
SCOTTISH SQUASH

A SPORT FOR HEALTH

STRATEGIC PLAN 2019-23





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“WE WILL PROMOTE MORE SUPPORT FOR CLUBS, LOCAL DEVELOPMENT, LOCAL COACHING AND GREATER INCLUSION TO GET MORE PEOPLE, PARTICULARLY YOUNG PEOPLE INTO THE GAME”



I am lucky to inherit the role of President when squash is in such good shape.

The Board and Executive Team are committed to building on this strong legacy.

Thanks are due to the former President, Jim Hay, CEO Maggie Still as well as the Board and Executive who have invested their time and energies in building a strong foundation for Squash in Scotland.

We will continue the momentum and further develop our fabulous game, and hopefully the success we have had recently. We need to work across Scotland to the same set of priorities; Effective Governance, Clubs, Competition, Coaching and Players.

This strategy marks a turning point for Squash in Scotland that will move the sport as a whole towards our new vision: Squash - The Healthy Sport.

Our clubs, the building block for our game, should feel strong, fully empowered and well supported. We will promote more support for clubs, local development, local coaching and greater inclusion to get more people, particularly young people into the game at the ‘ground level’ (women, girls, youth, students, BME, LGBT), increasing participation across the board as well as having a clear pathway for those that want it and can do it, and working with local clubs.

We are now well positioned to present a four-year strategy based on a 10-year vision, incorporating two Commonwealth Games and potentially two Olympic Games for squash. Ten years will bring a new wave of players, borne out of new, innovative squash programmes, designed by and directed at young people who are self-aware, self-responsible and breathe life into the sport of squash.

It is an exciting time for squash in Scotland, and I commend this plan to us all.

Mark Adderley



Scottish Squash has been through an exceptional period of change. The organisation has new leadership and is transformed into a positive, focussed and collaborative organisation. We have achieved strategic goals by delivering growth and sustaining existing players. Membership across Squash in Scotland has grown by over 80% in the 2015-19 cycle, meanwhile, our performance players have achieved medals on the world stage.

We are proud to have strengthened our relationship with our key partner **sportscotland** and to have identified new investors, including a new partnership with Springfield Properties who are supporting club and player development and underpinning inspirational events.

We have relocated to our new home at Oriam, and this move has further unified the team. We have a new vision, mission and shared values. We are outlining our strategic priorities in this four-year plan. We will:

- Ensure the highest standards of effective governance for the sport including enhanced profile for Squash across Scotland.
- Inspire new and existing players through quality clubs, inspirational coaches and relevant competition
- Develop world leading junior and senior players

Squash has a strong role to play in offering health, fitness and physical activity benefits. We will continue to work with our equality and inclusion partners to ensure that everyone is made to feel welcome in the sport and there are no barriers to participation.

The successful delivery of the plan will require the continued input of all stakeholders. We value and thank you all for your continued support.

Maggie Still

VISION

SQUASH - THE HEALTHY SPORT

OBJECTIVES

EFFECTIVE ORGANISATION

ADHERE TO THE HIGHEST STANDARDS OF ORGANISATIONAL GOVERNANCE AND RAISE THE PROFILE OF THE SPORT OF SQUASH IN SCOTLAND.

DEVELOPMENT

INCREASE ACTIVE PLAYER MEMBERSHIP ACROSS SQUASH IN SCOTLAND BY 45% FROM 6,900 TO 10,000 BY 31 MARCH 2023.

PERFORMANCE

WIN ONE OR MORE MEDALS AT THE BIRMINGHAM 2022 COMMONWEALTH GAMES.



MISSION

TO RAISE THE PROFILE OF SQUASH AND PUBLIC AWARENESS OF THE HEALTH AND FITNESS BENEFITS OF SQUASH FOR ALL.

TO ENHANCE THE SQUASH EXPERIENCE FOR PLAYERS, COACHES, OFFICIALS AND VOLUNTEERS TO KEEP PLAYERS PLAYING.

TO INSPIRE, SUPPORT AND EXPOSE SCOTTISH PLAYERS TO ENABLE THEM TO BE THE BEST THEY WISH TO BE.



WE DELIVER

ACTIVE SCOTLAND OUTCOMES 1 – 6

- 1&2. Inactive to active and encouraging people to stay active through squash in schools and clubs.
3. We develop physical competence and confidence.
4. Improving the active infrastructure through people and places.
5. Supporting wellbeing and resilience.
6. Improving opportunities to participate, progress and achieve in sport.



VALUES

1
Inclusivity &
DIVERSITY



2
Person centred
EMPOWERMENT



3
COLLABORATION
peers, coaches, clubs, regions, governing body



4
Be the best
YOU WISH TO BE



OUR DELIVERY STRATEGIES

The plan will be underpinned by five key pillars, our delivery strategies; Effective Governance, Clubs, Competition, Coaching and Players.

Equality and Diversity will underpin all that we do, and Health and Wellbeing will be at our core.

By the end of the strategy squash will be recognised as a sport that delivers health benefits; the World's Healthiest Sport as voted by Forbes Magazine!

EFFECTIVE GOVERNANCE

A healthy sport's governing body – with a particular emphasis upon the profile of the sport



CLUBS

Creating safe clubs and a sense of belonging for all players – growing members and helping people to progress in squash



COMPETITION

A relevant and enjoyable experience for all



COACHING

Player centred coaches establishing and driving a new positive culture



PLAYERS

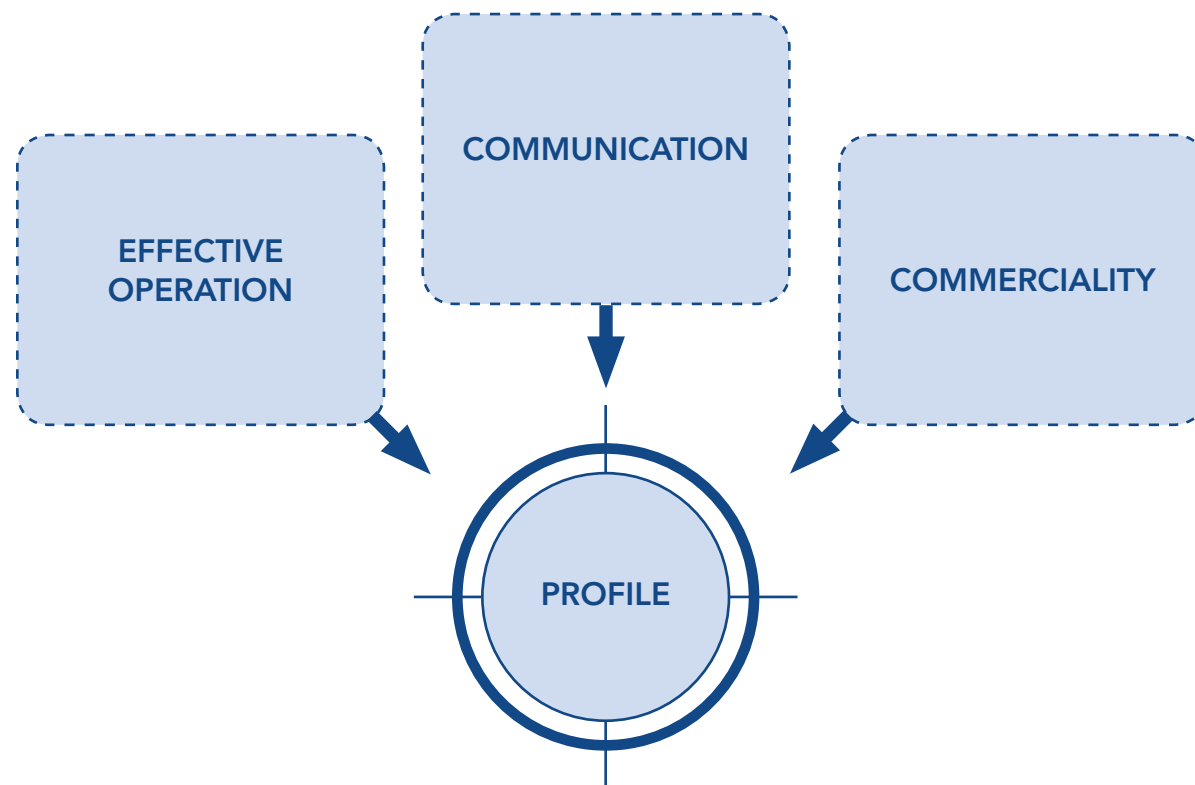
Squash for all, players playing and world leading players



1 EFFECTIVE GOVERNANCE

AIM

A healthy sport's governing body – with a particular emphasis upon the profile of the sport



WHY?:

A healthy sport attracts and retains people.

An equal and diverse sport will grow the membership.

Partners will collaborate with a healthy sport, improving commerciality and profile.

A positive attitude will drive positive results.

Positive results will generate momentum and inspire the next generation.

SUCCESS CRITERIA

Satisfactory KPMG audit across 2019-23

Increase self-sustainability through 10% growth in non **sportscotland** funding year on year.

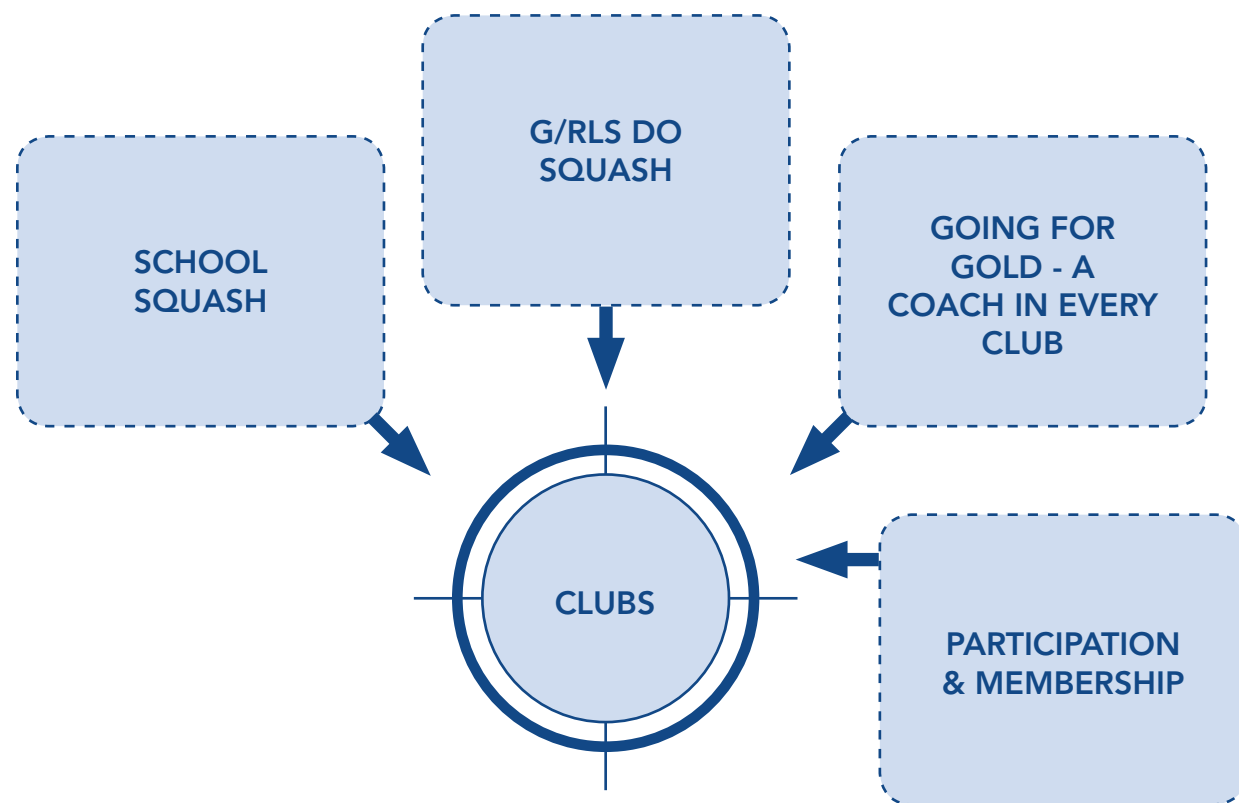
Media coverage and engagement increasing year on year.



2 CLUBS

AIM

Creating safe clubs and a sense of belonging for all players – growing members and helping people to progress in squash



WHY?

Squash is recognised as a healthy sport, driving fitness benefits and has a strong role to play in delivering the Active Scotland outcomes

Club membership has the capacity to grow by over 20,000 members across Scotland

People want to play squash as evidenced by the 84% growth in membership across 2015-2019

Further growth will be driven by building on the success of School Squash, Girls Do Squash and Club Squash.

SUCCESS CRITERIA

A membership of 10,000 by 2023

100 active clubs

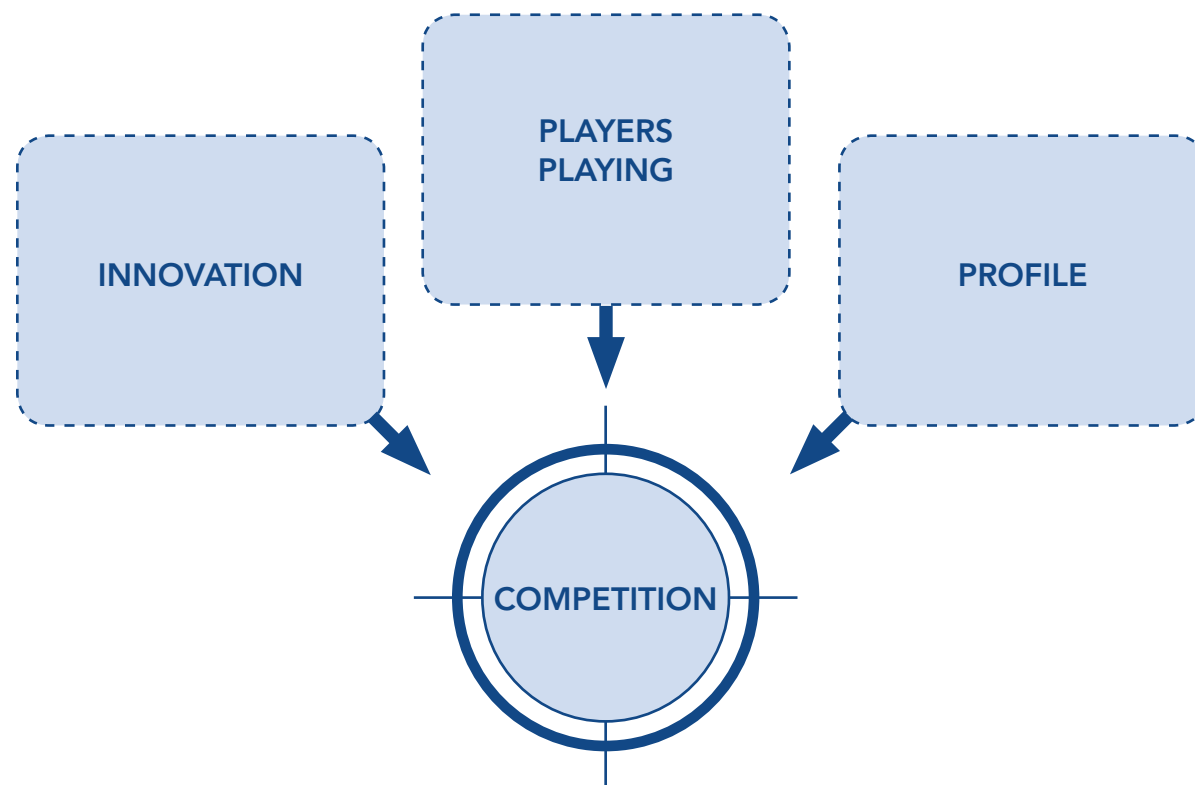
Well governed, vibrant and diverse clubs



3 COMPETITION

AIM

A relevant and enjoyable experience for all



WHY?:

Relevant, fun competition keeps squash players retained within the sport

A technology platform enables the sport to deliver a better-quality experience

A clear competition pathway empowers clubs and retains players in the sport

Quality events grow brand awareness and profile

SUCCESS CRITERIA

Deliver the inaugural Scottish Open and grow the event year on year.

Enhanced technology platform available.

50% of clubs engaged in the delivery of the competition pathway by 2023.

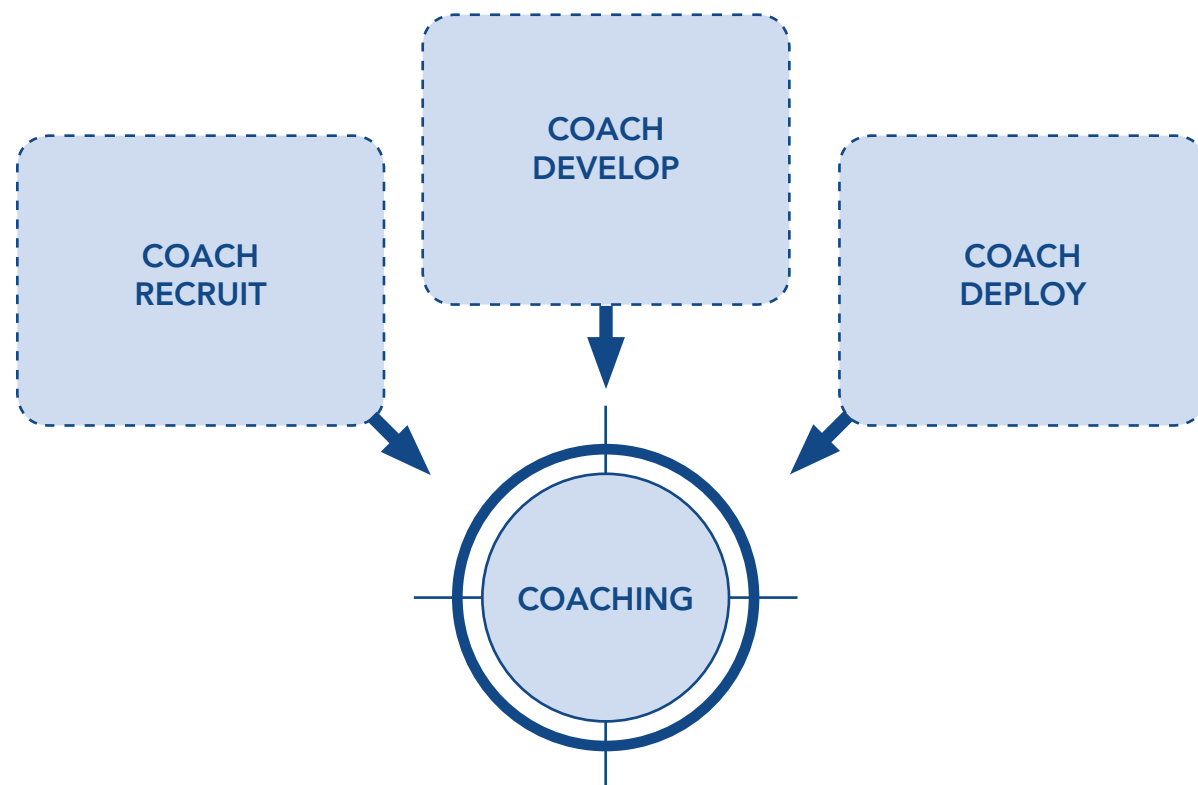
Retain Grand Prix status for the Scottish Junior Open throughout 2019-23.



4 COACHING

AIM

Player centred coaches establishing and driving a new positive culture



WHY?:

Inspirational coaches will attract and retain people in squash

Quality coaches will help players to be the best they wish to be

A positive coaching workforce will improve the culture of the sport

Collaborative coaching will drive a positive impact on the sport.

The business of coaching will ensure a sustainable network of professional coaches.

SUCCESS CRITERIA

Clear player / coach pathway

National coach leadership

Increase in the number of self-aware and self-responsible coaches

Coaches collaborating to meet the needs of players

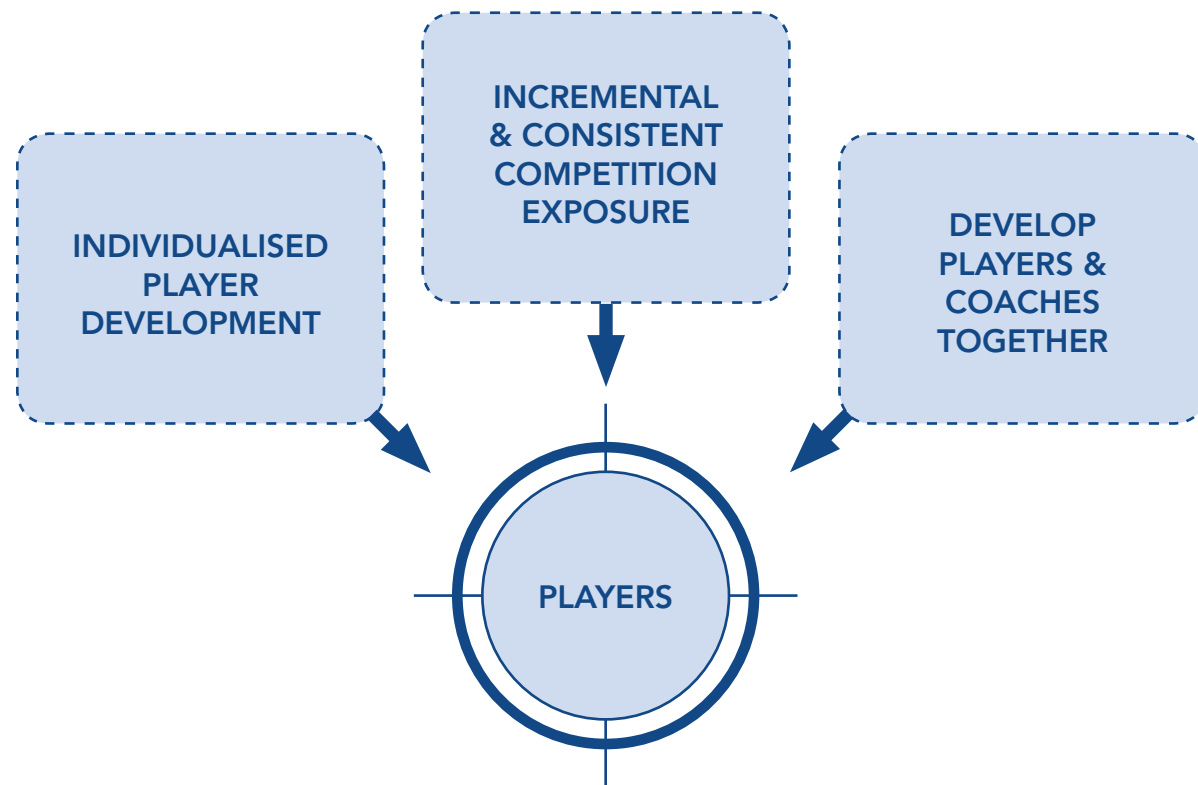


5

PLAYERS

AIM

Squash for all, players playing and world leading players.



WHY?:

Clear player and coach pathway will deliver better junior players

Positive training and playing environment will deliver positive results

Success and role models will inspire

Incremental & consistent competition exposure will build confidence and self-belief

Individualised approach will deliver success on the World Stage

SUCCESS CRITERIA

Scottish representation in the top 8 of all senior World Championships by 2023

Scottish success at all levels of the PSA World Tour

Increase number of athletes progressing through PSA rankings

Win a medal at 2022 Commonwealth Games





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