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SQUASH
SQUARED

FOUNDED 2015



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CLUB PARTNERSHIP PROGRAMME

Supporting clubs to grow their junior membership

WHAT IS THE CLUB PARTNERSHIP PROGRAMME?

The Club Partnership Programme (CPP) is an initiative that gives selected clubs the best opportunity to grow their junior membership, bolster their business and increase income for coaches via new partnerships with local schools.

The Programme is fully funded by Squash Squared.



WHAT IS SQUASH SQUARED?

Squash Squared is a registered charity that delivers an after-school squash and education programme to deserving children and whose vision is driven by the increasing evidence that active children have higher academic attainment and improved social outcomes.

The charity is fully insured and compliant with the Charity Commission and accountancy requirements.



CLUB CRITERIA

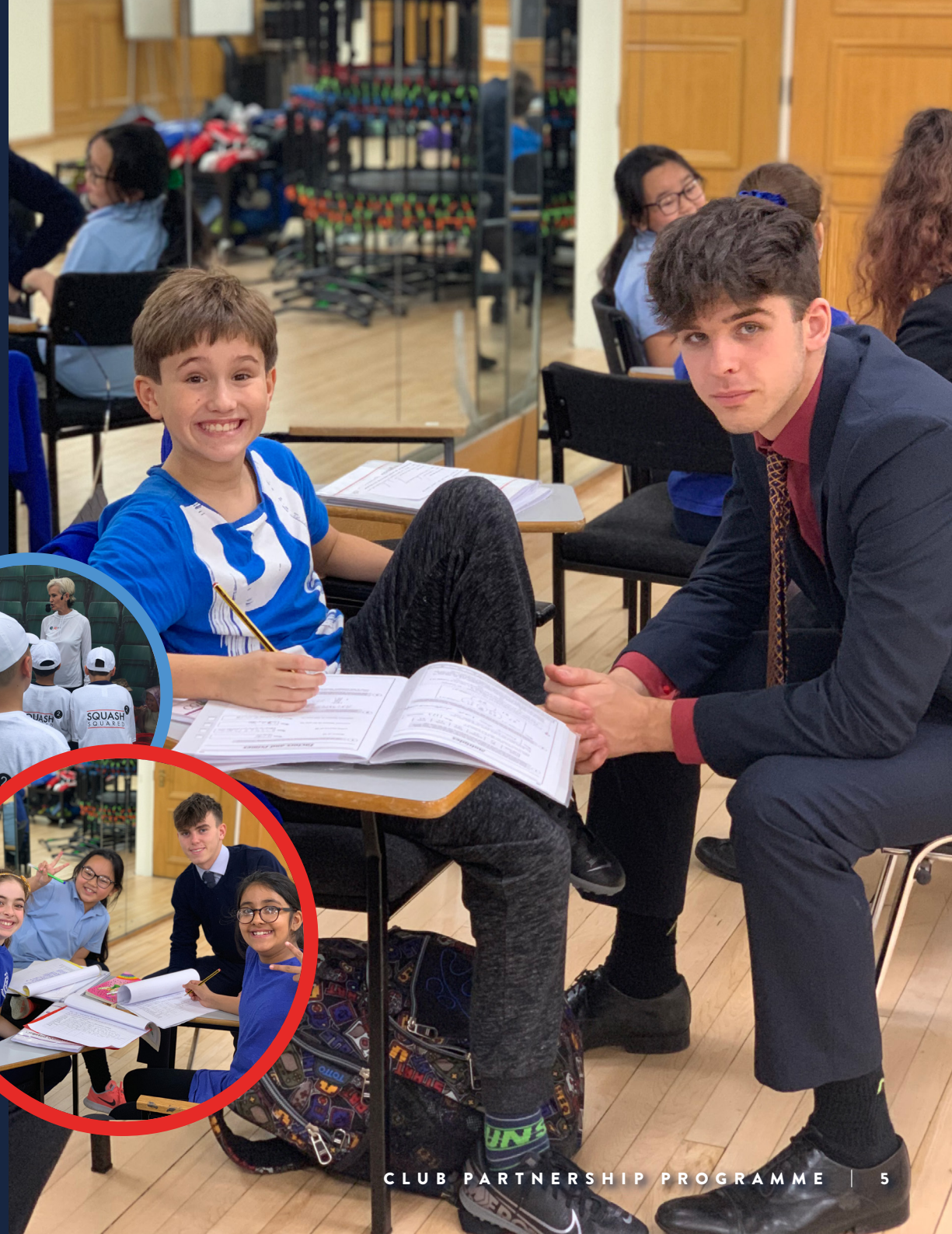
Selected clubs are identified based on having one or more of the following:

- An active junior coaching programme
- **A proactive coach or committee**
- A desire to grow their junior section
- **An open-door policy to local schools**



SQUASH SQUARED AIMS AND OBJECTIVES

- Create new junior members and increase coaches' income
- Increase participation by introducing children to our sport who would not otherwise encounter squash nor have the financial means to play or receive coaching
- Increase squash activity levels at each club
- Develop each child's new sporting skill (squash)
- Raise academic achievement
- Improve health and fitness of the pupils who participate
- Raise the self-esteem, aspirations and confidence of its pupils
- Give every child the same academic and sporting opportunities



SQUASH SQUARED IN ACTION

Pupils arrive at their local squash club staffed by a teacher and teaching assistant

Half the group receive squash coaching whilst other half receive tutoring in core subjects. Midway the groups swap activities.

Children come together at end of squash & academics to eat a nutritious meal together

Children are returned to school where they are collected by their parents



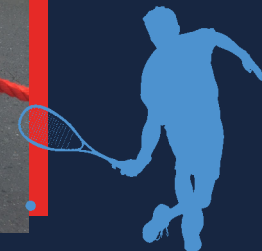
HOW DOES CPP WORK?

Squash Squared identifies and approaches an appropriate primary school keen to add squash to their sporting curriculum which is local to each participating club.

The school and club are paired and a weekly after-school squash and education programme is initiated.

Squash Squared facilitates the school/club connection process then helps to administer the working model, establishing a solid foundation from which to move forward, specifically:

- Initial connection
- Agreement of rates of pay
- Processing of invoices
- On-going support
- Clarification of responsibilities and expectations of school and club respectively



FUNDING COMMITMENT

Squash Squared will fund the necessary elements of new member creation, from a child's first time on a squash court through to the cost of the child's membership fee when joining a club.

Subject to agreed terms with each club Squash Squared will fund:

- Coaching fees
- Tutor fees: teacher and teaching assistant
- Food costs for pupils*
- Court fees
- Membership fees
- Administrative fees
- Cost of camps during school breaks

*N.B not all programmes will include food





ADDITIONAL CLUB BENEFITS

1. **New off-peak court usage generates additional income which has no opportunity cost nor impact on members' use**
2. Provides sporting, educational and volunteering opportunities for older junior members, i.e. Duke of Edinburgh and gap year students
3. **Opportunity to increase squash camp revenue via new players**
4. Draws positive publicity to participating clubs; internally & externally
5. **A socially correct initiative that helps those less fortunate**
6. Demonstrates club as active within the community helping to forge links with local councils
7. **Shows club has open-door policy to the community and that facilities are used for benevolent purposes - supportive to applications to expand facilities**
8. There is no cost and zero risk to clubs who join the Club Partnership Programme



BENEFITS TO COACHES

- New revenue from coaching the schools, follow-up private lessons and camps
- New revenue for administrative duties
- Coaching hours are off-peak when most coaches are not working (typically 3.30-5.30pm)
- Provides base numbers for camp creation in school holidays



STET'S STORY

NAME: Stets Frederik Noel

YEAR: 8

SCHOOL: Sacred Heart School, Battersea

SQUASH STATUS: Current member of The Wimbledon Club

“

I'd never heard of squash before I got introduced to it through the Squash Squared program at my school.

We would have two lessons a week at the Wimbledon. We were split into two groups. Some would do some maths or extra homework the other group would play squash, then we would swap.

I got the hang of it quickly and could soon play matches which was everyone's favourite part of the lesson.

We continued coming to the club for two years and got to the stage where we could play with a professional squash ball. I also got much more confident in my maths.

Squash quickly became my favourite after-school club and I felt that I had found a sport I was good at and could look forward to playing every week.

My mum is happy that I was attending squash as it meant she could stay at work late and she knew I was being help with my homework and getting some exercise.

When I left primary school I really missed the club. My mum decided to contact Stacey to speak to him about membership and becoming a junior squash member.

I've now signed up and I am attending training every week.”



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OUR PARTNERS

EDUCATIONAL PARTNERS



Kings College
Wimbledon



Emanuel School



Sacred Heart
Battersea



Albemarle School
Southfields



Southmead School
Southfields



St Mary's
Battersea



Sullivan Primary
School

FUNDING PARTNERS



Mohn Westlake Youth
Achievement Fund



BGC Partners



Sir Walter St John



AELTC



London Community
Foundation



Strawberry Star

SQUASH PARTNERS



The Wimbledon Club



South Bank
Squash Club



The Hurlingham Club



Professional Squash
Association



Professional
Squash Association
Foundation



England Squash



England Squash
Foundation



Surrey Squash





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WE LOOK FORWARD TO WORKING WITH YOU

To express your interest in joining the Club Partnership
Programme please email: director@squashsquared.com



www.squashsquared.com

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