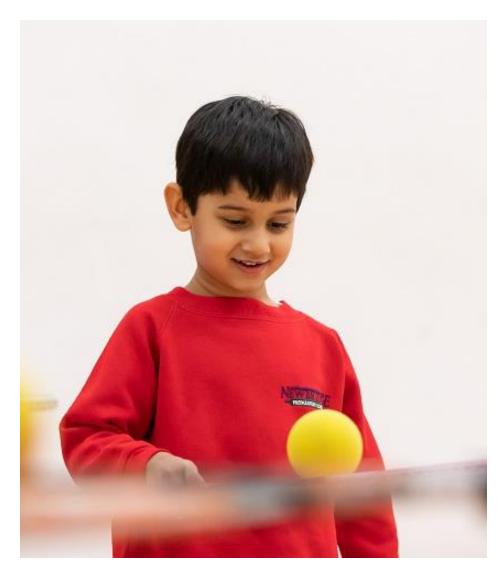
## **Welcome to Squash Stars**



Jo Rowbottom Head of Partnerships and Communities Kirsten Todd Partnerships and Communities Officer

## Session aims

- Tell you more about the new junior programme Squash Stars
- Share the plans for the programme and keep you updated as it's developed
- Provide an opportunity for you to hear from clubs and coaches who have been running Squash Stars locally
- Share your feedback with us and ask questions to guide the development of the Squash Stars programme so we can make sure it works for you





### What is Squash Stars?

A fun, group, beginner friendly way to encourage more junior players ages 5-11 into squash activities.

- It will engage new junior players ages 5 11 and their parents in squash and Squash 57
- It's a new, fun and exciting programme that aims to grow junior participation at clubs and venues across the country
- It will generate greater awareness of squash amongst junior players and their parents through a large national marketing campaign to increase their awareness of the sport the likelihood that they will play squash or Squash 57 in future
- It's part of the Birmingham 2022 legacy programme which aims to introduce the game to 50,000 children by summer 2023 allowing us to maximise the opportunity to promote to a new audience of potential new players
- Customer facing programme meaning it's easy for parents to find a local session, sign their child up and pay online.
- It's inclusive and accessible with a focus on inclusion.



#### How does it work?

Players will search for and sign up to their local Squash Stars session to receive 6 weeks of free coaching, and a Squash Stars kit bag with a racket, goggles, ball, and a T - Shirt!

- Those who want to run Squash Stars will complete the online Squash Stars leaders course (available to both coaches and non coaches)
- The window opens for clubs and venues to add their Squash Stars programme and manage their players using the Club Spark system (training provided)
- There will be a national marketing campaign to promote squash to new players and advertise your Squash Stars sessions meaning the marketing is done for you of course you can add value locally and we'll provide all the content you need.
- As parents sign up their children to your session their Squash Stars branded kit will be sent directly to them and a Squash Stars leaders T Shirt and pop up banner will be sent to the club
- Your Squash Stars Leaders will run 6 weeks of Squash Stars sessions with the programme taking
  place at all clubs /venues across the country simultaneously allowing the marketing to have the
  maximum impact.

### Where does the money go?

- Parents: pay for the branded equipment pack to be sent straight to their door
- England Squash: the national marketing campaign, training courses, club kit (banner and leader T-shirt), the website and Club Spark system and any one off small grants when available
- Clubs / venues: cover the cost of the 6 free sessions



For clubs and venues being part of the Squash Stars programme means:

- A national marketing campaign that promote squash to new audiences
- A ready-made way to introduce new players to your club / venue
- Training for volunteers, or potential new coaches to grow your workforce
- The opportunity to focus on what's next for these new junior players and their parents having an offer and pathway in place that works for them.





#### Things to think about

- How will your club or venue support coaches and / or volunteers to run these sessions?
- Will you run Squash Stars as an existing session or a specific standalone session. If it's an existing session those players in the session already can offset the new players free sessions to cover the session costs
- Can the club commit to covering the coaching costs, or supporting volunteers to run the 6 week programme? There may be local funding opportunities to support you
- Think about the next steps for these new players, upselling to the parents, and how you will keep players involved once your Squash Stars programme is complete



#### Timescales

- January February | programme design, branding, technology development, website development and manufacturing kit
- February | Squash Stars leader training launched
- March / April | Club Spark system and Squash Stars website complete club / venues can add their programmes for the 1<sup>st</sup> intake
- April / May | National marketing campaign
- May / June | 1<sup>st</sup> Squash Stars intake
- June /July | Clubs add 2<sup>nd</sup> intake programmes to the Club Spark system
- July / August | National marketing campaign linked to Birmingham 2022
- September | 2<sup>nd</sup> Squash Stars intake begins



Then Year 2...

#### Local examples

- Simon Ward at Bounty Squash Club
- Scott Griffiths at Hampshire Squash
- Jonathan Graham at Petersfield Squash Club





# Squash Stars at Bounty Squash Club

Simon Ward

Chairman - Junior Squash Section

## Your questions, thoughts, feedback



#### **Next Steps**

- We'll update on firmer timescales as the development progresses
- Start to think about how you will deliver and who will deliver these sessions at your club / venuethey will need to complete the Squash Stars leader training
- As soon as the Club Spark system is ready we'll provide training for you to get you started

Any questions - participation@englandsquash.com

