



**MIDDLESEX
CRICKET**

MEMBERSHIP TRENDS

2021-2026

IN THIS DOCUMENT

1

MEMBERSHIP PERFORMANCE

An overview of overall membership health using key performance indicators.

2

MEMEBERSHIP GROWTH & REVENUE

An analysis of membership and revenue trends to evaluate overall performance.

3

MEMBER DEMOGRAPHICS AND LOCATION

An overview of the Club's member profile, including location distribution.

MEMBERSHIP PERFORMANCE

2026 MEMBERSHIP TOPLINE

TOTAL MEMBERS: 5.8k

REVENUE: £1m

AVG REVENUE PER MEMBER: £171

NEW MEMBERS: 566

MEMBER CANCELLATIONS: 333



MEMBERSHIP GROWTH & REVENUE

MEMBERSHIP VS REVENUE



SINCE 2021 REVENUE HAS INCREASED +51% WHILST MEMBERSHIP HAS DROPPED -9%

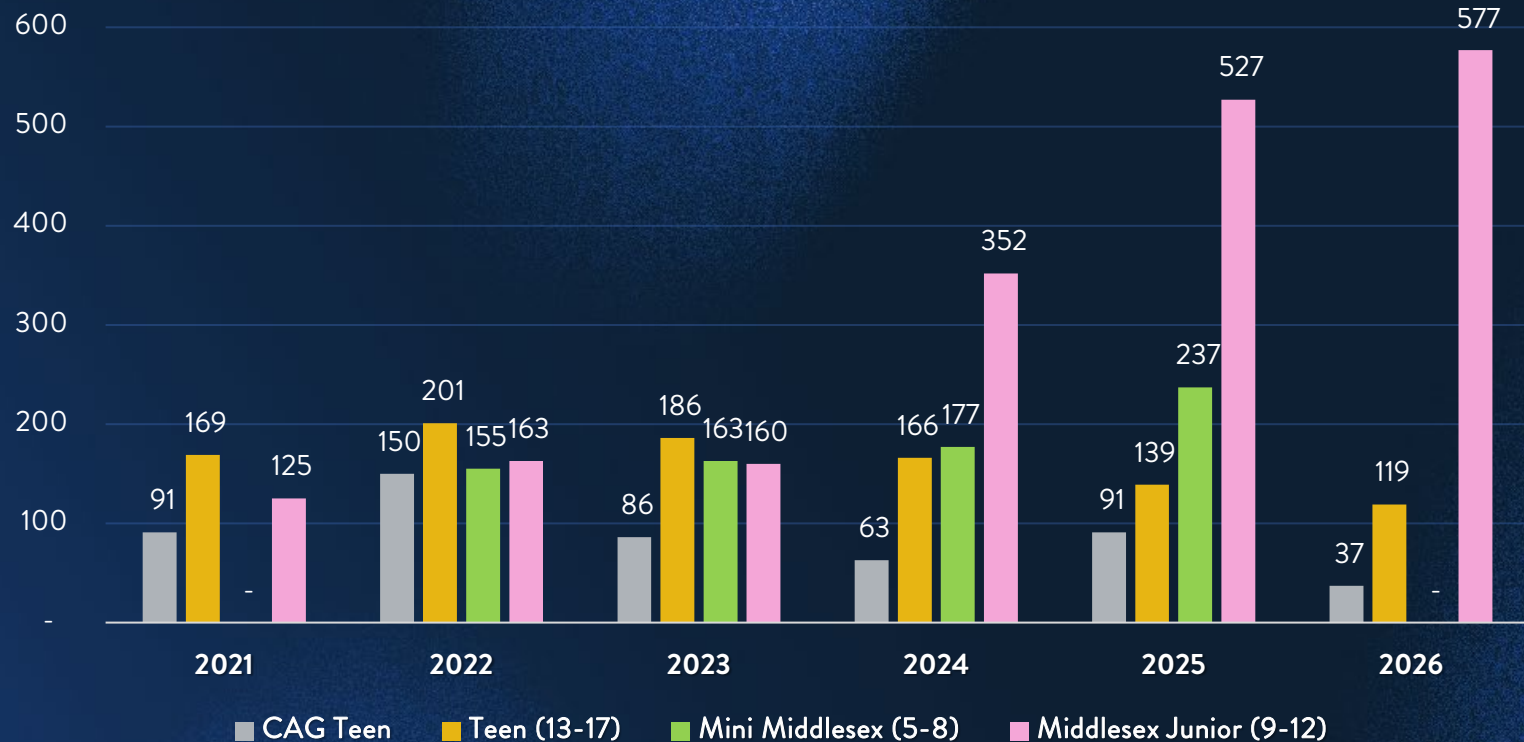
KEY MEMBERSHIP CATEGORIES – ADULT MEMBERS



ADULT MEMBERSHIP REMAINS OUR LARGEST CATEGORY AND OUR BIGGEST REVENUE DRIVER

ADULT MEMBER NUMBERS HAVE REMAINED STABLE POST THE 2022 PEAK

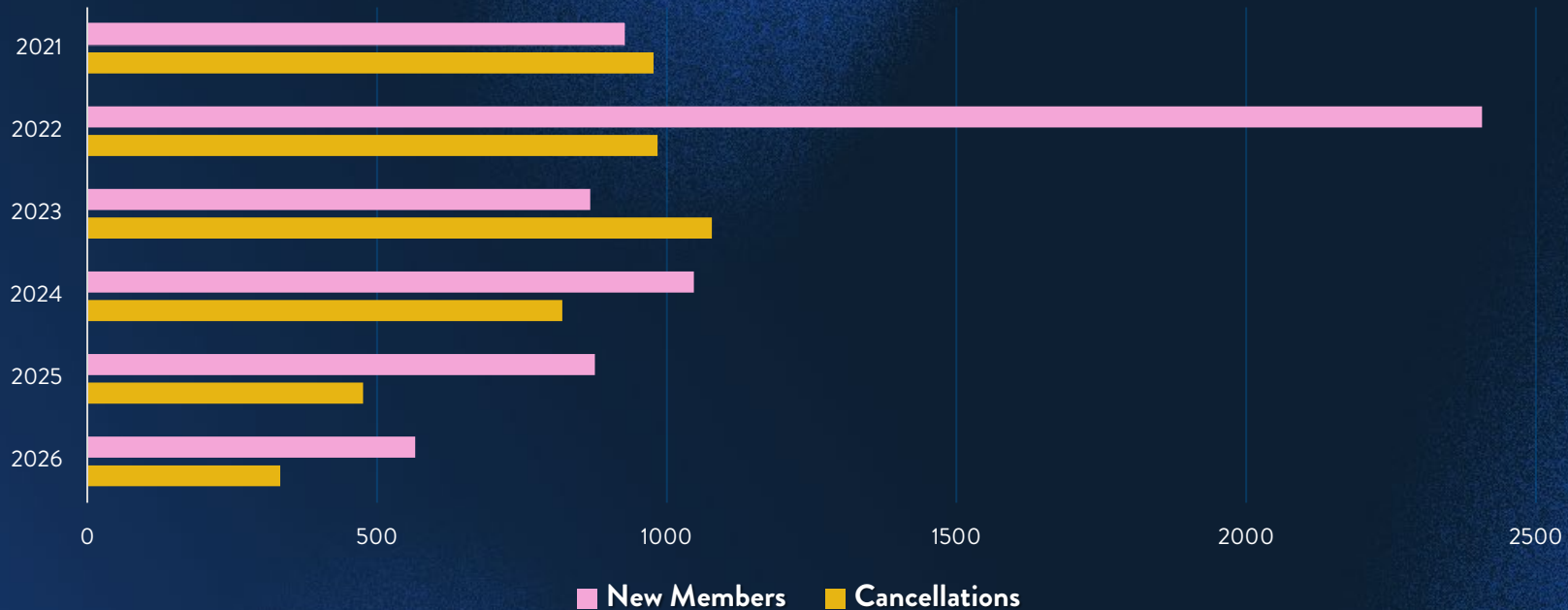
KEY MEMBERSHIP CATEGORIES – YOUTH MEMBERS



MIDDLESEX JUNIOR (9-12) CONSTANTLY SHOWS YOY GROWTH

CONVERTING JUNIOR MEMBERS INTO ADULT MEMBERS IS KEY PRIORITY AND OPPORTUNITY

MEMBERSHIP ACQUISITION & RETENTION



WE EXPERIENCE FEWER MEMBERS CANCELLING EACH YEAR – 2026 SAW A DECREASE OF -30% VS 2025

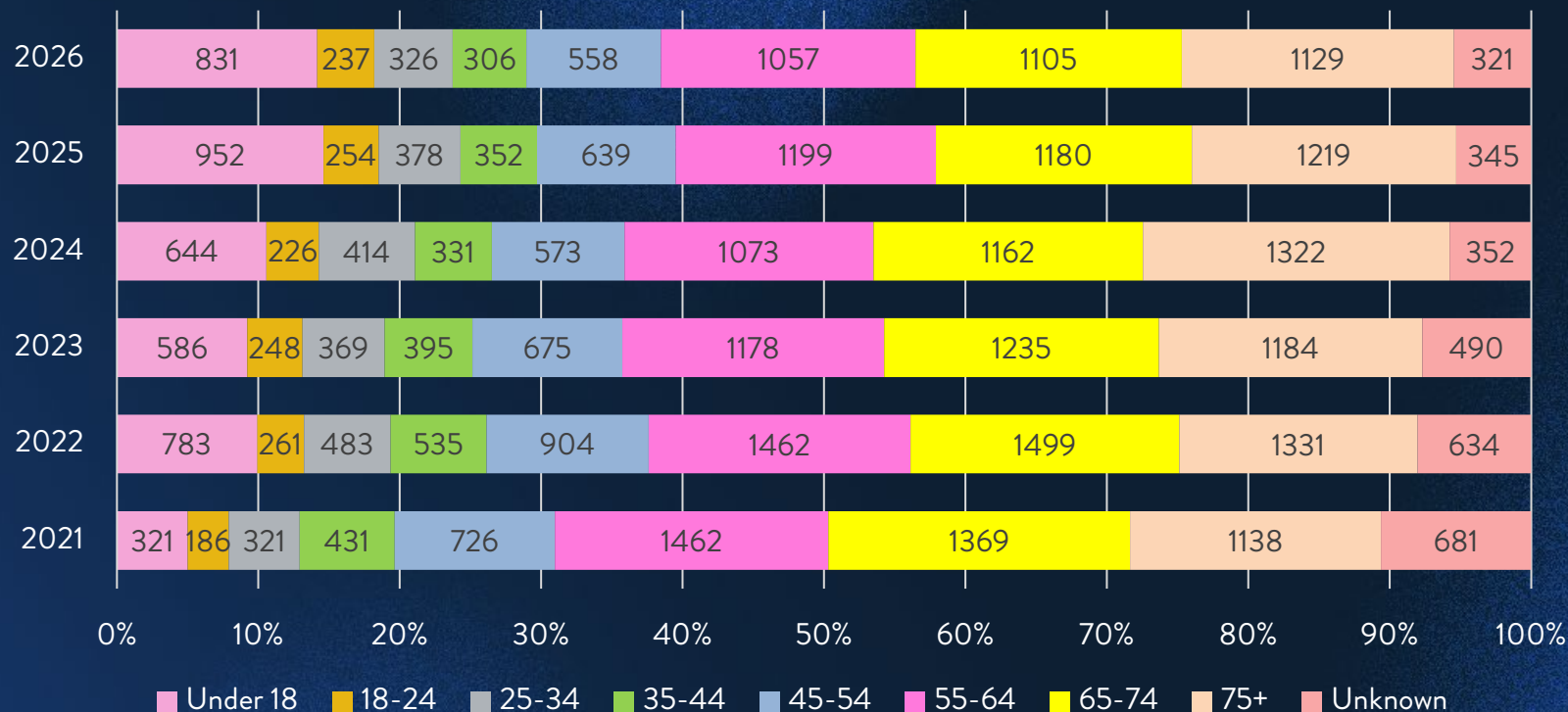
ATTRACTING NEW MEMBERS IS BECOMING TOUGHER. WE HAD 310 FEWER MEMBERS JOIN IN 2026 VS 2025

NOTE THAT 2022 WAS POST COVID YEAR AND SAW MANY REJOINERS



MEMBERSHIP DEMOGRAPHICS & LOCATION

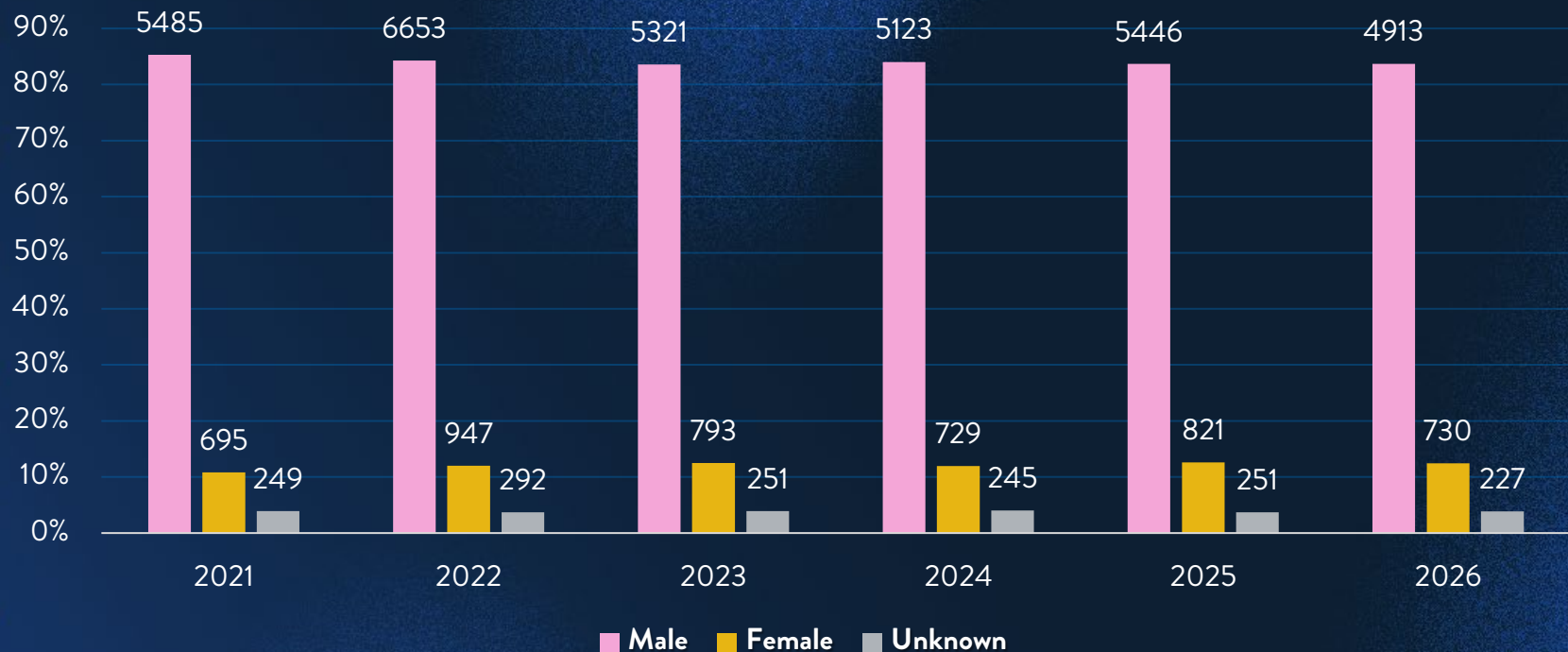
MEMBERSHIP DEMOGRAPHICS - AGE



OUR MEMBERSHIP BASE CONTINUES TO BE WEIGHTED BY OLDER AGE GROUPS (55+)

YOUNGER MEMBERSHIP SHOWS CONSTANT YOY IMPROVEMENT

MEMBERSHIP DEMOGRAPHICS - GENDER

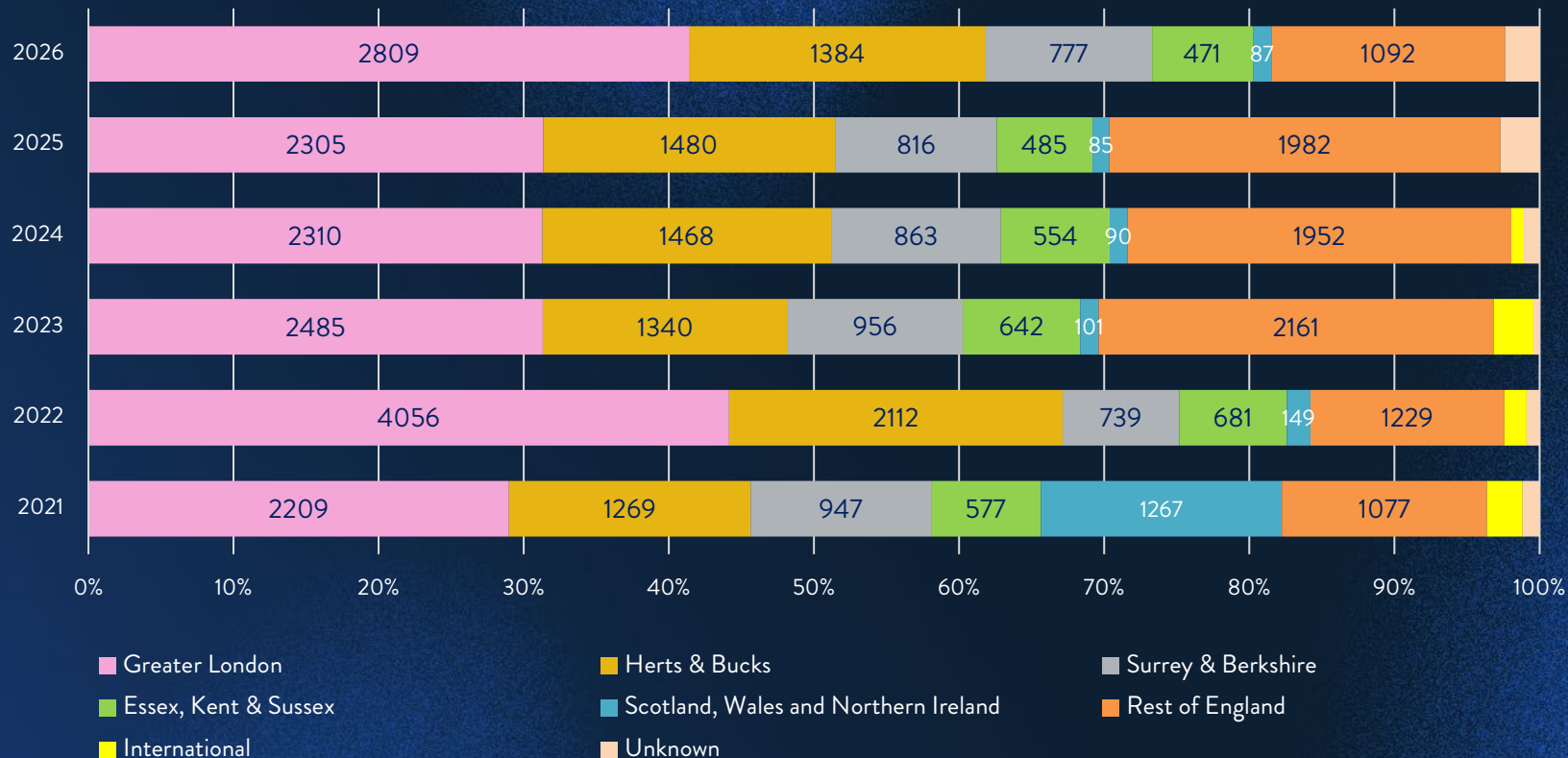


MALE MEMBERSHIP HAS CONSISTENTLY REMAINED +80% OF OUR MEMBERSHIP BASE

DESPITE A YOY 2026 DECREASE, FEMALE MEMBERSHIP REMAINS AT 12%

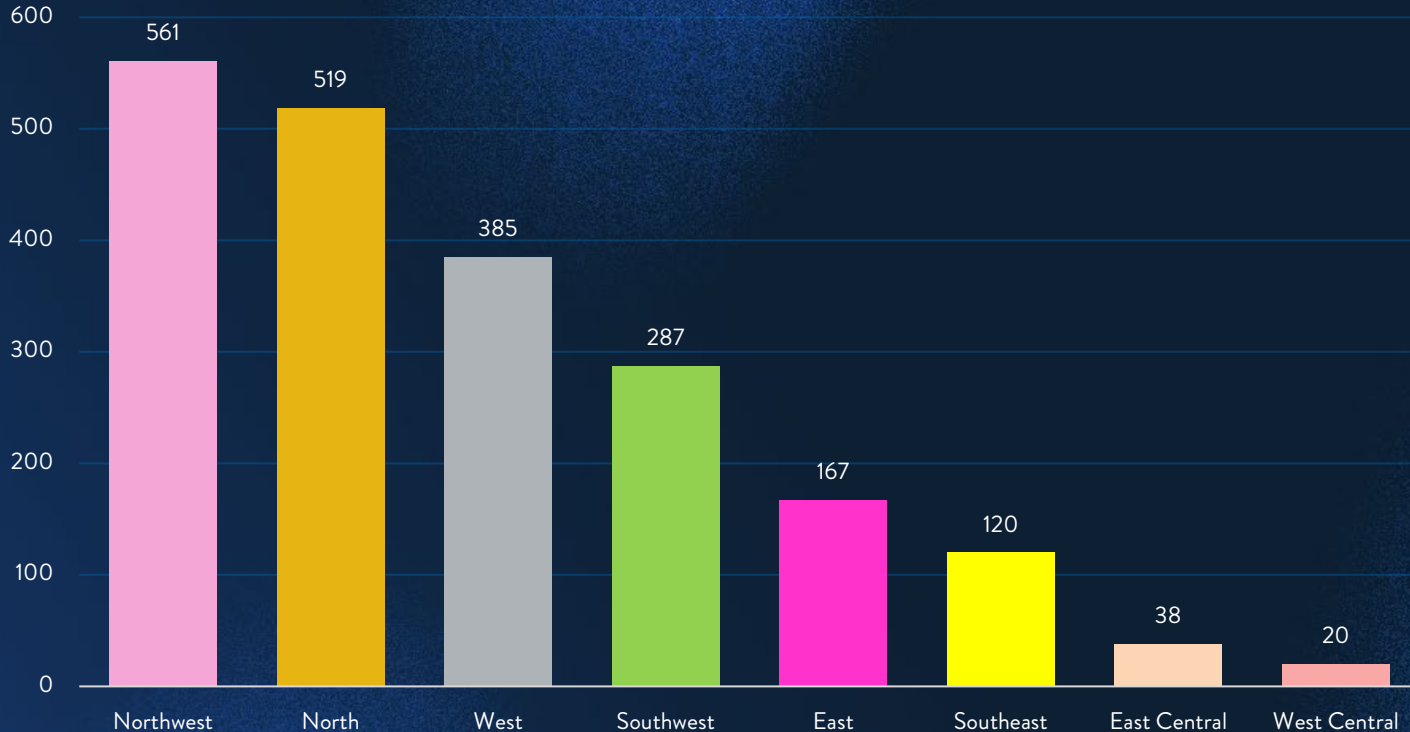
HUGE OPPORTUNITY TO INCREASE OUR FEMALE MEMBERSHIP AND DRIVE GROWTH

MEMBER LOCATION BREAKDOWN



MCCC HAS A STRONG LOCAL MEMBERSHIP WITH OPPORTUNITIES FOR WIDER GROWTH

2026 LONDON MEMBER BREAKDOWN



MEMBERSHIP HEAVILY DRIVEN BY NORTHWEST LONDON DRIVEN BY THE LOCALITY OF LORD'S

BIG OPPORTUNITY IN SW LONDON – A HOTBED OF CRICKET