Any new membership system should be capable of expansion to include the Contributing member and nominated beneficiary status
- Administering a discount for Open event entry may not be possible, in which case Contributing members can apply annually for a rebate of their open entry fees discount at the end of each open season.

Implementation strategy

- Place the changes to the club's constitution and management/membership policies to an AGM vote
- Request Contributing members to apply for the status by end January 2019 for approval by the Management committee ahead of the 2019 membership renewal cycle
- Contributing members can apply throughout the year but they will not gain the membership cost and open fee benefits until the following membership year. Tea bar benefits shall be available immediately.
- A Contributing membership card may be introduced if appropriate.

Proposal

Members are requested to adopt the proposed amendments to the club constitution to allow the Contributing Member category to be enabled as outlined in this document.

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