



W O M E N ' S  
*Squash*  
W E E K

19 - 26 SEPTEMBER 2021

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**ENGLAND**squash

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## About Women's Squash Week

Women's Squash Week is an international celebration of squash and squash 57 that aims to raise the profile of squash amongst women and girls inspiring them to get one court. Our 2021 campaign focuses on re-engaging female players who may have stopped playing since the pandemic and relaunching our female participation programme and campaign Squash Girls Can.



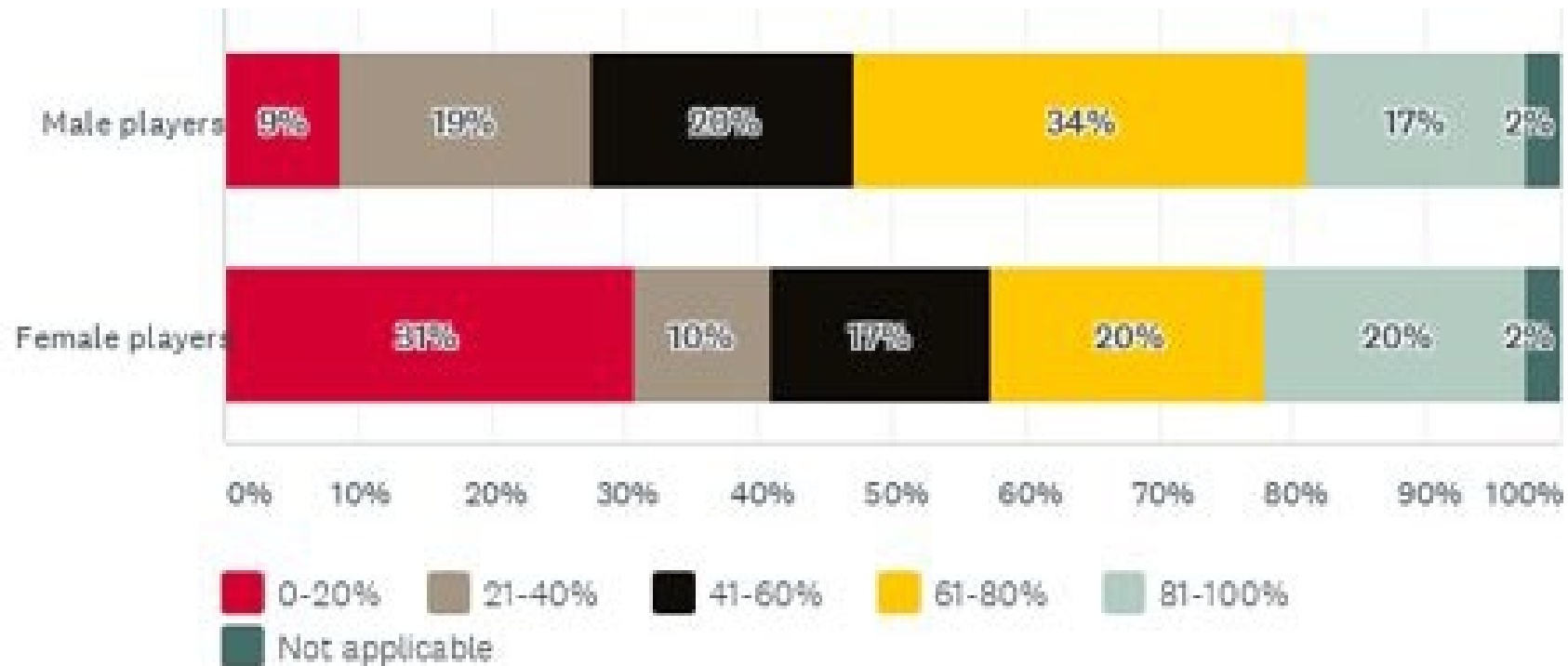
- **100** events at clubs / venues across the country throughout the week
  - **1000's** of female players taking part in events
  - **Social media noise** – we want to remind people what they love about squash and squash 57, and inspire them to get back on court
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## Female participation and current trends

Women and girls tend to take part in sport less frequently than their male counterparts. Just under 20% of regular players are female whereas around 40% of casual dippers are female.

Women are less likely to have returned to play squash/squash 57 than men.

Please tell us a little more about the demographics of players that you have seen return so far



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## Female participation and current trends

### There is interest in playing more squash amongst female players

Our Return to Play survey found that 22% of female social regular players said they would play squash/Squash 57 more often than they did before the pandemic, compared to 10% of male social regular players.

### Clubs/venue's told us that they'd like campaigns to help to re-engage players and attract new ones

82% of clubs said that re-engaging members was the biggest concern or challenge they have at the moment and that campaigns to support this was the most requested support required.

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## Get involved | Plan to host a Women's Squash Week event

- Think about your target audience – what sort of activity will they want - coaching, social, informal?
- Find out why your female players haven't yet returned, ask them what sort of event they would like.
- Remember that some players might be more nervous about returning to squash – so can you create an environment that works for them?
- Think about who will run your events - having the right coach / leader for the type of session is key.

### Event ideas

- Club / community sessions – drop-in group, social squash / squash 57
- Fun, social, team competition – getting players back together again
- Events aimed at supporting female players to get back into squash / squash 57
- Social squash – get people back together on court again
- Family events

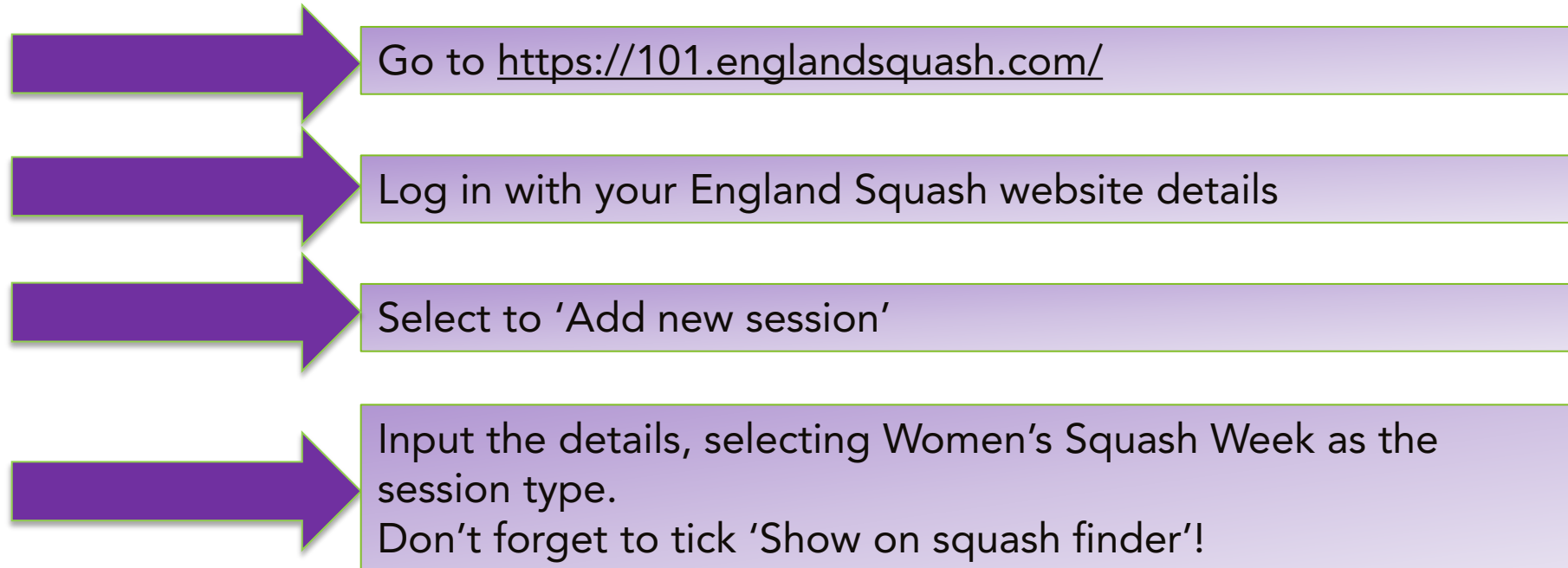
Open your club/venue up to the community

- 'Bring a friend' events
- Link up with other sports sections at your sports centre
- Invite local community groups along to try squash / squash 57

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## Get involved | Add your events to the squash finder

Join the campaign by adding your Women's Squash Week events to the squash finder



**IMPORTANT:** Check that your club or facility details are up-to-date on the [englandsquash.com/finder](https://101.englandsquash.com/finder) – the website and email address will be shown to potential players.



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## Get Involved | Promote and share your events

### How will you promote your events?

- Club newsletters / emails
- Encourage your current players to share with friends and family
- Contact local community groups
- Contact other sports sections at your club / venue
- Provide info easily visible on your website
- Use social media Facebook groups, boosted posts

Make it easy for people to find out about it, and sign up!

### Women's Squash Week toolkit

- Images – a wide range to cater to different audiences
- Social media graphics / new posters / promo video's
- Target audience guidance
- Activity ideas



What else would you like to see in the toolkit?

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## Get Involved | Get active across social media

In the run-up to the campaign and throughout, let's make some noise on social media!

#SquashGirlsCan  
#WomensSquashWeek


- Share videos and photos from your events
- Instagram takeovers
- Repost the stories and quotes we'll be posting to help build momentum behind the campaign
- Share quotes or stories from some of your players
- Use boosted Facebook posts to target potential local players



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## Get Involved | Measure the success

Use the England Squash app to record the players who attend each session or event.

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- Log in to the England Squash app <https://101.englandsquash.com/>
  - Open up the session you have already added
  - Select 'add player'
  - Add existing players from you list of players or by searching the database.  
Or create a new one by asking the player to input their details

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## Timescales

**Now** – Decide on when you will hold an event. Get your events added to the squash finder on [englandsquash.com](http://englandsquash.com).

**End of July** – Women's Squash Week toolkit

- Promotional video
- New social media graphics and posters
- How-to-guides

**9<sup>th</sup> August** - Women's Squash Week promotion begins

- We'll promote your events listed on the squash finder
- Share social media graphics, promo video etc
- We're looking to spotlight your events so tell us what you have planned for!

**19<sup>th</sup> – 26<sup>th</sup> September** Women's Squash Week

- Share stories, quotes, videos and images
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## Next webinars

### Promoting your Women's Squash Week events

How to create maximum exposure for your event.

Week commencing 16<sup>th</sup> August

### Running a successful female event

Hear from those who have been successful in attracting more female players. Week commencing 9<sup>th</sup> August

### What's next?

Campaign follow-up and future plans to keep those female players engaged. Thursday 30 September at 7pm



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