

Project name	Schools Squash	Date of brief	17/07/2024
Business Area	Participation and MarComms	Deadline	18 July 2024
Stakeholder(s)	England Squash	Approved by	Kirsten Todd
Author	Donna Helmer	Partner	TBC
Background	<p>Increasing participation is one of England Squash’s strategic priorities in the Squash in a Changing World strategy (2021–2025), with young people being a priority audience for the organisation given the current demographic of squash players being older adults.</p> <p>In May 2022, England Squash launched their junior participation initiative, Squash Stars to engage kids as young as five to learn the fundamental skills they need to play squash.</p> <p>Over the last two years, more than 150 squash clubs and venues have been appointed as delivery partners to deliver the programme and engage more than 1,400 children.</p> <p>Following the success of the Squash Stars programme, and given the low visibility of the sport amongst young people, England Squash is launching a schools programme in Autumn 2024 to introduce thousands more to squash, and inspire these children to join the Squash Stars programme in their local squash club/venue.</p> <p>Schools squash</p> <p>Our new schools squash programme will be delivered two ways:</p> <ol style="list-style-type: none"> coach-led – an external squash coach will deliver the programme in schools. teacher-led – teachers will deliver the programme during PE lessons. <p>England Squash will provide support to both the coach and teacher as follows:</p> <ul style="list-style-type: none"> a comprehensive online training course on how to deliver the programme six-week session plans and how-to videos (demonstrating drills) for each of the four levels equipment such as rackets, balls and rebound walls classroom activity worksheets for pupils a communications toolkit (e.g a sales pitch, a promo video) to support the coach and the teacher/school in driving interest and uptake at schools <p>England Squash is therefore seeking external support to:</p> <ul style="list-style-type: none"> create a strong and memorable brand identity for the programme that resonates with the target audiences and drives awareness and intrigue create impactful B2B and B2C digital resources to effectively engage coaches, teachers and pupils in delivery 		
Project/campaign objectives	<ul style="list-style-type: none"> To create an impactful and memorable brand identity that leads to: <ul style="list-style-type: none"> increased awareness and uptake of squash amongst the target audiences strengthened brand presence To create visually engaging campaign assets across a range of channels that: <ul style="list-style-type: none"> demonstrates the value of the new programme to existing coaches and new teachers/schools leading to increased delivery and awareness aids retention and increases children’s passion for the sport 		
Context and insight	<p>There are several national governing sporting bodies (NGB) that have a successful schools programme in place. We have also spoken to a few Active Partnerships to get an idea of how NGB programmes are viewed in schools and what the key objectives are.</p> <p>Similar programmes include:</p> <ul style="list-style-type: none"> British Fencing, We are forging futures - https://weareforgingfutures.com/. Badminton England, The racket pack - https://www.badmintonengland.co.uk/on-court/school-resource-hub/ Table Tennis England, TT Kidz for schools- https://www.tabletennisengland.co.uk/tt-kidz/schools/ 		

	<ul style="list-style-type: none"> • England Hockey, Quicksticks and In2Hockey - https://www.englishockey.co.uk/deliver/ways-to-play-delivery/deliver-quicksticks • LTA - https://www.lta.org.uk/roles-and-venues/schools/ • Funetics - https://funetics.co.uk <p>Many of these programmes feature fun, engaging, bright and bold designs with cartoon characters which typically resonate with the target audience.</p>
Brand alignment	<ul style="list-style-type: none"> • Connecting – connecting with the squash community to engage existing/new audiences. • Adventurous – finding new creative ways to market the sport and engage young people. • Driving – drive the sport to become more diverse / young and drive a connection with those coaches and schools/teachers helping to 'convert' non-players. • Together - to work with coaches and provide greater value as a Coaches Club member (make them feel like they belong/feel part of something), and collaborate with our partners including Active Partnerships.
Target audience(s)	<p>The primary audience for the campaign is B2B as we can reach them directly. These are:</p> <ul style="list-style-type: none"> • Squash coaches • Primary schools • Primary school teachers <p>The secondary audience is B2C (we can only reach them via the coach/teacher and the programme's resources provided). These are:</p> <ul style="list-style-type: none"> • Primary school children aged 4-11
Approach	<p>Key dates:</p> <ul style="list-style-type: none"> • Start of September - the successful partner will be appointed and will deliver an initial co-creation session with England Squash to understand the target audience and the project objectives. The partner will go on to develop two initial programme name ideas and design concepts. • Start of September – England Squash will lead and execute a film and photoshoot (with their own videographer and photographer) in primary schools and begin the editing process. • Mid/end of September – England Squash will conduct consultation with coaches, teachers and pupils to understand which initial programme design concepts and naming ideas resonates the most. • Mid/end of September to mid/end October – The partner will develop and supply the winning logo/design/branding concept, B2B and B2C messaging, branded video effects, branded content assets etc as well as brand guidelines, • Early November – England Squash creates/publishes a digital communication toolkit for coaches that features a promo video to show a school, a sales pitch, session delivery plans (including explainer videos), certificates and stickers. England Squash creates/publishes a digital communication toolkit for teachers that features a promo video to show children, session delivery plans (including explainer videos), certificates and stickers. • Early November – England Squash launches the B2B campaign
Considerations	<p>England Squash is currently underdoing a visual identity refresh in order to breathe new life into the brand, enhance its relevance and appeal, and strengthen its connection with the squash community and our partners.</p> <p>The visual identity should be finalised in September with guidance on how to ensure our complex portfolio of programmes/sub brands align with the master brand and how best to intuitively link them.</p>
Deliverables/ outputs	<p>Partner deliverables will include:</p> <ul style="list-style-type: none"> • Name of programme • Logo design (colour, black, white/reverse, available in JPG, PNG, EPS),

	<ul style="list-style-type: none"> • Colour palette (main, primary, complementary, accent colours) • Short brand book/guidance to include: <ul style="list-style-type: none"> ○ Vision ○ Tone ○ Logo ○ Typography/typeface (primary and secondary) ○ Colour palette ○ Branded graphic elements ○ How the brand identity should align with the England Squash master brand. • Branded animation/dynamic effects for video content (see example) • B2C and B2B suggested campaign messaging specifically targeted at schools, teachers, pupils and coaches • Branded classroom worksheets for pupils • Branded letterhead template (for England Squash to create a sales pitch for coaches) • B2B social media graphics for England Squash channels (Insta feed, Insta Stories, X/FB/LinkedIn feeds) targeted at schools/coaches • A5 certificates for each of the four programme levels targeted at pupils • 6 x stickers to go on the certificates for pupils <p>For clarity on deliverables, England Squash will:</p> <ul style="list-style-type: none"> • lead and execute any video and photoshoots • edit all video content • write a sales pitch for coaches • write the content for the classroom worksheet
Programme measures of success	<p>Brand identity</p> <p>Key indicators including:</p> <ul style="list-style-type: none"> • Awareness • Recognition • Loyalty and advocacy <p>Campaign</p> <ul style="list-style-type: none"> • Number of schools engaged in the programme • Number of coaches engaged in the programme • Number of pupils engaged in the programme • Number of Active Partnerships engaged to support promotion of the programme • Increase in web users to the campaign landing page and two toolkits • Number of downloads of resources • Social media engagement and reach / social listening metrics (number of hashtags/mentions/reach of mentions) / social media mentions with positive sentiment.
Risks and challenges	<ul style="list-style-type: none"> • Poor brand awareness and perception
Timings	<p>Indicative timings as follows:</p> <ul style="list-style-type: none"> • Opportunity circulated – 22 July 2024 • Proposals due – 19 August 2024 • Pitch meeting – 27 August 2024 • Appointment of successful partner – 2 September 2024 • Project start date – 3 September

	<ul style="list-style-type: none"> • Initial branding concepts and messaging – 23 September • Engagement branding consultation focus group (led by England Squash) – w/c 23 September • Winning brand concept and messaging by mid/end October • Project completion date – End of October
Submitting our proposal	<p>Please submit an initial proposal which covers the following:</p> <p>General approach to the project</p> <ul style="list-style-type: none"> • Outline of project timelines • Confirmation of understanding and viewpoint on audiences • Suggestion of target numbers/KPIs to measure success (though these will be fully discussed and agreed upon appointment) • Any ideas or initial concepts which may help support your proposal • Indication of experience of delivering similar campaigns (highlighting sport where possible), including any case studies or testimonials from other clients • Split of budget allocation <p>Please email your proposal to donna.helmer@englandsquash.com, Marketing Manager at England Squash.</p> <p>We will review your proposal and we will plan to have a call to discuss any specific points further with you if clarity is needed.</p> <p>Shortlisted partners will be invited to pitch their proposal to England Squash.</p> <p>For any questions relating to the brief, please contact Donna.</p>
Budget	£18k excluding VAT to include design and branding, brand book, content creation.