

Welcome to Squash Stars



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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 1st intake
- **April / May** | National marketing campaign
- **May / June** | 1st Squash Stars intake
- **June / July** | Clubs add 2nd intake programmes to the Club Spark system
- **July / August** | National marketing campaign linked to Birmingham 2022
- **September** | 2nd 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 / venue- they 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

