**The Sobell Squash Club (SSC) Development Plan 2013-2018**

**Date: 6 August 2013**

**Based at** Sobell Leisure Centre

Hornsey Rd, London,

N7 7NY

**Club Chair:** Paul Howard

**Club Secretary:** Carl George

**Club Treasurer:** Glen Pryce

**Co-opted Committee Members**: Barry Hill. Michael Campbell

**Coaches:** Carl George Level 3 Squash and Racketball

**Partners:** Managing Agent **–** Aquaterra**.**

Middlesex Squash Rackets Association (MSRA)

Islington Council

Spirit of Squash

# Background of SSC

Sobell Squash Club was founded in July 2013, following sustained growth in squash related activities at Sobell Leisure Centre over the preceding years.

# Vision/Aims for SSC over the next 5 years

* To continue to grow the club and its number of members.
* To work with managing agent to increase court usage by developing peak and off peak programmes that make better use of courts to encourage recreational occasional players who play during the day.
* To work with managing agent to increase court usage for ladies and juniors through squash mornings and local schools participation.
* To work with managing agent and all partners to get new juniors playing and keep them playing more.
* To improve the general standards of play.
* To improve squash rules awareness by developing a core of trained markers.
* To organise and host regular competitions including both closed and open events - a club handicapped event at the beginning of the season (September) and another straight forward competition around February.
* To maintain and develop the strength of the 2 teams currently competing in the MSRA regional leagues.
* To increase SSC representation in the MSRA Leagues and encourage the representation of Women and Juniors within current Sobell teams.
* To improve the quality of the existing courts and improve the signage to give SSC a clearer identity.
* To encourage Islington Council, Managing Agent and Sobell holiday programmes to include squash related activities within those programmes.

# Objectives and Implementation Plan for SSC over the next 5 years

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| Objective | Actions | **Who** | **Target** | **Funding** | Measured | **When** |
| 1.  Coaching Qualifications | To create more qualified coaches | Committee | Increase number of Level 1 coaches and/or Leaders | Self-funding. Possible grants | Number of courses.  Number of passes. | December 2014 |
| 2.  Refereeing / Marking Courses | To establish annual in-house seminars to increase awareness | Michael Campbell | 1 per year | Self-funding.  Possible grants | Number of seminars | December 2014 |
| 3.  Junior/Schools Development | To develop contacts database:  Identify the schools contact point for promoting squash at the Sobell. | Mike Bishop:  Managing agent  Carl  Glen | Local schools | Managing agent | Increase in contacts made | December 2014 |
|  | To invite schools to an Open Day | Managing agent  Carl  Glen |  | Self-funding  Possible grants |  |  |
|  | Get club publicity into local schools  Hold taster sessions in local schools | Managing agent in liaison with SSC | Hold taster sessions in local schools | Squash fundraiser | Number of schools contacted |  |
| 4.  Contacts Database | Build up and maintain a contacts database of active players, internal league players and juniors for whom all activities can be promoted and advertised.  All contacts to conform to Data Protection Act | Paul | Other junior sections at Sobell, in particular Saturday Night Project, Basketball, Football  Open Day attendees  16 active juniors from other sections | Nil | Increased membership | December 2014 |
| 5.  Increase the numbers of junior players | Two junior coaching sessions available at present, tuesday and Sunday. Aim to group juniors into ability groups by age range. | Carl George  Glen Pryce | Get publicity into local schools | Leaflets funded by a squash fundraiser | Measured by increase in enquiries. | December 2014 |

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| Objective | Actions | **Who** | **Target** | **Funding** | Measured | **When** |
| 6.  Improvement to existing facilities and signage | Refurbish courts.  Improve SSC signage throughout centre | Managing agents in liaison with SSC | 6 x SRA approved courts. Revamped signage | Managing agents | Inspection.  Customer feedback | June 2014 |
| 7.  Increase number of courts | Show court for tournament and exhibitions plus additional courts. | Managing agents  Committee | 1 show court 2 additional courts | Grants.  Lottery funding.  Sport England | By completion | December 2018 |
| 8.  Tournaments | Two tournaments a year, one will be handicapped and the other a knockout event. Both events to offer tournaments for juniors, ladies and men’s. | Carl  Paul  Adam | 2 tournaments per year. | Self funding or local sponsor | Numbers of take-up.  Participant feedback | October 2014 |
| 9.  MSRA League | Have 3 team entered into MSRA Leagues. | Glen  Carl  Richard Bangay | One team to include one or more junior players | Self funding or local sponsor | Numbers of teams | September 2016 |
| 10.  Committee | To widen the committee | Paul | 1 more participant | Self funding | Increase in numbers | September 2016 |
| 11.  Coaching Qualifications | Better qualified coaches from within the membership to support squash development | Carl | Building on the first 12 months  To increase numbers of Leaders and Coaches | Self funding  Grant | Presence of additional coaches | September 2018 |
| 12.  Maintain communication between users and  managing agents | Regular formal and informal meetings. | Managing agents  Committee | Increased proportion of positive feedback | Nil | Number of comments | November 2014 |