

SQUASH

SQUARED

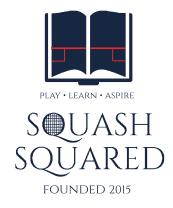
FOUNDED 2015

SQUASH SQUARED ANNUAL REVIEW & IMPACT REPORT 2019/20



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EVERY CHILD AND YOUNG PERSON HAS THE RIGHT TO BE ACTIVE, TO BENEFIT FROM BEING ACTIVE IN A SAFE, POSITIVE AND TRUSTED ENVIRONMENT, AND TO HAVE AN EQUAL **CHANCE TO ACHIEVE** THEIR POTENTIAL."

- SPORT ENGLAND

WELCOME



Our impact report looks back on a hugely successful 12 months for Squash Squared and the pupils who we support.

Our achievements during the year have been record breaking and only made possible because of our supporters, donors, partners and committed team. We express our most

sincere thanks to all who have helped us in their many different ways.

Between May 2019 and May 2020 many new partnerships were established and new ground broken. We provided nearly 2000 hot meals, organised one of the largest and strongest professional tournaments in the U.K., doubled the size of our annual fundraiser, attracted our first corporate sponsor, supported the careers of two young professional players and inspired other groups to emulate what we do.

The trustees and I are proud of these achievements because they have bolstered Squash Squared making us better placed and resourced to help our pupils.

Read on to enjoy our pupils' stories and to learn about the exciting plans that we have for the year ahead. I hope our report leaves you as inspired as we all are here at Squash Squared!

Stacey Ross

Co-Founder and Operations Director



Squash Squared has had a very successful 2019-20.

We met or exceeded all of the goals that the Squash Squared Trustees set at the beginning of the year. We would like to thank retiring trustee Aisling McArdle for her contributions and we would like to welcome trustee Justine Cherry-Macklin to our board. Justine brings

to Squash Squared an enthusiasm for sport with an International background in fund raising both here in the U.K. and the U.S.

The cornerstone of Squash Squared is its commitment to giving as many disadvantaged school children the same sporting and academic opportunities as their peers.

Stacey and his team with the donors' support have made great strides in encouraging the Squash Squared pupils to be aspirational and strive to reach their full academic and sporting potential.

I encourage you to take personal inspiration from our 2019-20 Impact Statement.

Thank you.

Craig Cook

Chairman, Squash Squared

WE ARE...



PIONEERING

Squash Squared is the UK's first squash and education initiative to register with the Charity Commission. Our model is proven - we improve children's classroom attainment, set children on a better pathway in sport, create new junior members for clubs and increase Squash participation



COLLABORATIVE

We want to work with those who share our vision and actively seek new partnerships that will allow us to better serve our beneficiaries



AMBITIOUS

We are a small charity with bold plans for the future; committed to sustainably helping as many children as we can and to growing our network of school and club partnerships



INSPIRING

We instil self-belief in our pupils and encourage them to aim high, ensuring they know they can achieve whatever they set out to do



PASSIONATE

We love squash and know that the enjoyment of sport mixed with extra education is a powerful combination and a catalyst for greater achievement



INCLUSIVE

Everyone is welcome and has an equal opportunity to develop

SQUASH SQUARED MISSION STATEMENT: "DEDICATED TO BETTERING THE LIVES OF MOTIVATED CHILDREN FROM DISADVANTAGED BACKGROUNDS BY USING SQUASH AND EXTRACURRICULAR ACADEMIC TUITION TO ENSURE THAT EACH CHILD HAS THE SAME LIFE OPPORTUNITIES, IRRESPECTIVE OF HIS OR HER BACKGROUND."



WHAT WE DO

AR 100% of our pupils had never played Squash before



of our schools had never included Squash in their sports curriculum before

100% of our schools agreed Squash

Weekly, through 7 school partnerships, we support 110 pupils at every stage of their squash journey and commitment to additional learning.

We show them how to play Squash with good sportsmanship and ensure that they learn valuable life and organisational skills.

We encourage children to aspire and strive to achieve their full sporting and academic potential.

Where facilities permit, we provide nutritious, hot meals after sport and study time.

We broaden schools' sporting curriculums showing Squash to be a viable and sustainable sports option and increase participation by introducing new players to our sport.

We upskill school staff by showing them how to teach and structure an engaging Squash lesson and thereby build a culture of squash in each school.

1,920 the number of hot meals provided to our pupils





worked well as a new school sport

OUR PHYSICAL CHALLENGE

GIRLS DO NOT take part in any sport outside of school compared to only 12% of boys the same age. The gap grows further when reaching secondary school. By ages 13-15 years only 7% of girls meet physical activity

requirements compared

to 19% of boys.

CHILDREN FROM FAMILIES IN **SOCIO-ECONOMIC GROUPS**

Only 24% of children from lower socio-economic groups take part in sports outside of school versus 41% of children from more affluent families.



CHILDREN FROM BACKGROUNDS

2x as many White British children (32%) are part of a sports club compared to children from an Asian background (16%) of the same age.



Just 1 in 5 children aged five to 15 meet the Chief Medical Officer's recommendation of doing at least 60 minutes of moderate activity each day.



More active children are happier, more resilient and more trusting of others, but more than one ½ x 5-16 year olds are not active enough to enjoy these benefits.



Around 1 in 3 children from families in a low socio-economic group are significantly less likely to regularly play sport or would likely ever encounter squash.

WHILE THE CURRENT SYSTEM WORKS FOR MANY CHILDREN, IT DOESN'T WORK FOR EVERYONE. SOME DON'T HAVE THE SAME OPPORTUNITIES TO BE ACTIVE, SO THEY DESERVE EXTRA SUPPORT. THIS IS PARTICULARLY TRUE FÓR GIRLS, THOSE FROM LESS AFFLUENT FAMILIES AND YOUNGSTERS FROM BLACK AND ASIAN BACKGROUNDS. **CURRENT INEQUALITIES IN SPORT AND ACTIVITY UNFORTUNATELY** START FROM A YOUNG AGE AND THEY NEED TO BE ADDRESSED."

- SPORT ENGLAND

OUR ACADEMIC CHALLENGE

Attainment gaps between pupils from deprived backgrounds and their more affluent peers persist through all stages of education, including entry into higher education.



7 YEARS OLD

The age by which the highest early achievers from deprived backgrounds are overtaken by lower achieving children from advantaged backgrounds.



LESS THAN 1/3

The likelihood of a pupil eligible for free school meals achieving five or more GCSEs at A*-C (including English and mathematics) compared to that of a non-FSM pupil.



2x

The likelihood that a pupil from a non-deprived background will go on to study at university compared to their deprived peers.





OUR GOALS & HOW WE MEET OUR CHALLENGES



GOAL:	TION:
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To raise academic attainment and increase learning resilience



Build classroom confidence via an increased learning advantage

- Provision of extracurricular education in smaller class sizes than at school allow teachers to spend more time with each child.
- Lessons on site at our partner clubs is a new, positive learning environment where children are more relaxed to ask questions.
- A better understanding of school subjects, combined with the ability to play a new sport, lead to improved self-esteem, greater confidence and the persistence to recover from set-backs, "I can do this!"

More children playing more squash both in and outside of school and adopting Squash as a healthy sport for life



Introduce Squash to schools' sporting curriculums & establish a sporting pathway

- Introducing Squash as a new sport raises the profile of P.E. within schools and increases the chances that a child will find a sport they connect with.
- · Experienced coaches make sessions fun and engaging. Barriers to further participation are removed - the transition from school player to club member is seamless and without cost.

To mould children into confident, healthy and polite individuals who know that they can achieve whatever they set their mind to



Encourage an aspirational mindset

- · As pupils' confidence grows through their improved academic and sporting capabilities they set higher standards for themselves and learn how to achieve their goals.
- Through key events pupils meet and learn about the best players in the world (some from backgrounds not dissimilar to theirs) inspiring and helping them to understand that their goals can be reached with commitment and determination.

To enhance life skills



Build personal character in new surroundings

- Played in close quarters, squash encourages fair play and respect for the opponent, in turn developing healthy competitive attitudes.
- Students learn appropriate behaviour in a new, club setting, politeness to members and staff develops over time - key life skills.

THE POWER OF SQUASH

COMBINED WITH EXTRACURRICULAR ACADEMIC SUPPORT



100%

of the cost of joining a Squash Club for pupils is covered by Squash Squared



of our schools would recommend a partnership with Squash Squared to other schools



100% 60 HOURS

the number of hours of Squash coaching and tutoring that every child receives







A Social Research study found that **CHILDREN TAKING PART IN** ORGANISED SPORTS ARE 1.5X MORE LIKELY TO REACH A HIGHER THAN EXPECTED LEVEL IN THEIR **KEY STAGE 2 MATHS TEST AT AGE 11.**

Among disadvantaged children, THOSE WHO ATTEND AFTER SCHOOL CLUBS ACHIEVE, ON **AVERAGE, A 2 POINT HIGHER TOTAL SCORE IN THEIR KS2 ASSESSMENTS** IN ENGLISH, MATHS AND SCIENCE (equivalent to two fifths of the "attainment gap") at the end of primary school compared to their peers who do not take part in such groups.

The researchers also discovered that CHILDREN WHO PARTICIPATED IN ORGANISED SPORTS HAD **BETTER SOCIAL, EMOTIONAL** AND BEHAVIOURAL SKILLS THAN THOSE WHO DID NOT TAKE PART.

OUR IMPACT ON PHYSICAL WELLBEING

We help children to form a positive relationship with sport, fitness and education.



Squash appeals to all genders and keeps all children equally active



improved their squash skills and physical literacy (agility, balance and coordination) in turn benefitting other mainstream sports that they play



100% **OF OUR SCHOOLS**

agreed that Squash Squared sessions provide a good cardiovascular workout for pupils







EXPERIENCED COACHES DEVELOP CHILDREN'S PHYSICAL LITERACY IN LINE WITH THE NATIONAL P.E. CURRICULUM AND DEVELOP SKILLS TRANSFERABLE TO OTHER MAINSTREAM SPORTS

Sessions are designed to develop children's basic sporting skillset through squash and set routines ensuring A,B,Cs (agility, balance, coordination) are well practiced.

SQUASH SQUARED IS FULLY INCLUSIVE

Criteria for joining the programme is designed to identify those most in need of support. Those who are typically less active and less engaged in sport generally are encouraged to take part.

WE MAKE IT FUN AND EASY TO BECOME INVOLVED

We meet the needs of the pupils. Fun games as warm ups engage all the children regardless of sporting ability. Enjoyment is the focus of all sessions. We identify local clubs ready to host nearby schools and welcome new junior members.

THE IMPACT OF EXTRA EDUCATIONAL PROVISION



Squash Squared's small group and individualised tuition creates the optimal learning environment that supports lower attaining learners or those who are falling behind. It is also a widely recognised as an effective strategy to ensure consistent progress.



that each child receives equates to 20-25% more time spent on a specific academic subject



The number of extra hours of small group tuition that every child receives to help consolidate their learning over an academic year



MONTHS ADDITIONAL PROGRESS

over a year was made by Year 6 and 7 students through a structured program involving small group tuition in a 2014 evaluation*

ADDITIONAL PROGRESS

was made by year 6 and 7 students on average over a year after an intensive coaching program that involved one to one tuition*

*[Information from an evaluation from "Switch-on Reading" in 2014]





NEW INDEPENDENT SCHOOL PARTNERS

Two new partnerships with leading London Independent Schools, Emanuel School and Kings College School were established further reducing the pupil to tutor teaching ratios.

At times one to one tuition was also feasible making lessons readily adjustable to the individual, specific needs of the pupil.

Under the supervision of their school teachers, sixth form students gained experience of tutoring and the pupils benefited from constant, direct teaching support in very small groups.













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The Albemarle students benefit from learning a new sport which many of them would not have access to otherwise. They are always excited to get on the squash court and play various games with the coach and the King's students. They also benefit from the extra maths sessions, where the expert King's boys help support them with various topics.

The Wimbledon Club is a good venue to hold the sessions, we are often placed in a room with nice views across the cricket pitch or tennis courts.

The King's boys plan the maths sessions, develop valuable teaching skills, and have to think carefully about how to cater for different ability levels. I definitely consider the Squash Squared partnership a valuable addition to the King's outreach programme".

- MICHAEL STENNING, MATHS TEACHER AND HEAD OF SQUASH, KINGS COLLEGE SCHOOL, WIMBLEDON

CASE STUDY: LENA AND DAVED

DAVED

"My name is Daved, I first was offered a place to play squash when I was in year 4. I was very excited, they started introducing everything about squash as well as helping us in our Maths homework and also to improve our Mathematics skills.

At the beginning everything was very hard but they have very patient and caring coaches. I started going with my school Sacred Heart once week, but the most excited part is when they offered me a place after I left Sacred Heart Primary School and went to St. Joseph's College.

This chance of playing squash kept me active and happy and I would take it as chance of my life to try to be Squash professional.

I would like to thank all the people working to make this programme running because you don't know

how you really helping children and youth to be actively happy and busy.

Thank you Stacey and Mr. Brading."

Daved



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I WOULD LIKE TO THANK ALL THE PEOPLE WORKING TO MAKE THIS PROGRAMME RUNNING BECAUSE YOU DON'T KNOW HOW YOU REALLY HELPING CHILDREN AND YOUTH TO BE ACTIVELY HAPPY AND BUSY."

LENA

"My name is Lena, I am in year 5. I had no idea about Squash till my brother got introduced to the sport through the Squash Squared programme.

He was attending Squash Club once a week with our school Sacred Heart... I was very excited when the club offered him a space to continue playing Squash after he left Sacred Heart. I went with my mum to watch him play, this is when I couldn't stop the idea that I really want to play.

Stacey noticed that and asked me to have a trial session, then he allowed me to join as well and I kept on going with my school to play Squash once a week as well as having another session per week.



I am really very grateful for all what the club is doing for us, because they are helping us to be healthy and active.

My dream is to be the next Squash champion!"

Lena

MY DREAM IS TO BE THE NEXT **SQUASH CHAMPION!**"

ROLE MODELS



JORDAN WARNE

Jordan is a fast-improving professional player who has just joined the senior World Tour and valuably, our brilliant, inspiring coach to whom the pupils at Squash Squared admire and look up to.



TOM WALSH

A former under 19 British National Champion, Tom is making his way up the senior world rankings and working hard to earn a living playing Squash professionally in tournaments across the world.



SUPPORTING OUR SPORTING AMBASSADORS

It was with great pleasure that Squash Squared could provide some help to the playing careers of Jordan Warne and Tom Walsh.

Wildcard entries for our own professional tournament were awarded to both players presenting the opportunity to earn valuable ranking points and prizemoney on home soil against world class opposition.

To help both players beyond the tournament, their cost of annual membership to the Professional Squash Association for the coming year was funded by Squash Squared simultaneously giving our pupils two inspirational athletes to follow over the coming year.

"I WANT TO PLAY LIKE JORDAN"

The Squash Squared pupils and families were out in full support to watch Jordan give a superb account of himself in his first round match against World Junior Champion Mostafa Assal, already ranked 41 in the world.



IT WAS BRILLIANT TO BE ABLE TO PLAY SUCH A KEY MATCH IN FRONT OF THE KIDS TODAY. **SUPERB FRONT ROW SUPPORT!** I'D LIKE TO THINK SOME INSPIRATION FROM MY MATCH TODAY HAS FILTERED THROUGH TO THEM."

WORLD CLASS, GLOBAL AWARENESS



\$50,000

\$35,000 (2018) + \$15,000 more sponsorship = \$50,000 prize fund for 2019

43%



The increase in year on year prize money from 2018

SQUASH SQUARED OPEN 2019

Our biggest ever professional tournament, one of the largest in the UK, was held in May.

Since its inception in 2016 the tournament has gone from strength to strength in terms of the awareness it raises for Squash Squared, the quality of the players it attracts and the funds it generates for the charity.

This year's tournament surpassed all expectations. \$15,000 was added to the player prize fund, moving last year's overall compensation from \$35,000 to \$50,000.

At this level the tournament is attractive to the very best players on the World Tour. Players ranked 11 and 12 in the world duly took up seeded position 1 and 2 in the draw and the depth of entry was comparable to tournaments closer to the \$100,000 level.

33% 並並

The increase in strength of the top 4 seeds in terms of world rankings 2019 v 2018

22% XXX

The increase in strength of the top 8 seeds in terms of world rankings 2019 v 2018

100% T

The increase in prize fund 2019 v inaugural year (2016)

26%音

The increase in funds raised at the auction at the Presentation Dinner



£13,565 🞉 total funds raised at the Final's Night auction

The Wimbledon Club Squash Squared Open Champion Marwan ElShorbagy and runner-up Iker Pajares

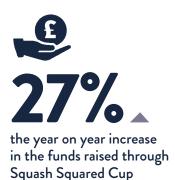
PLAY · LEARN · ASPIRE

OUR BIGGEST EVER SQUASH SQUARED CUP

The Squash Squared Cup is the charity's largest fundraiser of the year, a fun team event that gives our Squash Squared pupils a unique opportunity to play alongside some of the best players in the world in front their parents and carers and to a gallery full of spectators.

66% the year on year increase

in the size of event











This year's event broke away from the traditional 6 teams x 6 players of previous years to be able to accommodate bursting levels of support from the Squash Community.

England Captain Daryl Selby, former world number 2 Peter Marshall and former world number 4 Peter Barker were just some of the professional players who captained teams and provided entertaining Squash for all to enjoy.

Squash Squared is exceptionally thankful to every player and supporter who donated and contributed in their different ways so as to make this year's event so special.



EXPANDING OUR BOARD: WELCOME JUSTINE CHERRY-MACKLIN

"Although I am keen on sports, I have never played Squash myself, so it wasn't a part of my life until my son was introduced to it by a family friend. I am, however passionate about the positive impact sports can have on children's physical and mental well-being.



I crossed paths with Stacey again while fundraising for a sports event at King's College School, and learned about Squash Squared and its wonderful community outreach initiatives.

I love the programme's holistic approach, which targets various challenges faced by many young people, particularly those living in deprived circumstances.

The ultimate goal is for our participants to build self-confidence and self-motivation to be the best versions of themselves socially, academically, emotionally, and physically.

It is a honour to play a small part in helping to sustain Squash Squared's excellent work to date and strive towards broadening its reach."







THE ULTIMATE GOAL IS FOR OUR PARTICIPANTS TO BUILD SELF-CONFIDENCE AND SELF-MOTIVATION TO BE THE BEST VERSIONS OF THEMSELVES SOCIALLY, ACADEMICALLY, EMOTIONALLY, AND PHYSICALLY."

- JUSTINE CHERRY-MACKLIN

CASE STUDY: MALUHKY

"My name is Maluhky. I'm in Year 8 and have been playing squash since I was in primary school. Squash has given me lots of enjoyment over the years. It has helped to keep me active and also taught me lots of new skills.

Before starting to play squash with my primary school I had heard of Squash but I had never thought of playing it. Since joining the Squash Squared programme I have been given a number of opportunities to participate in squash competitions and to also attend some great events with professional players.



I have made quite a few friends through Squash Squared, joined the club and will be playing squash for many more years to come."

Maluhky

I HAVE MADE QUITE A FEW FRIENDS THROUGH SQUASH SQUARED, JOINED THE CLUB AND WILL BE PLAYING SQUASH FOR MANY MORE YEARS TO COME."



NEW PARTNERSHIPS

STRAWBERRY STAR **OUR NEW CORPORATE SPONSOR**



The support Squash Squared received from corporate sponsor Strawberry Star highlights the significant value that companies can bring to our work and the attention they can draw to our campaign.

New corporate sponsor Strawberry Star went far beyond their agreed commitment by entering a team into the Squash Squared Cup and fundraised very successfully in the process.

Considering some of their team had never played Squash before, submitting a side was a bold move but indicative of their overall commitment to helping us.

The link below details how Team Strawberry Star "Helped Squash the Target": https://www.strawberrystar.com/news/csr/we-helped-squash-the-target







Associate Director of Strawberry Star Jonathan Roberts at 6 feet two inches sizes up 8 year old opponent Esther Chak just before his match in The Squash Squared Cup

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We admire the work that Squash Squared does to build confidence, resilience, and competence for children from challenging backgrounds. We worked with Squash Squared as their ethos of developing and growing potential fits with that of Strawberry Star. We are proud to have sponsored Squash Squared and supported their work as part of our corporate social responsibility."

- CAUVERY NANAIAH. SENIOR DIRECTOR GLOBAL SALES & MARKETING, STRAWBERRY STAR

NEW PARTNERSHIPS: ENGAGING NEW SUPPORTERS & FORGING NEW PARTNERSHIPS IS ESSENTIAL TO OUR GROWTH

We are very grateful for the support of all of the organisations that have helped us throughout the year. All the below are new partnerships established during 2019/20.

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Squash Squared have been coming to Hurlingham each week for over a year now. The Club has been pleased to be involved with this worthwhile project - the children clearly revel in the opportunity to enjoy exercise and develop new skills. We see no reason why this partnership cannot continue going forwards."

- DANNY SITTON. HURLINGHAM SPORTS EXECUTIVE

NEW SQUASH PARTNERS





NEW EDUCATIONAL PARTNERS







NEW FUNDING PARTNERS











OUR PLANS FOR THE FUTURE

2019/20 has been a fantastic year for Squash Squared and we are keen to maintain that momentum and as we move ahead into the next 12 months.

OUR FOCUS WILL BE ON TWO KEY OBJECTIVES. To scale up our delivery and more accurately measure the impact that we make.

We want to create the optimal programme that can be sustainably expanded, helping to broaden the sporting curriculum of schools, allowing more pupils to discover Squash and drive up participation.

SQUASH SQUARED IS EXCITED ABOUT THE FUTURE

and will be working hard to achieve the targets we have set ourselves for the forthcoming year.

We look forward to updating you on our progress and hope that you have enjoyed reading about our work and the differences that we endeavour to make.







WE WANT TO CREATE THE OPTIMAL PROGRAMME THAT CAN BE SUSTAINABLY EXPANDED, HELPING TO BROADEN THE SPORTING **CURRICULUM OF SCHOOLS,** AND DRIVE UP PÄRTICIPATION."



OUR FINAL WORD OF THANKS

Squash Squared was founded at The Wimbledon Club (TWC) in 2015. It originated from a desire to serve not just the members but those in the immediate community who may ordinarily either not encounter Squash nor have the means to access the sporting facilities at The Wimbledon Club.

Support from The Club and specifically the Squash section has been crucial to the charity's formation and survival.

Squash Squared would like to express its most sincere gratitude to The Squash Committee, the management at TWC and to everyone who has chosen to help us. Our programme could not work without you.





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The Wimbledon Club is proud to be the birthplace of Squash Squared, a commendable and pioneering initiative founded by our Squash Director.

In my position as Squash Chairman I look at what this programme brings to the club and there are only positives.

The Wimbledon Club has a responsibility to help strengthen the local community and to invest in the furtherance of our sports. The squash section therefore has a commitment to Squash Squared.

Moving ahead we look forward to lending our full support to the charity and ensuring that more children from all backgrounds can enjoy our facilities."

- TOM GOULDEN, SQUASH CHAIRMAN, THE WIMBLEDON CLUB





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Squash Squared is a registered charity no. 1166348