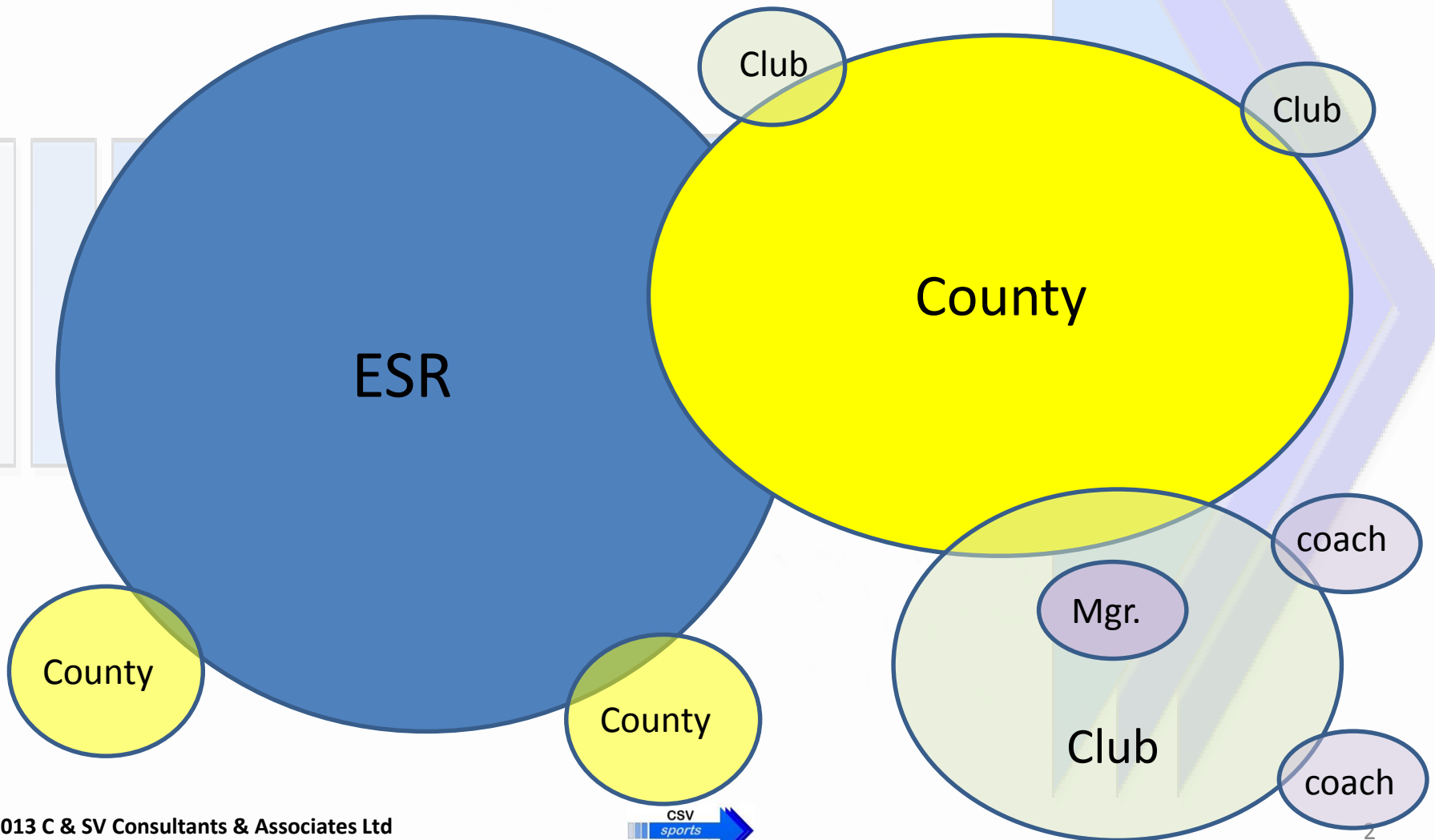


Sussex SRA AGM

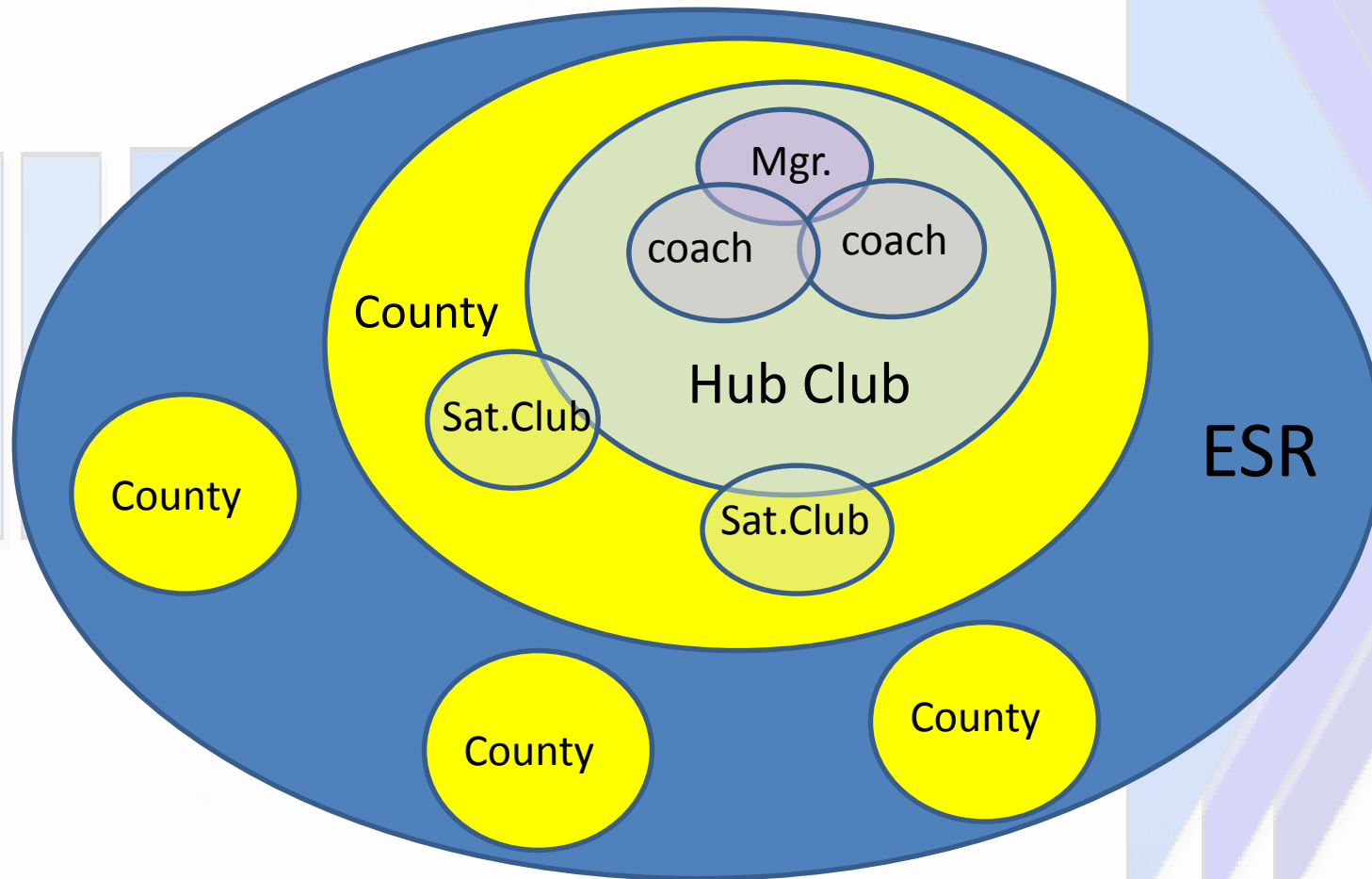
July 30th 2015

C & SV Consultants Ltd

ESR/County/Club relationship - Common



ESR/County/Club relationship - Ideal



Sussex - Interesting Statistics & Figures

- 85% Male – 45+ “old mans game” – perception
- 2434 players (25 clubs analysed) – 2 sets of figures
- Average Number of players per court = 31.61
Should be nearer 50/ct (only 1 club now)
- ? Full time coaches – not enough
- Few women & girls (exceptions....)
- Not enough Juniors to replace = 394 (13 Clubs)
- Clubs with **Active** Development Plans?
- One P/time Development Officer – big county

Sussex Regions + targeted Clubs

West

Bognor
West Worthing
Chichester
Lancing College
Storrington
Middleton
Littlehampton

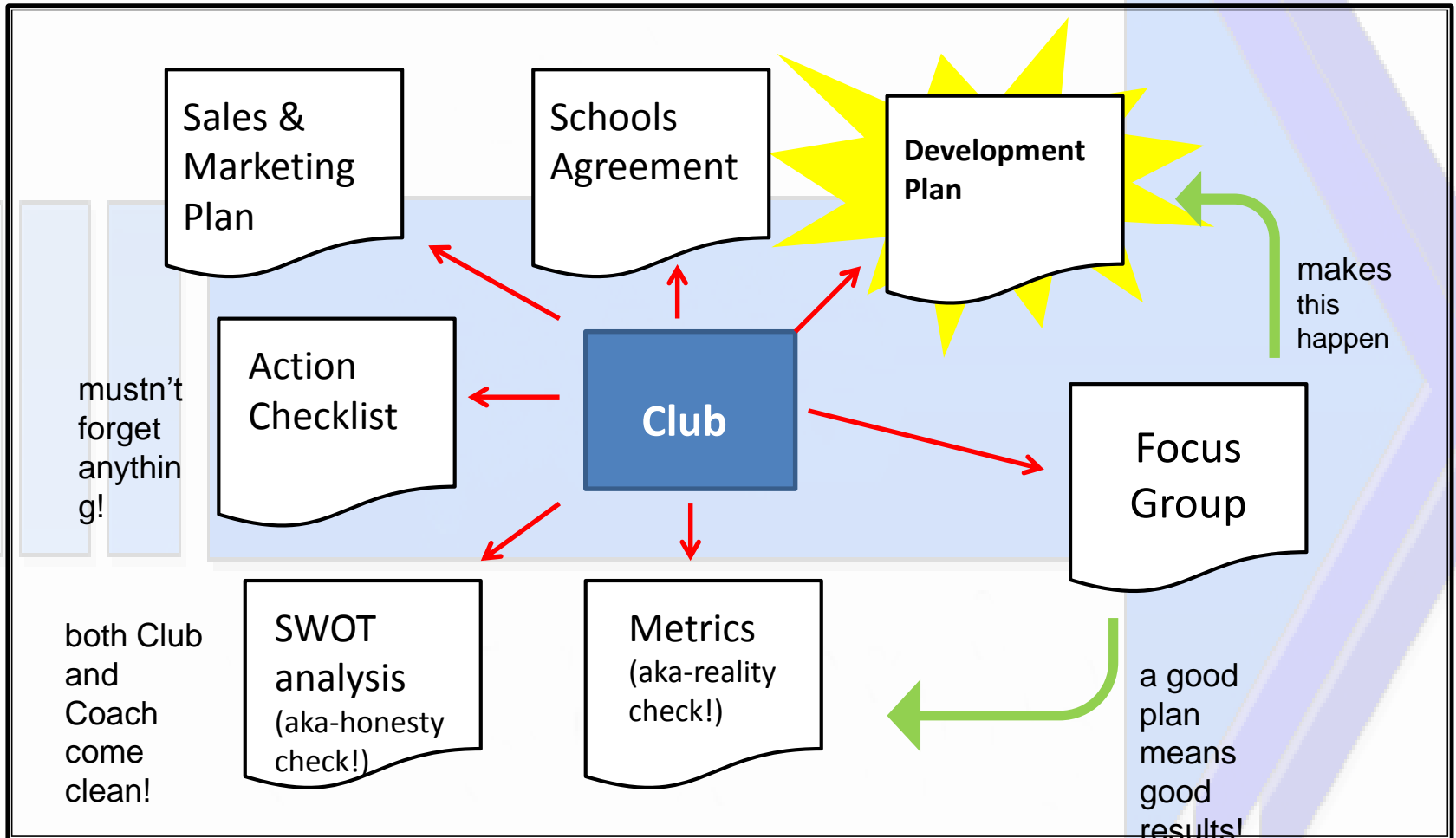
Central

Crawley SC
Cophthorne (ex LA)
Horsham – Bluecoats
University of Sussex
Burgess Hill
Dolphin
Brighton
Corals
Dunnings SC
East Grinstead Sports

East

Weald
Cooden
Lewes SC
Elphinstone SC
Crowborough SC
Uckfield
Peacehaven SC
David Lloyd Eastbourne
Eastbourne Dev League

Club Management Analysis



Baseline Data capture

Activity	Item	Q1 All clubs
Coaches	Number of active squash coaches	28
Coaches	Number of possible squash coach upgrades	13
Coaches	Number of possible volunteers to take squash coaching course	25
Coaches	Number of members with volunteer potential (for juniors)	25
Coaches	Number of active racketball coaches	10
Coaches	Number of possible squash coaches to take racketball coaching course	15
Coaching	Number of junior 14-25 group coaching courses/week	22
Coaching	Number of adult squad coaching courses/week	13
Coaching	Number of junior 1-1 individual sessions/week	72
Coaching	Number of adult 1-1 individual sessions /week	59
Coaching	Number of racketball taster/coaching sessions per week.	8
Adults	Number of adult members/players	1238
Adults	Number of adult members in leagues	631
Adults	Number of male adult teams	35
Adults	Number of female adult teams	13
Juniors	Number of junior members	133
Juniors	Number of junior teams	12
Juniors	Number of juniors (14-25's) playing in adult leagues	32
Juniors	Number of mini-squash sessions per week	11
Juniors	Number of regular mini-squash players	41
Organisation	Number of adult tournaments/yr	37
Organisation	Number of junior tournaments/yr	14
Organisation	Number of Club Nights/yr	166
Organisation	Number of primary schools programmes	4
Organisation	Number of secondary schools programmes	5
Organisation	Number of main committee meetings/yr	27
Organisation	Number of junior committee meetings/yr	0
Racketball	Number of racketball players	357
Racketball	Number of racketball leagues	26
Racketball	Number of players in racketball leagues	138

4 Key Areas of Development

- Club Infrastructure Review – Designed for Success? – Plan, SWOT, Vision, Data
- Coach Recruitment – right coach? (team?)
- Business Skills Workshops – Club & Coach (i.e. Sales & Marketing, Funding?)
- Schools & Colleges Outreach – who and how?

What have we done so far?

- SE Region Forum – Sussex/Kent/Middx/Essex/Surrey
- Sussex Development Group – meet monthly (Jan 2015)
- CM/ND/JP/PM/KM/ESR/Active Sussex
- Initial round of Club visits – “buy in to change”?
- Groundwork for much more Schools/Colleges Outreach
- Focus Groups – to stimulate activity/passion – Bognor, Crowborough, Lewes – others?
- Workshop 29/3 – Business Development & Innovate your coaching (Paul Carter) – 20+ attended
- Level One East Grinstead 25/26th July (15 attended/ND)

What We want to do?

- Meet with Clubs/centres that want to “buy in” to change, offer practical help – increase membership/usage & participation
- Start Groundwork for much more Schools/Colleges Outreach – clubs need to be aware of what to do/how to do it
- More Focus Groups – to get help and involve younger people
- Mentor through ND/JB/CM/PM/CV to maintain CONNECTION
- Developing Coaches Academy - Active Sussex £20K: Apprenticeships, placements, vocational, mentoring - bid complete by 7/8 – Jan 2016
- Place DCA Coaches - £50/week for twice the return - volunteers
- Women & Girls Dev Steering Group – volunteers?
- Workshops for Clubs/centres/coaches – How to run effective focus groups and ESR CPD – date tbc

Business Skill Club & Coach Workshops

- **Business Development** – organisation, innovation and quantification
- **Sales and Marketing** – revenue streams, social media, (Club marketing plans) – Successful Open days
- **Funding streams and financial management**
- **Sports Programme Direction and animation** – practical specific methodology to follow
- **Tournament and event organisation** – sponsorship
- **Schools Squash/Mini Squash programme development**
- **Coach recruitment education and placement**

Funding

- **Active Sussex** – County Sports Partnership – Sportivate, Satellite Clubs, Advisory service, bid writing (10%), Coach Assistance
- **ESR** – Satellite Clubs, “Game Changer” strategy – Activators, courses Courtfit, Squash Active, et al – Chris Peach
- **Sport England** – refurbishment, Inspired facilities (use Active Sussex)
- **Primary Sport Premium** – local primaries to fund schools outreach & mini squash coaching IN curriculum – comps/school games G&T!
- **Local FE Colleges** – Sports Leaders
- **Local Authority** – councillors discretionary pot for local initiatives
- **Local Sports Development Team** – enabling access

Timescale & Process

Next Six months - July to Dec: 2015

Club Visits – Phase 2 – where are we? - HELP

Evaluate progress – phase 1 clubs - HELP

Establish Developing Coaches Academy - HELP

ESR – Chris Peach (m) 07890 615292 - HELP

Collect Data to review & monitor – 31/8, 30/11,
28/2/2016 – need you to submit (online)

= Move forward (and help you to) together !

Any questions?

Thank you!



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