



England Squash & Racketball FUNDING UPDATE

November 2011

Dear all,

Welcome to the latest Funding Update from England Squash & Racketball. Now that the squash season is up to full speed, many clubs will be thinking about trying to get some new members through the door and, as luck would have it, we have a couple of excellent ideas to help you do just that.

- 1) Apply for a grant to run a specific programme for new players - e.g. Sportivate (see below)
- 2) Link into some of the new and existing National Promotional Campaigns that provide a great marketing opportunity for your club (see next page).

I hope the information in this Update is useful, for further information and relevant information sheets, please go to www.englishsquashandracketball.com/clubs/funding

Mark Williams National Funding Lead

Sportivate

Sportivate is a 'Funding Update regular', but I know that there are more squash clubs out there that could benefit from linking into this excellent source of funding. To illustrate how effective Sportivate can be, check out this great case study from Lindum Squash Club in Lincolnshire.

Despite having over 25 squash courts in Lincoln alone, squash and racketball still do not have great exposure to the 14-25 year old age group. Lindum Squash Club felt that by offering both squash and racketball, there was more chance of attracting new participants to either of the sports.

The Sportivate funding received enabled the club to offer a six week programme by supplying all the equipment and covering the venue costs which made it very cheap for the participants.

One of the new players said: "I feel I have now found a sport that I'm happy with and I'll be joining the coaches on a Saturday to continue and meet other juniors who have been playing longer than me."

The project attracted 31 players aged 14-25 years and 30 more from outside the age bracket. The sessions have grown from the initial tasters to an ongoing Saturday coaching session.

Lindum have now run a successful project in every 'round' of Sportivate funding - why don't you?



Sportivate

Short on 14-25 year olds?

Just like Lindum Squash Club, you can get money to run a 6-8 week coaching programme for young people to bring new people to your club.

Your application can include costs for coaching, facility hire and some equipment costs.

Sportivate



LOTTERY
FUNDED



SPORT
ENGLAND

- The first step is to contact your local County Sports Partnership, details available here www.cspnetwork.org/en?t=/network/account/index&action=category&cid=1211974549069
- Then you need to complete a ONE PAGE application, send it off and cross your fingers!

Please bear in mind that each County Sports Partnership (CSP) does things slightly differently so always check in with them first. The next deadline is around January time but there is no need to wait, start building a relationship with your CSP's Sportivate Manager now and they may be able to help you straight away!

If you would like to see an example Sportivate application then please contact me, details on the back page.

Free Marketing = Free Members

Over the coming year lots of major companies are going to be running promotional campaigns to get more people active. Many of them work in exactly the same way; clubs sign up IN ADVANCE, customers get given a voucher that can then be exchanged for a free sports session at any participating club.

The benefits to the club are obvious

- 1) **Latch on to the marketing power of a huge company to promote your club locally**
- 2) **Potential new members are recruited for them**
- 3) **There is no cost involved**
- 4) **They have NOTHING TO LOSE!**

I strongly recommend that you encourage your club to sign up to as many of the following initiatives as possible. My suggestion would be to link each promotion to your current club night or an existing group coaching session. That way when people come along they will benefit from seeing your club 'in action' and also you won't need to lay on a special session for the new players = Perfik!

Tesco Get Active

The Tesco 'Get Active' Campaign will launch in January 2012. Tesco are hoping to inspire many thousands of people, including families, to take up a new activity and we obviously want many of their newly inspired customers to choose squash or racketball!



The official closing date for applications has now passed but ESR have agreed with Aztec Marketing (who are running the initiative) to keep the window open for affiliated squash clubs for a little while longer.

The programme works like this:

- 1) Squash clubs sign up to take part in the programme (AS SOON AS POSSIBLE)
- 2) At certain times during 2012, Tesco customers spending over £10 will get a free voucher
- 3) They go to the 'Get Active' website and view the list of available clubs near them
- 4) They bring the voucher to your designated session (e.g. Club night) and get to join in for free
- 5) You ensure they have a good time and enjoy the sport and hopefully they will come back!

To get involved, please complete the two Word documents on our website and e-mail them to jamie@aztecmarketing.co.uk - The forms are at the bottom of our Funding page:

www.englandsquashandracketball.com/clubs/funding

Asda Sporting Chance

The Asda Sporting Chance Campaign runs every school holiday and is specifically for children, giving them a free sporting lesson at any sports club signed up to the scheme.

For more information have a look at <http://your.asda.com/sporting-chance> or contact your local store.

There are lots of squash clubs already signed up, again, you have nothing to lose in giving it a go!

FOR more schemes like these, check out previous editions of the Funding Update on the ESR website - www.englishsquashandracketball.com/clubs/funding



Write 250 get £1000!

The Telegraph

250 words, that's all you need to write to be in with a shout of winning an RBS 'Sport for You' amateur club grant! Follow the link below to the Telegraph webpage and complete the form to try your luck.

www.telegraph.co.uk/sport/othersports/amateur/8283288/Amateur-sports-club-grant-entry-form.html

Great news for Market Harborough Squash & Racketball Club

CASH4CLUBS

Congratulations To Market Harborough who have just been awarded £1000 from 'Cash for Clubs'.

The club's application to the Cash 4 Clubs award scheme will cover the cost of 2 L1 squash coaching courses, 1 L2 squash coaching course, 1 racketball course as well as rackets for the juniors and safety goggles.

All the club had to do was come up with a decent project idea and apply - as with all funding opportunities, why not have a go yourself?



**Market Harborough
Squash & Racketball Club**



REMINDER - INSPIRED FACILITIES

Sport England's Inspired Facilities fund can help improve, renovate or extend your club and its courts. It is also one of the only opportunities to get 'capital' funding around so please don't miss out.

Check out <http://inspiredfacilities.sportengland.org/> for their no nonsense application form.

Inspired Facilities

Places People Play

Round 2 opens on **1st February** so start planning now to give yourself a chance!

AN EASIER WAY

TO APPLY FOR FACILITIES FUNDING



I hope you found this Update useful, please feel free to contact me if you have any questions or funding issues and I will be happy to help in any way I can!

A handwritten signature in black ink that reads 'Mark Williams'.

Mark Williams
National Lead for Grants and Funding

Mobile - 07918 775 423

E-mail -mark.williams

@englandsquashandracketball.com