



2023 SPRINGFIELD SCOTTISH SQUASH OPEN EVENT REVIEW

Introduction

This event review reflects another successful major squash event delivered in Scotland and highlights significant achievements which have been delivered and supported squash in the delivery of its strategic plan.

We would like to begin by thanking the events Headline Partner, Springfield Properties who have underpinned this event for the third year and continued to support squash across Scotland so positively.

Additionally, we welcomed BlueFloat Energy | Renantis Partnership and Team Scotland as Official Partners for the 2023 event. Their support was instrumental in helping to reach new audiences and raise the profile of the event through new communication channels. Thank you to both partners for your commitment and support.

Finally, we would like to acknowledge and pay tribute to the local partners and volunteers who supported Scottish Squash in the event delivery. Without them the delivery of major events such as this one is not possible. These organisations include:

- Inverness Tennis & Squash Club
- High Life Highland
- Highlands & Islands Squash Association
- The Inverness Common Good Fund & The Highland Council



Spectators & Volunteers



**IN-PERSON SPECTATOR VISITS
900 - 1000**

- Visitor numbers expected to be under estimated as included free access offer for young people on day 1



- Circa 25 local volunteers involved.
- A number of young volunteers who also worked towards Leadership achievement and recognition awards through High Life Highland.

Broadcast Media Metrics

The 2023 Springfield Scottish Squash Open provided live coverage across semi-finals and finals of the event. The below information provides a high level overview from the live streaming provision.

YouTube Channels Viewing Figures

Views

Impressions

6,973

79,334

Facebook Channels Viewing Figures

Views

Impressions

3,053

4,796

Live Streaming Platforms

BBC Sport website & app

England Squash YouTube Channel

England Squash Facebook

PSA* YouTube Channel

Scottish Squash Facebook

Scottish Squash YouTube

TOTAL VIEWS
18,527

BBC
SPORT

7.5 hours live coverage on
BBC Sport website & app.

Available watch back footage.



*PSA - Professional Squash Association

TV & Radio Coverage

In addition to the live coverage of the event there was significant coverage across local and national news on both television and radio.



Scotland's **Rory Stewart** spoke with Amy Irons on BBC The Nine aired across the BBC Scotland channel.

Tuesday 19th September

Maggie Still & Georgia Adderley spoke to the STV News aired across the STV channel.

Click [here](#) to watch.

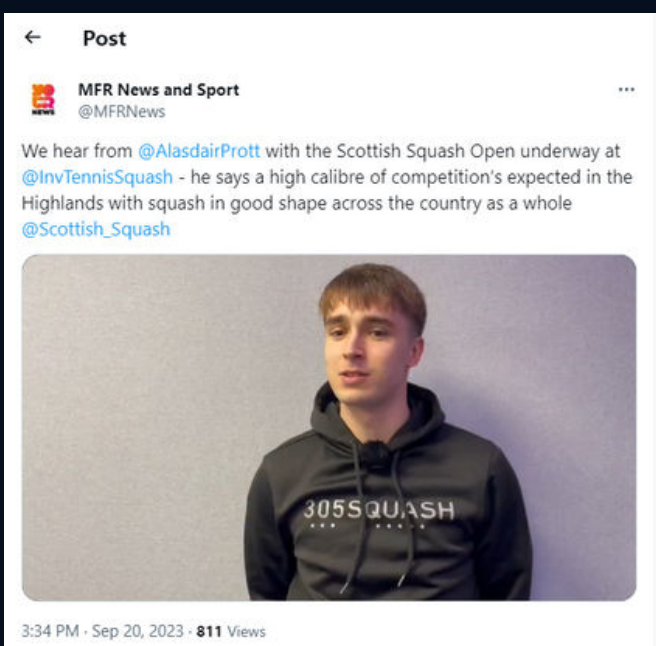
Thursday 21st September



Alasdair Prott met with Moray Firth Radio to discuss the event and squash in Inverness.

Click [here](#) to watch.

Wednesday 20th September



Social Media Metrics

Reach: Total number of unique users to see posts.

Impressions: Total number of times posts have appeared in timelines.

Engagements: Total number of likes, shares, comments, post clicks, link clicks.

	
Posts	171
Impressions	126K
Engagements	7K
 Instagram	
Posts	43
Likes	2,411
 Facebook	
Posts	143
Reach	185K
Impressions	197K
Engagements	4K

TOP TWEET



#SpringfieldOpen23



Official Event Website



TOTAL VIEWS
78,095

Event Website Views

Day	Views
Mon 18th September	520
Tue 19th September	768
Wed 20th September	2,013
Thur 21st September	2,479
Fri 22nd September	2,784
Sat 23rd September	2,907
Sun 24th September	2,226
TOTAL	13,697

Home top seeds through but upsets elsewhere on Day Two

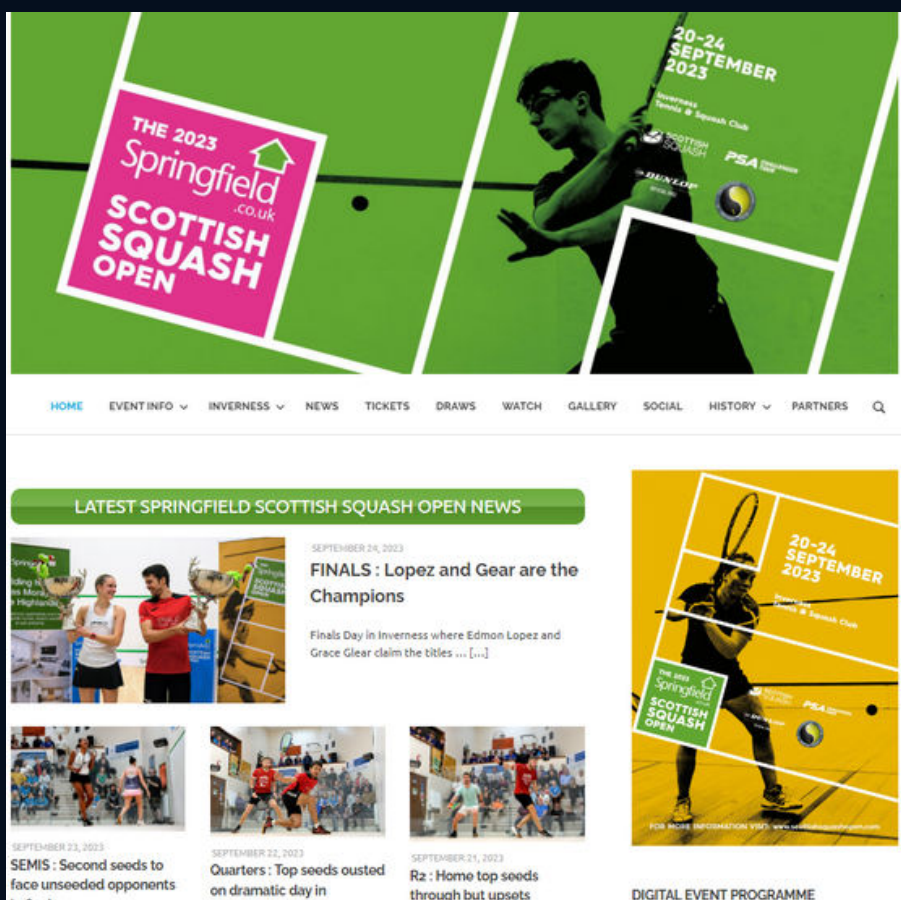
The seeded players entered the action on Day Two of the Springfield Scottish Squash Open in Inverness, with Scottish top seeds **Georgia Adderley** and **Rory Stewart** safely reaching the quarter-finals.

Women's top seed Adderley had a comfortable opening match, her Dutch opponent retiring injured after Adderley took a five-minute opening game. Adderley will meet England's **Torrie Malik** for a place in the semis after the former top junior held off a spirited fightback from Germany's Katerina Tycova.

England's current top junior **Asia Harris** took out fourth seed Marta Dominguez in five games – although she was getting nervous as a 9-3 lead in the decider was whittled down to 9-8 – to set up a match with Scottish-based Kiwi **Kaitlyn Watts**.

Scotland's Alison Thomson couldn't repeat yesterday's heroics as she lost in straight games to **Alicia Mead**, who now faces third seeded Egyptian **Nardine Garas** for a place in the last four.

There was almost an all-Egyptian quarter-final at the bottom of the draw – eighth seed **Rana Ismail** advanced, but Nour Heikal saw a two game lead over second seed **Grace Gear** disappear, the Englishwoman winning 11-9 in a tense decider.



www.scottishsquashopen.com

Local & National Press

The event was covered in a wide range of local and national press media including The Scotsman, The Herald and within the Press & Journal and Inverness Courier more locally. Additionally, the event was covered across the BBC Sport website in the run up to the event.

KEY FIGURES

- 25+ articles across local & national press outlets
- Event featured across a minimum of 15 media outlets

Top seeds and draw is revealed for Scottish Squash Open in Inverness

By Will Clark - will.clark@hnmedia.co.uk

Published: 10:48, 10 August 2023 | Updated: 10:50, 10 August 2023

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Squash

Scottish Squash Open: Rory Stewart on Commonwealth bronze & wild celebrations

By John Greechan
For BBC Scotland

19 September 2023 | Squash



Rory Stewart, centre, and Greg Lobban, left, teamed up to win Commonwealth Games bronze for Scotland last summer

Scottish Squash Open

Venue: Inverness Tennis & Squash Club Dates: 20-24 September

Coverage: Watch the semi-finals and finals on Saturday and Sunday live on the BBC Sport website & app and on the BBC iPlayer

You would think a Commonwealth Games medal would be something to prize. To hold close. To not let out of your sight.

Team Scotland squash player Rory Stewart half grins, half winces as he confesses to playing a little fast and loose with his, won at Birmingham 2022 when he partnered Greg Lobban to a podium place in the doubles.

BBC article achieved 44K viewers

Squash: Second Scottish Open win for Spaniard, and a no-nonsense victor in the women's final

Five days of pulsating action draws to a close in the Highland capital.

by Paul Chalk

September 24 2023, 5:31pm

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Springfield Scottish Squash Open winners in Inverness, Grace Gear and Edmon Lopez. Images: Courtesy of Scottish Squash

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The Springfield Scottish Squash Open in Inverness finished on Sunday with victories for Spain's Edmon Lopez and England's Grace Gear.

The city's tennis and squash club hosted five days of top action, with upsets along the way.

The men's and women's finals featured the second seed against an unseeded opponent.

Partners Celebration Event

We hosted a Partners Celebration Event, presented by Marc Hope (Non-Executive Director) & Maggie Still (Chief Executive), to thank a range of organisations who continue to support squash in Scotland in a number of capacities. Additionally, we recognised those partners and organisations who were instrumental in supporting the delivery of the 2023 event.

38 guests from across 15 organisations



Organisations in attendance:

Commonwealth Games Scotland
Brand Oath
Dunlop
Grampian Squash & Racketball Association
Highlands & Islands Squash Association
Highland Council
High Life Highland
Inverness Tennis & Squash Club
Professional Squash Association
The Apprentice Store
Scottish Squash
Scottish Women in Sport
sportscotland
sportscotland Institute of Sport
Springfield Group



Q&A Session with Scotland's Alasdair Prott & Katriona Allen

What others had to say...

Brand Oath



Maree Todd, MSP
Minister for Social Care, Mental Wellbeing & Sport
Click [here](#) to watch



The Daily Mile



Muirtown Primary School



A Big Thank You

Scottish Squash would like to pay particular thanks to all of the partners and supporters who made the 2023 Springfield Scottish Squash Open such a success.

Additionally, we would like to acknowledge and thank the team of staff and volunteers who delivered a world class event.

Headline Partner



Official Partner



Official Supporter



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