



**Connecting & Collaborative    Adventurous**  
**Driving & Adaptable**

## Bucks SRA Strategy 2020-2023

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### **Introduction**

As a County Association, Bucks SRA has decided to define the strategy to take our sport forward into 2023. At the time of writing, we are certainly facing a 'new normal' in our lives. We have taken our national direction from both Sport England and England Squash (ES), so that we work in parallel with these National bodies and the support that they can offer.

Sport England's 'Towards an Active Nation' strategy outlines the activity to build a more active nation, because being physically active enriches lives, builds stronger communities and creates a healthier and happier nation.

We also acknowledge the importance of the Regional forums to support & drive our plan.

Looking ahead, ES is currently shaping their strategic plan for 2021-2025. Funded Sport will face ongoing funding uncertainties impacted further by Covid-19. We feel that our role as a County Association is more important than it ever has been, in the support and guidance we can offer to our clubs, players, coaches and officials. We will continue to support key national programmes (Squash 101) and campaigns (Squash Girls Can) alongside technology-driven initiatives.

Our strategy will aim to:

- ❖ Enable participation and enjoyment of all aspects of Squash/57
- ❖ Share best practice and key information across our clubs
- ❖ Deliver a professional social media presence
- ❖ Form a progressive association who can support & guide our members into the future
- ❖ Get more women & girls playing our sport

We aim to measure some of our success through ES technology.

This document outlines the proposed vision and pillars that will give our members the best opportunity to thrive.

**Heidi Leseur & David Evans**

### ***Our Values***

#### ***Connecting & Collaborative***

We will support and grow our sport and encourage all, irrespective of social background, ethnicity, ability or gender

We will communicate effectively and listen. Everyone has a voice and we will look after each other so we can look after others.

## ***Adventurous***

We will push ourselves to provide creative solutions to retain and increase Squash/57 participation

Respect our heritage, but not allow this to compromise how we deliver our sport to new audiences and player

## **Driving & adaptable**

Inspire others and be inspired by the game, with a clear focus on delivering the strategy

Champion our sports and maintain a self awareness of our competition

Have fun and aspire others; using our head and heart

## **Our current situation**

Our county club landscape presents data that will help us identify where our resource should focus. Our general understanding is that squash courts based in a leisure centre facility and clubs with low court numbers, are under the most pressure to offer return on investment and how they retain and increase player participation.

In March 2020, we held our first workshop to help us better understand the needs of our clubs and to improve the communication channels between them. In Bucks we have a high percentage of member clubs compared to other counties. In most cases the members clubs have sound infrastructures and funding in place.

	<b>Facilities</b>	<b>Courts</b>
<b>NORTH</b>	Leisure - 5	12
	Members - 3	5

	Other/RAF/School - 2	5
<b>CENTRAL</b>	Leisure - 0	0
	Members -	15
	Other/RAF/School -	8
<b>SOUTH</b>	Leisure - 3	5
	Members – 5	17
	Other/RAF/School - 2	6

## Facilities

13 England Squash Affiliated Clubs

Across the county we have seen improvements in the following areas: glass doors, LED lighting, courts regularly maintained & improvements in changing facilities

Coaching resource-42 official coach members (30 M/12F)

L1- 17/L2-14/L3-9/L4-1

Over 50% of clubs have a coach retained or associated with the facility & 70% have some sort of Junior Programme. We have approximately 50% with links with local schools.

We currently have 1558 affiliated paid for members (Jan 2020)

1005 male/231 female

Adult 1272/ 326 Junior

## ***Our Vision***

***Bring inspiration, opportunities and experiences to all \*racket players to reach their full potential***

***\*Squash & Squash 57***

*Our focus is to:*

- ❖ **Increase the popularity and profile of Squash and Squash57 – better collaborative working**
- ❖ **Drive participation – every child hooked on our sport for life**
- ❖ **Ensure coaches and referees are suitably qualified and receive continuous professional development**
- ❖ **Create a network to enable our coaches to pass on their skills and passion of our sport to others**
- ❖ **Continue to provide a pathway to nurture players so that they can mature and fulfil their potential**
- ❖ **Produce players who are proud to represent their club & county**
- ❖ **Foster players who respect their sport, their peers, their family, their coaches and themselves**

## **Our 6 Pillars for The Future**

### **1. Marketing our sport and facilities**

- Social media
- Investment
- Marketing
- Develop relationships with key partners
- Agree commercial partners & funding opportunities

### **How we plan to deliver this**

- a. Employ a social media expert who can promote our sport across the county and maximise our social media opportunities. Budget £2k (Y1)

- b. Work closely with the ES team to influence the county and club marketing available to us
- c. Developing local marketing – through brand awareness, recognition, development of communication plans with a focus on health and fitness of our sport
- d. Identify five key commercial partners who can add value to the county (e.g. Karakal)
- e. Develop working relationships with key sporting organisations that can promote our sport (e.g. LEAP)
- f. Be able to share and take advantage of funding opportunities at a local/regional and national level

## **2. Membership**

- Increase membership income
- Increase the pool of diverse coaches who are willing to support the county programmes & clubs
- Deliver coach & referee development programmes

### **How we plan to deliver this**

- a. To maintain the number of affiliated clubs & courts at 13 and work closely with potential new sites to secure the maximum funding
- b. To identify an Ambassador to drive the participation of female Squash/57 in the county
- c. Run county/regional coaching development/education seminars on a quarterly basis
- d. Increase individual player membership equivalent by 10 % over the next 3 years
- e. Increase the pool of Coaches and Referees available in the County
- f. Provide and maintain an organised and efficient refereeing structure to improve the standard of refereeing

## **3. Programmes**

- Increase people playing Squash/57 through all clubs with a focus on leisure & public facilities
- Fully support ES programmes & campaigns (Squash Girls Can/Squash 57/Squash 101/Junior 101)

### **How we plan to deliver this**

- a. Appoint a County Development Officer with a key focus in the north of Bucks, increasing the profile and participation of our sport
- b. Initiatives include Women and Girls sessions, 50+ sessions & Workplace /Corporate sessions

#### **4. Development**

- Building sustainable relationships with schools
- Continue to commit to the National Your School Games programme
- Identify National programmes to support school/club links eg: Satellite Clubs

### **How we plan to deliver this**

- a. Appoint a School Liaisons Officer
- b. Train a grassroots coach workforce by linking/collaborating with local multi-sport businesses.
- c. Create easy to access schools packages with club links and income to support the post and reinvest in training, equipment etc...
- d. Connect with our Active Partnership, Leap, School Games Officers, local Sports Dev Group.

#### **5. Governance**

- Review and refine our Articles of Association
- Secure our relationship with Regional Forums
- Drive a proactive relationship with England Squash
- Deliver a robust Safeguarding Policy & Parent/Player Education

### **How we plan to deliver this**

- a. Strive to maintain the highest standards of ethical practice through continued work in Safeguarding and Equality through regular education and by connecting and supporting our community of welfare officers
- b. Develop successful relationships with England Squash by delivering results and meeting targets
- c. Increase earned income as a proportion on turnover on a sustainable and diverse basis

- d. Review our policies and procedures annually or when we become aware of a relevant change in legislation
- e. Consult with and invite feedback from all our stakeholders on a regular basis although we are happy to accept comments and feedback at any time

## **6. Competition**

- Develop & grow our junior & senior league structure with a key focus on female participation
- Increase the profile of our county teams and their presence in ICC & National competitions
- Support a local Bucks charity through our county players, each player contributes or has a sponsor
- Support a players pathway and nurture potential talent
- Develop school national/regional & county competitions

### **How we plan to deliver this**

- a. To develop a diverse player pathway which allow youngsters to not only grow their squash skills and passion for the sport but explore new challenges, grow resilience to help them reach their chosen aspiration
- b. Target clubs who would like to offer a Junior and/or Womens team
- c. Support the existing school network and develop new relationships across the county
- d. Launch “Support a local charity “

### **Terms of reference**

Sport England Plan 2019

England Squash Strategy 2017-2021