

FREE KIT FOR SQUASH CLUBS

Price it right.

The squash club's pricing and policies kit. Price courts, coaching, box leagues and lessons so every court hour pays, and copy ready-made policies for no-shows, bookings and unplayed matches.

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simple worksheet to find your real cost per court hour

4

formats priced: court bookings, coaching, box leagues and lessons

5

policies to copy: no-shows, box league rules, bookings, payments and guests



What does one hour on court really cost you?

Most clubs set prices by checking what the club down the road charges. Start with your own costs instead. Then you know the lowest price that still pays.

$$\frac{\text{Court + coach + admin and fees + balls}}{\text{Players on court}} = \text{Cost per player}$$

Cost for one coached hour on one court	Example	Yours
Court · a fair share of rent, lighting and upkeep	\$24	
Coach · what you pay them, or what your hour is worth	\$50	
Admin and payment fees · bookings, messages, card fees, insurance	\$6	
Balls and equipment · balls, loan racquets and eyewear	\$4	
Total cost per coached court hour	\$84	

\$84

Private lesson floor. One player pays the whole hour. Anything below this and you're paying to coach.

\$21

Cost per player for a coaching group of 4 on one court. Add your margin on top, for example 30%, and you get about **\$27.30** per player.

Court time is your biggest cost per player. Match play only fits two players on a court, so price peak courts properly and fill quiet ones. A social night with 6 players rotating on one court for two hours at \$12 earns \$36 a court hour against about \$30 in costs. That's fine: social nights bring players in and feed your box leagues and coaching. All figures are examples. Use your own costs and currency.

Four formats, four ways to charge

Each format has a different cost and a different value to the player. Price them so each one does its job.

PER SLOT, MEMBER OR GUEST

Court bookings

Your steady base. It keeps courts busy all week.

- Charge **members less than guests**, so membership is the obvious choice.
- Charge **more at peak times** and less for quiet daytime slots.
- Book in 40 or 45-minute slots, so more players get peak courts.

PER TERM, UPFRONT

Coaching groups

Your best return per court hour, and where players improve fastest.

- Sell coaching as a **term paid upfront**, for example 8 weeks.
- Keep groups to **4–6 players per court**, so everyone gets enough hits.
- Price by level: a performance squad with a top coach can charge more.

PER SEASON

Box leagues

Competitive play people will pay for, and a big reason they stay.

- Charge **one fee per season**, or include it in membership.
- Collect payment when players enter, so boxes are locked in.
- Include balls, results and a prize for each box winner, and show it in the price.

PER LESSON OR PACK

Private lessons

Your highest rate per hour, because the player gets all of you.

- Charge more at peak times, less for quiet daytime slots.
- Shared lessons: each player often pays about **55–65%** of your private rate.
- Sell **5 and 10 lesson packs**, paid upfront, with an expiry date.

Check the per-court sum. A member court booking at \$16 for 45 minutes earns about \$21 a court hour. A coaching group of 4 at \$30 earns \$120 on the same court in the same hour. Know which formats pay best, and give them your best courts and times.

Get paid upfront and keep players committed

When players pay ahead, they turn up more and stay longer. You get steady cash flow and less chasing.

Option	Example	Why it works
Social night 10 – visit pack	Pay for 9, use within 3 months	The natural next step after a few drop-ins
Monthly membership	Member court rates, box league entry and social nights, billed monthly	Staying is the default. No decision to make each month
Coaching term	8 weekly sessions, paid upfront	Players commit to the whole term and show up
Member and guest court rates	Members pay less per court booking	Gives guests a reason to join
Off-peak rates	Lower rate for weekday daytime courts	Fills quiet courts with shift workers and retirees
Beginner bundle	Beginner course plus a first box league season	Builds the next step into the first purchase

Three rules for discounts

Take payment at booking.

The single biggest fix for unpaid sessions and no-shows. Players expect it, and you stop chasing.

Discount for commitment.

Reward players who pay ahead or join, never just anyone who asks.

Always set an expiry.

Without one, you carry unused visits for years and can't plan around them.

Keep it simple. Two or three options are easier to sell than ten. If a player needs a calculator, it's too complicated.

Clear rules mean fewer awkward conversations

Copy these into your booking page and welcome message. Change the words in teal to suit your club.

Cancellations and no-shows

COURTS, COACHING AND LESSONS

Please give at least **24 hours'** notice to cancel a court, coaching session or lesson, and we'll give you a credit. Cancelled courts are offered to the waitlist straight away. Late cancellations and no-shows are charged in full. If we cancel, you'll always get a credit or a refund.

Box league rules

ALL LEAGUE PLAYERS

Each round runs for **3 weeks**. Book your matches early and enter the score within **24 hours**. Unplayed matches count as **a loss for both players** unless one player shows they tried to arrange it. The top **two** in each box move up and the bottom **two** move down.

Court bookings

MEMBERS AND GUESTS

Members can book courts **7 days** ahead and guests **3 days** ahead. Peak courts are limited to **one booking per day** per member. If a court you want is booked, join the waitlist and we'll offer it to you if it frees up.

Payments

EVERYONE

Courts and sessions are paid when you book. Memberships are billed automatically on the **1st of each month**. If a payment fails, we'll send a reminder with a pay link. If it's still unpaid after **7 days**, bookings are paused until it's settled.

Guests and taster sessions

NEW PLAYERS

Members can bring a guest for **guest price**, up to **2 times a month**. New players can join a taster session for **taster price**. If you buy a pack or membership within **7 days**, we'll take the taster price off.

What makes a policy work

Short

A player should understand it in one read. If it needs a paragraph of exceptions, simplify it.

Fair both ways

If players lose a session for a no-show, they get a credit when you cancel.

Applied every time

One exception becomes the new rule. Let your booking system enforce it, not you.

How to chase a late payment, kindly

Most late payments are forgotten, not refused. A friendly, automatic schedule gets them paid without an awkward chat at the front desk.

DAY 0

Friendly reminder

"Hi **name**, a quick reminder that **league fee** is due. You can pay here: **link**. Thanks!"

DAY 3

Second nudge

"Just checking you saw this. Here's the link again. Reply if anything's wrong and we'll sort it."

DAY 7

Final notice

"We need payment by **date** to keep your bookings active. After that, bookings are paused."

Put policies where players agree to them. Show your policies at booking, so players accept them before they pay. Then there's nothing to argue about later.

How to put prices up and keep everyone

Your costs go up every year. If your prices don't, your margin shrinks. Small, regular rises with plenty of notice rarely cost you players.

When

At the start of a new month, term or season. Never in the middle of a series players already paid for.

How much

Small and regular beats big and rare. A little each year is easier to accept than a big jump every few years.

Notice

Give 4–6 weeks. Honour every pack already bought at the old price.

Price change message

[COPY AND SEND](#)

Hi **name**, thank you for playing at **club**. From **date**, **format** will be **new price**. This helps us cover rising court costs and keep investing in **one improvement, e.g. new court lighting**. Packs you've already bought keep their current price. As always, reply if you have any questions.

Show players what they get for the money

Better matches

Box leagues by level, so every match is worth playing.

Easy booking

Book and pay in seconds, with waitlists for peak courts.

Visible progress

Goals, results and coach feedback in their app.

Expect a few questions, not an exodus. Answer each one personally and briefly. Players who enjoy their games rarely leave over a small, well-explained rise.

Set it up in one afternoon

Work through this list once, then review it every year when you set new prices.

COSTS

Know your numbers

- ☐ Fill in the cost worksheet on page 2
- ☐ Work out your private lesson floor
- ☐ Work out cost per player for coaching and social nights

PRICES

Set your prices

- ☐ Set member, guest, peak and off-peak court rates
- ☐ Set coaching term and lesson prices
- ☐ Set box league and championship fees

PACKS

Get paid upfront

- ☐ Create social night and lesson packs with expiry dates
- ☐ Offer a monthly membership with automatic billing
- ☐ Build a beginner bundle for new players

POLICIES

Write your rules

- ☐ No-shows, court bookings and waitlists
- ☐ Box league rules, payments and guests
- ☐ Show them at booking, so players accept them

One last check: look at your court bookings for next week. Are your best-paying formats in the busiest slots? If not, move them there first.

Prices, packs and policies that run themselves

Everything in this kit works on paper. It's far easier when your booking system enforces it for you. That's why we built Outcoach.

Every format

Court bookings, coaching, box leagues and lessons, each with its own pricing.

Packs and memberships

Visit packs and recurring memberships, billed automatically.

Paid at booking

Players book and pay online from your own booking page.

Automatic reminders

Overdue invoices get reminders with a pay link, without you chasing.

Waitlists and makeups

Cancelled courts go to the waitlist, and cancelled sessions issue makeup credits.

Box leagues too

Fixtures, results and promotions, all in the app.

Get paid on time, every time

Outcoach brings court bookings, box leagues, coaching groups, junior squads, lessons and payments into one app, with AI that does the admin for you.

Start your free trial at outcoach.io

Questions? Email support@outcoach.io and a real person will get back to you.