

Ashbourne

Club Management

CATALOGUE



When Ashbourne Manages Your Club, We Become Part of Your Team.

Ashbourne stands out among club management providers because when we help manage a club, we're involved in every aspect of the day-to-day. We know that running a club is more than just collecting payments and that's precisely the attitude we bring to every club we manage. We're all in; because the more successful you are, the more successful we are.



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ASHBOURNE
MEMBERSHIP MANAGEMENT



Your Club All On One Platform

WELCOME

At Ashbourne, we've been helping health clubs and gyms grow for over 25 years. A great deal has happened during that time, which has enabled us to provide a service that has adapted and developed as our industry and clubs' needs have changed.

We know that our success depends wholly and solely on how successful our clubs are. We never take that fact for granted.

Whether we're helping you keep track of your members, collecting direct debits, or building your website; Ashbourne's goal is simple. We want to truly be a part of your club, because the more you succeed, the more we succeed.

You choose the software and additional add ons you want, so you only take on the services that make the biggest impact to your business. We know that your club is unique, so your club management software will be no different!

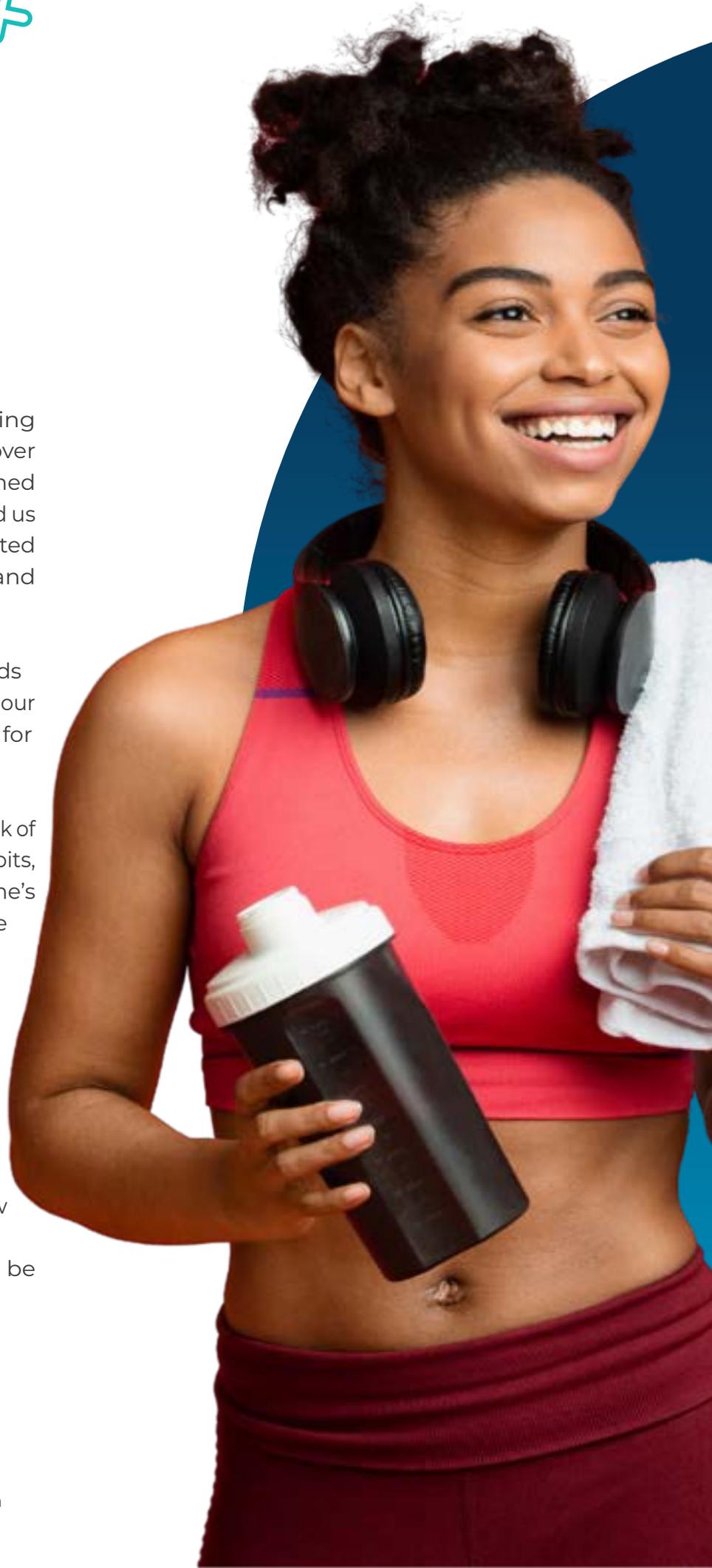


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About Ashbourne

Ashbourne Membership Management is a lot of things to many different health clubs across the industry. After all, our goal is to provide the service that each club needs and every club needs something different.

We began managing clubs over 25 years ago and since then, we've gone from managing a handful of clubs, to a globe spanning business managing thousands of clubs around the world. But that's not what we're most proud of.

Whilst our team may have grown greatly since 1997, we still have the first team members with us. And because of that, we've never lost that small business spirit which keeps us working closely with our clubs, just like our early days.

The unique element that Ashbourne brings as a club management company above all others, is that our service goes beyond the bounds of just software and payment collection. When you become a partner with Ashbourne, we view it as precisely that; a partnership. Our team will work as an extension to your own team, working proactively to be involved with your business and help you grow.

We know that our success depends wholly and solely on how successful our clubs are. **So, we never take that for granted.**



We've been with Ashbourne for a year and we're very happy with them.

The software works very well; it's user friendly and the data output is excellent.

What's key is that whenever there is a problem, the support team is there to help and get things resolved very quickly. Most of the time when we have an issue, the problem is down to us, but the support team is still as helpful as can be nonetheless. A great bunch of people.

Overall, I can confidently recommend Ashbourne.

**Alex, Gainz Fitness & Strength in Bedford
1 year with Ashbourne**



Ashbourne Management allows us to focus on the growth and expansion of our clubs operationally, safe in the knowledge that the Memberships are being taken care of.

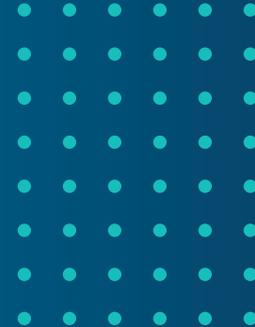
All staff are friendly and always on hand to offer support to our facilities.

Ashbourne have been our Membership Management company from our first club through to our sixth - with more to come on the horizon.

I would highly recommend Ashbourne to support any other club business.

**Becky, Ultraflex in York
15 years with Ashbourne**

Our Philosophy



Autonomy

Ashbourne started as a small team over 25 years ago, and even though we've come a long way, so many of our original team are still with us.

Because of this long standing relationship among our team, every member of our staff has our philosophy and values ingrained into them. This allows each of our team to make decisions quickly, without the need to take every query further up the chain of command.

Dynamic

When it comes to managing your club, what's important to us is that we work to build the business and brand that you want to promote. That's why we don't have hard set rules or procedures for all of our clubs. Instead, we take on how you want your club to be managed and work to your standards.

From how you enforce your membership contracts, to your membership freezing

Personable

Our goal is to make it feel like Ashbourne is truly an extension of your club.

As with your own staff, the longer you're with us, you'll meet more of our amazing team and get to build real relationships with every one of us. If you need something specific from one of our team, or you want to continue a conversation from earlier, then you can be safe in the knowledge that you can always ask for whoever you need without being passed around endless departments.

Getting It Done

It may be a blunt final point, but that's the best way to describe the team ethos at Ashbourne. We don't pass people around when they have a problem. A problem that exists is a problem that needs to be solved there and then.

We follow the golden rule that we treat you the way we want to be treated, so we don't mess you around.



Club Management Software



Here you can see every single module that makes up Ashbourne's software offerings, so you can start building your perfect gym system. Whether you own a small gym and just want to keep track of your

class bookings; Or you manage a multi-site 24/7 unmanned club that wants to analyse every aspect of your member's fitness life – we have something to suit you.

Additional Software Add-Ons

Lead Generation



From landing pages to email campaigns, we help you reach potential prospects and generate lifelong members.

**Optional Extra
£50 per month**

Payment Collection



We collect and transfer your monthly membership payments into your nominated account. We can also recover any defaulted payments.

**Fee per Each Monthly
Direct Debit**

Prospect Management



Keep track of every single lead in our CRM and guide them along their journey from new visitor to full-fledged member.

**Included with Lead
Generation Module**

Build Your Perfect Club Software

Automated Club Check-In



Completely automate your member check-in and registration to efficiently record attendance. With real-time data that seamlessly links to a live payment server so you can see the exact payment status of your members.

EPOS (Till Module)



Our EPOS system helps you create a new income stream by finally taking control of your secondary spend. Track your members' purchases in the gym, from supplements to training sessions, all while managing your stock levels.

Club Dashboard



Our BI Dashboard provides you with at-a-glance reports showing the performance and trends of your club and its members. Discover your sales compared to previous months/years and send targeted messages to specific members.

Online Class Booking



Our fully branded & responsive class booking software allows your members to view classes, book their slot, cancel classes and make payments. You can even set it to ban frequent no-shows.

Online Joining



A branded online sign up that allows members to join via your club's website or Facebook page. Members can sign up for every membership type instantly, with discount and tracking codes to aid in your marketing efforts.

Members App



Fully-branded and customisable club app for your members. Give your members the ability to create and track workout sessions with graphic reports plotting their progress, communicate with trainers, book classes and much more.

Staff & Facility Scheduling



Easily manage your facility court/pitch bookings whilst also having the ability to assign your staff to various roles and tasks. You are also able to clearly mark if a booking has been paid or not and also allow repeat bookings.

Gym Sessions Booking



Our gym sessions booking system allows you to limit the number of people in your club at any time, to keep your staff safe and healthy. With automated waiting lists, all your online bookings and cancellations are handled automatically.

Club Entry Systems

Ashbourne offers a range of hardware which is completely integrated with our software ecosystem, to make running your club more efficient, freeing up time for both you and your staff.

From a choice of entry systems, membership cards and cash drawers; it's time to re-imagine your club's security and save hours of admin time with our range of automated options.



Membership Cards



We will provide 500 club branded magnetic strip membership cards. Additional cards can be purchased through our recommended supplier.

**Included
Free of Charge**

Pincode Access Control



Members simply enter a code in order to gain access to your club. This can also be used alongside our magnetic door locks and biometric scanner.

**Optional Extra
£25 per Month**

Cash Drawer



When linked up with our EPOS module, this is an ideal solution for clubs to take cash payments and issue receipts right from the desk.

**Optional Extra
£300**



Turnstiles, Gates & Speedlanes

Optional Extra, Price on Request

Ashbourne offers a selection of turnstiles, gates and speed lanes specifically designed to manage entry into your facility in a safe, efficient, and cost-effective way. Fully integrated with all our club management software, installed and maintained by our expert installation team; We have the ideal solution to reduce your staffing costs or allow 24 access.



Magnetic Door Locks

Optional Extra, Price on Request

Ashbourne's electromagnetic door locking system can be fitted to existing doors and gates to offer a reliable and cost effective security option. Suitable for single and double doors, as well as doors that swing inwards or outwards, they are the perfect option that can be easily tailored to your facility.



Barcode/QR Scanners

Optional Extra, Price on Request

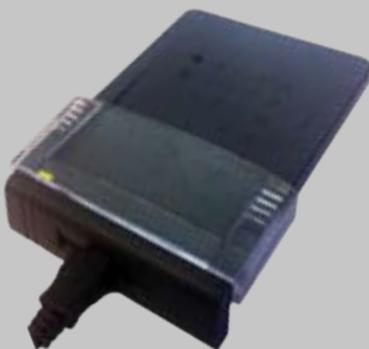
Our Barcode and QR Scanners are compatible with all our entry systems and provide your members with a completely digital and secure way to access your club. You can either issue barcodes or generate unique QR codes through your club's app, so your members can access your gym around the clock, with no risk of forgetting fobs or cards.



Biometric (Fingerprint) Scanners

Optional Extra, £25 per Month

Fingerprint scanners provide your club with the most secure level of access control and prevents your members from being able to share their access details. Our scanners convert fingerprint images to a unique code for each of your members and can be used in conjunction with a keypad as a backup option for those who do not want to give their fingerprints.



Card Readers - Magnetic Swipe & RFID

Magnetic Swipe, Included Free of Charge

RFID, Optional Extra, Price on Request

Membership cards offer quick and easy access into your facility and can be completely customisable with your branding. Our cards can be used in with our magnetic swipe or RFID readers and will work seamlessly with every single one of our entry systems.

Additional Services

In addition to our outstanding software and hardware choices, Ashbourne has a range of additional services to complete your package and ensure that your club is getting the most from us. If you want to revolutionise every inch of your business, then take a look through our extra services and continue building your perfect club.

Initial Training



We will provide complete training for your staff to ensure you get the most out of your software and have a full understanding of how the software works and how to get the most from your club.

Included
Free of Charge

Ongoing Support



Our aim is to help you as much as we can and therefore we have a support team on hand to help you with any queries you may have as they arise.

8.30am - 6.00pm, Monday - Friday

Included
Free of Charge

Gym Owner's Forum



We've created a completely free and private Facebook group which brings gym owners together to share their ideas and best practices as well as a central area to ask for advice.

Included
Free of Charge

In-Depth Business Guides



As we work with thousand of businesses across the entire fitness industry, we want to pass on the advice that we pick up along the way to help support and grow your business.

Included
Free of Charge

As well as making sure you are confident in using our software by providing training and ongoing support, Ashbourne also has a catalogue of optional extras to help you level up every aspect of your business. From better internal communications with your members, to refreshing your branding and empowering your digital marketing – we have something to help every club owner take their business further.

Email Campaigns



Send targeted emails to your members, ex members and prospects. Keep your active members informed and give exclusive offers to attract your old members back.

**Included
Free of Charge**

Text Message Campaigns



SMS texts are the most effective way to get in touch with your members, which is why we provide it as an additional way for you to win new business and keep your members up to date.

**Optional Extra
5p per text**

Internal Messaging



A dedicated messenger connecting directly to the Ashbourne office staff. Enabling you to get your queries answered quickly and feel confident that you have our full support.

**Included
Free of Charge**

Postcard Mailout Campaign



A design, print and mailout service to targeted addresses in your club's database. Ideal for sending exclusive offers to ex members where you might not have their email address.

**Optional Extra
75p per text**

Digital Marketing Campaigns



A platform of over 25 unique and distinct promotions, individually crafted and branded for you. Designed to generate more leads and more members for your club.

**Optional Extra
Information Available on Request**

Website Build & Maintenance



We design and build amazing websites to compliment your brand that will help you get discovered on Google and encourage members to sign up online. Ongoing maintenance included.

**Optional Extra
Information Available on Request**

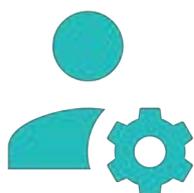
Packages & Prices

Ashbourne offers the widest array of club management software whilst retaining the same personal involvement that we've had with our clubs since our early days.

Our decades of experience in the club management industry have allowed us to create different software level packages that match the needs of any club or team.



Every one of our packages is completely modular, so look through our offerings, decide which is best for your business and then get in touch with us to craft your perfect club management suite!



40%
Less Admin



12 Months
Retention Increase



25%
Sign Up Increase

Complete Club
£80 p/m

+ Direct Debit collection

Business Growth
+£50 p/m

+ Direct Debit collection

Payment Collection

We securely collect your direct debit and online payments.



Debt Recovery

Our in house team manage the debt recovery process with defaulting members.



Turnstile Installation

Discounted installation on a range of access control technology.



Check In Software

Real time data automates member check in. Manage access times and expiry dates.



KPI Dashboard

Access at-a-glance reports showing the performance of your club.



Online Joining

Branded sign-up pages allowing your member to join online via your website.



Custom Members App

Fully branded app allows members to book classes and access club information.



SMS & Email Marketing

Send targeted messages to your members, ex members and prospects.



EPOS Till Software

Track secondary spend and stock levels, easily generate sales reports.



Online Class Bookings

Members can manage bookings and make payments via a branded online portal.



Support

Our in-house team are available to help you, your staff and your members.



Staff & Facility Scheduling

Manage court and pitch bookings in your facility.



Marketing & Retention

Access online marketing resources, send mailout campaigns and ask for advice.



Lead Generation

We'll create custom landing pages for your club to drive engagement and interest.



Prospect Management

Assign prospects to your sales team, set contact reminders and increase sales.



We're Ready To Help You Build Your Perfect Club!



Get In Touch For Further Details

Email: sales@ashbournemanagement.co.uk

Phone: 01564 393 116

WWW.ASHBOURNE-MEMBERSHIPS.COM

