

Worcestershire County Cricket Club

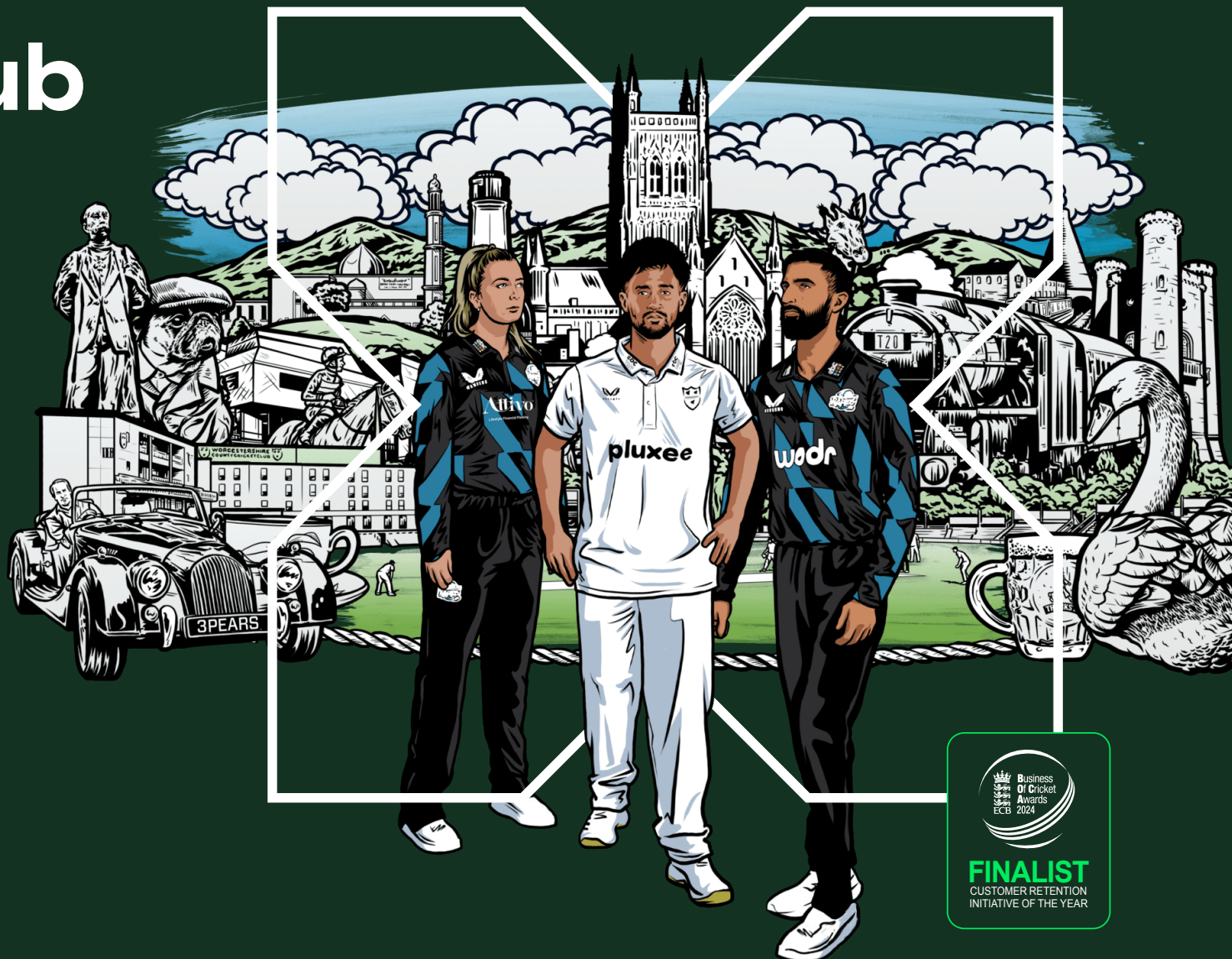
Putting member
wellbeing at the
heart of everything

A first-of-its-kind partnership,
driving membership uptake
through fan wellbeing.

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FINALIST
CUSTOMER RETENTION
INITIATIVE OF THE YEAR

Meet Worcestershire County Cricket Club.✕

Founded in 1865, Worcestershire County Cricket Club has a long and rich heritage within its community.

The club played in the Minor Counties Championship Division during the 1890's and won three times! In 1899, the Club joined the County Championship, elevating its status within the cricketing community.

At the end of the 2024 season, the club retained their top-flight spot in the Vitality County Championship Division One for another season.

A top-flight club that puts people at the heart of everything.

Though based in the heart of Worcester, the Club's fan base stretches across the whole of the Black Country, and most fans are from Dudley rather than Worcester.

Recognising the demographical differences within their member base, Worcestershire County Cricket Club wanted to express their gratitude for their fans' loyalty by creating a membership package that enhanced every aspect of their wellbeing.



Fans bring their sports club to life. They're optimistic in the face of defeat, dedicated to their team's success, relentlessly committed, and considerate of their club's needs, even in times of financial uncertainty.



Oliver Bridges, Pluxee UK



Giving more with their membership, getting more from life. ✕

The cost-of-living crisis led to many Brits cutting back on their non-essential spending to afford life's essential items.

With many people cutting back on luxuries and hobbies, Worcestershire County Cricket Club identified a risk to their member base. Committed members and fans are essential for any club's future, and Worcestershire County Cricket Club wanted to ensure their members saw the value in staying with them.

Before the 2024 season began, the Club approached us to explore how they could offer members more. Their ambitions went beyond member numbers; the Club wanted to recognise member loyalty by helping them get more from life.

The Brief. ✕

It was clear from the first conversation that people and community were at the core of Worcestershire County Cricket Club's ambitions. Still, to make the desired impact, the Club needed to be financially stable.

Worcestershire County Cricket Club approached us with three clear goals:

1. Retain current members.
2. Attract new members.
3. Ensure members get the best value.



A fourth ambition came into play born from the question:
Can the benefits included in the membership package offset the cost of membership for a whole season?

Worcestershire County Cricket Club's membership packages start at £20 and go up to their Premium Elite package, starting at £740.

These inclusive packages make cricket accessible to all, and the lowest cost package is exclusive to those who live over 40 miles from the New Road stadium and face more expensive travel costs.

Each package comes with different access and perks, but the Club was adamant that every member, regardless of how much they pay, should have the opportunity to make life more affordable and enjoyable.



Providing Best Value!

Attractive and high-value membership packages are essential for retaining and acquiring new members. Worcestershire County Cricket Club understood that by achieving their third goal (providing the best value), they'd positively impact their long-term retention and growth ambitions.

The beginning of a first-of-its-kind membership initiative...

Worcestershire County Cricket Club wanted to do more than dangle a carrot. They wanted to significantly and meaningfully improve members' lives and provide opportunities for growth within the local community.

The start of a ground-breaking three-year partnership...

As thought leaders in the engagement, wellbeing, and membership space, the Club challenged us to create a cost-effective membership offering that would enhance members' financial, mental and physical wellbeing.



I've really enjoyed having the member card. The cashback on my purchases is a nice touch, especially when I'm grabbing food and drinks at the ground. Plus, knowing that part of my spending goes to grassroots cricket makes it feel like I'm giving back. It's a great way to support the sport I love!



James H., Dedicated Fan



The cashback membership card has successfully delivered significant value to Worcestershire County Cricket Club's members, resulting in total cashback earnings of over **£8,000.**



The Initiative: Financial Wellbeing. ✕

Worcestershire County Cricket Club wanted to ensure members could stretch their money further at the stadium, within the community, and with a host of the UK's favourite brands and retailers.

We have a long-established, unique, and industry-leading cashback programme that enables members to earn cashback from over 80 retailers, both online and in-store.

The Club immediately saw the value in offering this benefit to their members. To make an impact where it matters most, we added stores selling concessions, tickets, and merchandise at New Road stadium to our scheme, developing exclusive and bespoke partnerships with local businesses.

Driving spending within the local community and supporting the local economy!

To ensure members can earn cashback at every opportunity, the cashback card also acts as the membership card, offering both convenience in accessing the ground and financial incentives.

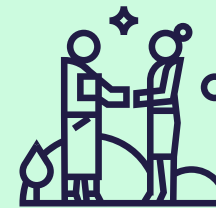
The Initiative: Mental Wellbeing. ✕

Worcestershire County Cricket Club has a rich history within the community. Sports fans are often their teams' most loyal, committed champions, experiencing the highs and lows beside the players.

With such intense emotional commitment, it's important to remember that cricket is often seasonal. There are long periods of downtime, and for some fans and members, this can be a time when they can't experience something that brings them joy.

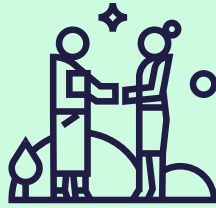
There's a strong sense of community with cricket, and when the season ends some fans experience isolation and loneliness.

Aware of this deep connection, Worcestershire County Cricket Club wanted to ensure that they supported members' emotional and mental wellbeing during the highs and lows of the season and in their personal lives.



GG During the 2024 season, Worcestershire County Cricket Club's members accessed essential support during challenging times, resulting in **2,000** member impressions from the app, website and via telephone support.





As an older member of the cricket club, I've always loved the community here, and I was pleasantly surprised when I learned about the emotional support available through our membership. Knowing there's someone to talk to when I'm feeling down has made a world of difference. It's comforting to have that resource at my fingertips. This club truly cares about its members, and that support has helped me feel connected and valued, even during the colder months.

Margaret H., Loyal Member



The Initiative: Mental Wellbeing. ✕

A commitment to member wellbeing...

To support mental wellbeing, we provided members with a confidential, free, 24/7/365, unlimited telephone access to a dedicated and professional 'in the moment' counselling service, offering direct, immediate emotional support, advice, and practical information. Members also benefit from an NHS-approved health management app, and access to a verified online resource library offered by Europe's largest mental health provider, Priory Group.

Reviewing the data to understand member needs...

Members' confidentiality is guaranteed when they seek the support of an Information Specialist or BACP-accredited counsellor. Anonymous insights from the service show that loneliness, depression, anxiety, and daily life support were the key reasons members were seeking support.

The Initiative: Physical Wellbeing. ✕

Exercise is an effective way to keep our wellbeing and physical health high. It also offers an opportunity for social connection. The average cost of a gym membership in the UK is £47.24 per month, £566.588 per year.

This price tag makes gym access unattainable for many people.

Worcestershire County Cricket Club understands the value of getting more active. As part of the membership package, it provides gym and fitness discounts, including bootcamps, classes, and online digital programmes.

This inclusive approach to physical wellbeing ensures all members can benefit.

Members can access 20 different activity centres within a ten-mile radius of the New Road stadium including gyms, fitness and leisure centres, golf clubs and spas – increasing to 56 in a 20-mile radius.

Worcestershire County Cricket Club's fans live within Worcestershire and the surrounding Black Country area, so there's plenty of choice – especially when we consider the online platforms members can access from home.



During a series of member forums, we discovered what Worcestershire County Cricket Club's members were using their gym discounts for:



-  Save money on a pass that gave access to two Worcestershire golf courses.
-  To save money on family swimming lessons.
-  One member saved over £100 on their gym membership.



Cost-Neutral Memberships. ✂

What of Worcestershire County Cricket Club's fourth ambition?

Can members earn enough cashback and save enough money to offset the cost of their membership?

Let's explore the example of the weekly shop for a family of four, which averages at £129.

If fans used their membership cashback card at a participating supermarket offering 4% cashback (as an example), they would earn £5.16 every week.

That's £268.32 cashback in one year and only one area of their regular spending. Let's not forget that we partner with over 80 retailers offering up to 15% cashback, and Worcestershire's members can also earn cashback at the stadium.

Combine this example of cashback with the fan who saved £100 on their gym membership, and that's an annual pot starting at £368.32, which could absolutely cover the cost of a Worcestershire County Cricket Club Membership package!



This ground-breaking partnership with Pluxee UK will bring a multitude of benefits to our Members and grassroots cricket within Worcestershire.



Joe Tromans, Head of Commercial and Partnerships, Worcestershire County Cricket Club

Giving back to the community. ✕

The cashback scheme puts the local community first by encouraging Worcestershire County Cricket Club's members to spend within the stadium and with local businesses.

Every penny spent with an exclusive cashback partner directly benefits the community the fans live in. The Club has a long history in cricket, is a pivotal part of the community, and is invested in the future of the sport.

Enriching individuals and the community...

A standout feature of the cashback programme is that a portion of its earnings is directed to the Worcestershire Cricket Foundation, which supports grassroots cricket development across Worcestershire.

Every time a member earns cashback by using their member card, the Foundation also receives vital funds.

Putting the power to support the future of the sport they love in the fans' hands strengthens their connection with the Club, enhancing their emotional wellbeing.

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The cashback programme is fantastic!

It feels good to earn rewards while enjoying a day at the cricket.

I love that some of it goes to the Worcestershire Cricket Foundation; it makes me feel more connected to the community and the club.



Omar K., Dedicated Fan



“People come here, and whether it's for sport, entertainment, or parties, they come here and have a great time. Ultimately, we want to produce great experiences for everyone who comes to New Road.”

**Ashley Giles, CEO,
Worcestershire County Cricket Club**

Driving fan activation. ✖

It is possible to use cashback earnings and fitness discounts to **offset the cost of annual membership** with Worcestershire County Cricket Club.

Can you get better value than that?

The potential to earn cashback and enhance mental and physical wellbeing is in the power of the members' hands. It truly is unlimited, but fans must use their benefits to reap the positives.

Our partnership with the Club is a first of its kind in cricket, and since many fans have been with the Club for years, we knew it was essential to drive activation of their cashback cards and educate and engage them with their new membership benefits.

We built the Club's membership initiative by understanding the end-to-end member journey and optimising every touchpoint for an exceptional experience.

Creating a buzz and driving member engagement!

Members must engage with their perks to experience the benefits of them.

Cashback stretches money further, EAP supports mental wellbeing and discounted gym memberships help fans get healthy.

Worcestershire County Cricket Club offers a holistic wellbeing solution as part of its membership and encourages activation and engagement.



Digital Content:

We supported Worcestershire County Cricket Club with its robust digital content strategy featuring tailored membership messages, including social media campaigns to keep fans engaged.



Competitions:

We activate fan interest in their membership offering through a variety of competitions. Our **'Score a Century'** competition gave one lucky winner £100! This was added to their membership card, giving them the chance to earn cashback on their prize.



Media Attention:

As official shirt sponsors, we were thrilled to join Worcestershire to launch their kit reveal - presented by Sky Sports' cricket commentator and presenter, Ian Ward.



Where partnership and sponsorship meet. ✕

As part of our additional sponsorship deal with Worcestershire County Cricket Club, we've partnered with them during the season to run exclusive Fan Forum events, giving members unique access to behind-the-scenes content, interactions with key figures, and other perks!

Bringing members into the inner workings of the Club and ensuring key figures are accessible emphasises Worcestershire's commitment to creating a community.



I can't say enough good things about my member card. The discounts are great, and I love how it encourages me to shop local. The health initiatives they've included are an unexpected bonus—it's nice to see the club prioritising member wellbeing.



Sophie L., Dedicated Fan

Practising what they preach!

The financial, mental, and physical wellbeing benefits create a robust and impactful membership offering.

Going that extra mile to create memorable experiences for the people at the heart of the club's success solidifies the club's commitment to people and community.

The Results. ✕

Worcestershire County Cricket Club had three core themes at the heart of our partnership: fans, community and the Club.

Their goals for their people were to provide exceptional value, enhance financial, mental, and physical wellbeing, and make New Road a place to belong.

Achieving Worcestershire County Cricket Club's ambitions...

Delivering value to their fans

- 👍 Over **£8,000** earned in cashback.
- 👍 Hundreds of pounds saved in individual gym memberships.
- 👍 **2,000** impressions on the mental health support service.
- 👍 An opportunity to offset the cost of their membership.
- 👍 A chance to enjoy more of what matters most through unlimited cashback-earning potential.

What about supporting the local community?

- 👍 Reporting data shows that members are earning cashback with retailers local to Worcestershire, which means they're spending within their community.
- 👍 A percentage of the over **£8,000** cashback earned supports grassroots cricket development.

For Worcestershire County Cricket Club?

8%
increase

Member retention rose from 84 to 92%
An 8% increase.

16%
increase

The Club's overall membership grew by 16%.



INTERGRATED MEMBERSHIP
AND CASH BACK VISA CARD



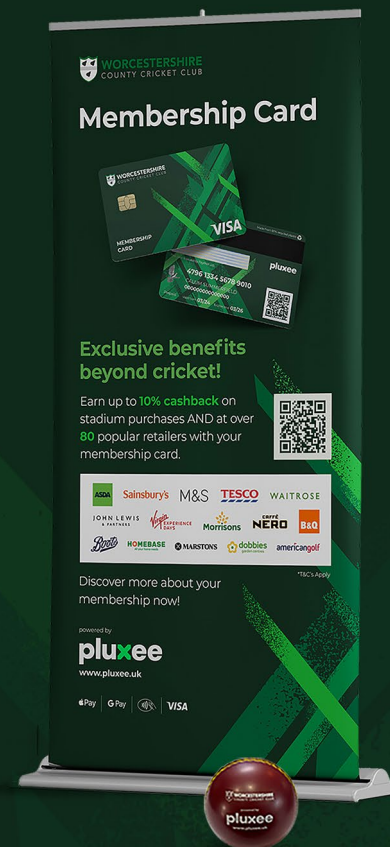
BESPOKE
WALLET CARD



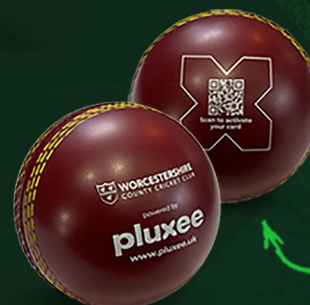
PROMOTIONAL
INFORMATION FLYERS



INFORMATION
PULL UP BANNERS



SPOT THE BALL ENGAGEMENT BOARD



DUAL BRANDED PROMOTIONAL
CRICKET STRESS BALLS



PROMOTIONAL
BEER MATS



Elevate your membership and loyalty schemes with a personalised branded solution.

A recent UK study revealed that **92% of consumers** are turning to **loyalty programmes** to make their money stretch further during the current economic climate.

Loyalty programmes are no longer just a perk; they're a **vital tool** for businesses to **build stronger relationships and drive customer retention**.

We're Pluxee UK, your trusted partner in enhancing business success and member satisfaction. Our branded prepaid loyalty scheme cards seamlessly integrate with your existing loyalty programmes, providing a flexible, secure, and rewarding solution that elevates the member experience and drives business growth.

Ready to take your membership and loyalty schemes to the next level?

Pluxee: More of what matters to you.

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