



Virtual Fisheries Forum 17/05/2022 (Modernising Your Angling Club Part 2: Clubmate).

Q&A session

Q. Will Pay Pal be available on this platform in the future for payment. If you don't want to store your credit card details, can you delete them and just add them when paying for a ticket?

A. (Kevin) Yes, you can still have PayPal, we use stripe because it is cheaper and you don't actually have to store your card details on there either. You can also use cash cheques if you wish. With stripe you get a statement every month and the money instantly goes directly into your clubs bank account as people buy memberships unlike PayPal.

Q. How long has the bailiff app been operational?

A. (Kevin) Since November 2021. Clubs are using this app for mobile day ticket payment/purchase also in combination with handheld card readers. Another feature is that your bailiffs can search names in the club's member database from the bankside to see an ID photo of the member registered to that account preventing people from being able to use someone else book or membership card when they are not actually a member.

Q. Is there any way of implementing/integrating more traditional means of purchasing a club membership like using tackle shop agents or local pubs etc with the clubmate system besides just online sales?

A. (Kevin) We don't want to take anything away from tackle shops and will work with them. People can fill in a paper-based form at the tackle shop which is then passed to the club's membership secretary who then fills it in to populate the clubmate database. We can offer QR code to tackle shops and even for the bankside where people can scan the code and go to an online form which they complete. Another feature we can provide is that after non-members have fished by buying a day ticket,

they can receive an automated email along the lines of “we hope you enjoyed your day ticket session on our club water, would you like to join as a full member?” which is good for boosting membership sales.

Q. When selling a day ticket to a visiting angler what information do they get?

A. (Kevin) A reply email with whatever venue information and fishing rules etc you wish day ticket anglers to know before fishing along with their electronic day ticket. Your bailiff can also see a list of tickets purchased.

Q. Can you automatically charge day tickets for anglers who order one for a given day but don't actually turn up to fish?

A. (Kevin) Yes, if you make your venue ticket only and pay in advance then should people not turn up you are not obliged to provide refunds. You can have a no-show policy as part of your terms and conditions of purchasing a ticket.

Q. Is the Clubmate software flexible to handle specific information the club requires or does it only do what is programmed?

A. (Kevin) Yes, there are more options in the clubmate system than our member clubs are likely to use. We can design new features if there were some specific needs not already covered (these may well take time to develop and test)

Q. Is there a facility to allow non-fishing guest tickets but still gather their information?

A. (Kevin) Yes, if somebody fills in their details on the system they can be logged as a prospective member where the club could access the prospective at a later date if they wish to connect.

Statement. Not a question, but a strong recommendation. I'm chairman of Holy Moorside Angling Club based near Chesterfield in Derbyshire. Our club have been using Clubmate for 2 years now, since following up an email link from The Angling Trust (thank you by the way). We find Clubmate a massive boost to the way we sell membership, and our membership has definitely increased since using it. If any club members are watching this presentation and are undecided whether to move over to Clubmate, take it from me, you will not be disappointed. Initially we had teething problems, but they were

soon overcome by help and advice from Owen at Clubmate. If ever we have any issues now, Clubmate soon advise us, by email or phone. I can't think of any reason not to adopt Clubmate. It is constantly evolving, with new ideas and ways to help anglers run their clubs. Thank you to Clubmate for all their help.

Q. Does the membership cost of £1.44 per member include the development cost of the Club specific pages?

A. (Kevin) Yes it does. We do have a minimum of 100 members due to the set-up costs, but that price does include everything. Training, set up, support package the lot! If you are less than 100 members as a club it does slightly increase the price but then the savings in stationary and postage etc still makes up for that. There is a [price calculator](#) on our website.

Q. To add to my original question, how many methods of payment is available to club members to pay for memberships or day tickets?

A. (Kevin) They can pay by debit or credit card, direct debit, cash, and cheques. If they are booking online for a day ticket on/near the day this will always be by debit/credit card because of the timescales involved but memberships can be paid for by any method.

Q. Is it possible to see a demo of the system working back of house?

A. (Kevin) Yes, I do one-to-one demonstrations with individual clubs because they all have individual needs. I am also putting together a resource centre of videos demonstrating what clubmate can provide. Contact me and I can cater a demo to your needs and availability.

Key contacts from this forum meeting:

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