

Inclusivity



IRISH SQUASH





Key Inclusivity Stats

1. Inclusion Initiatives

Less than 50% of clubs (24/60 – 40%) have club inclusion initiatives in place

2. Types of Initiatives

WIS, Open nights and open-door policy are most common.

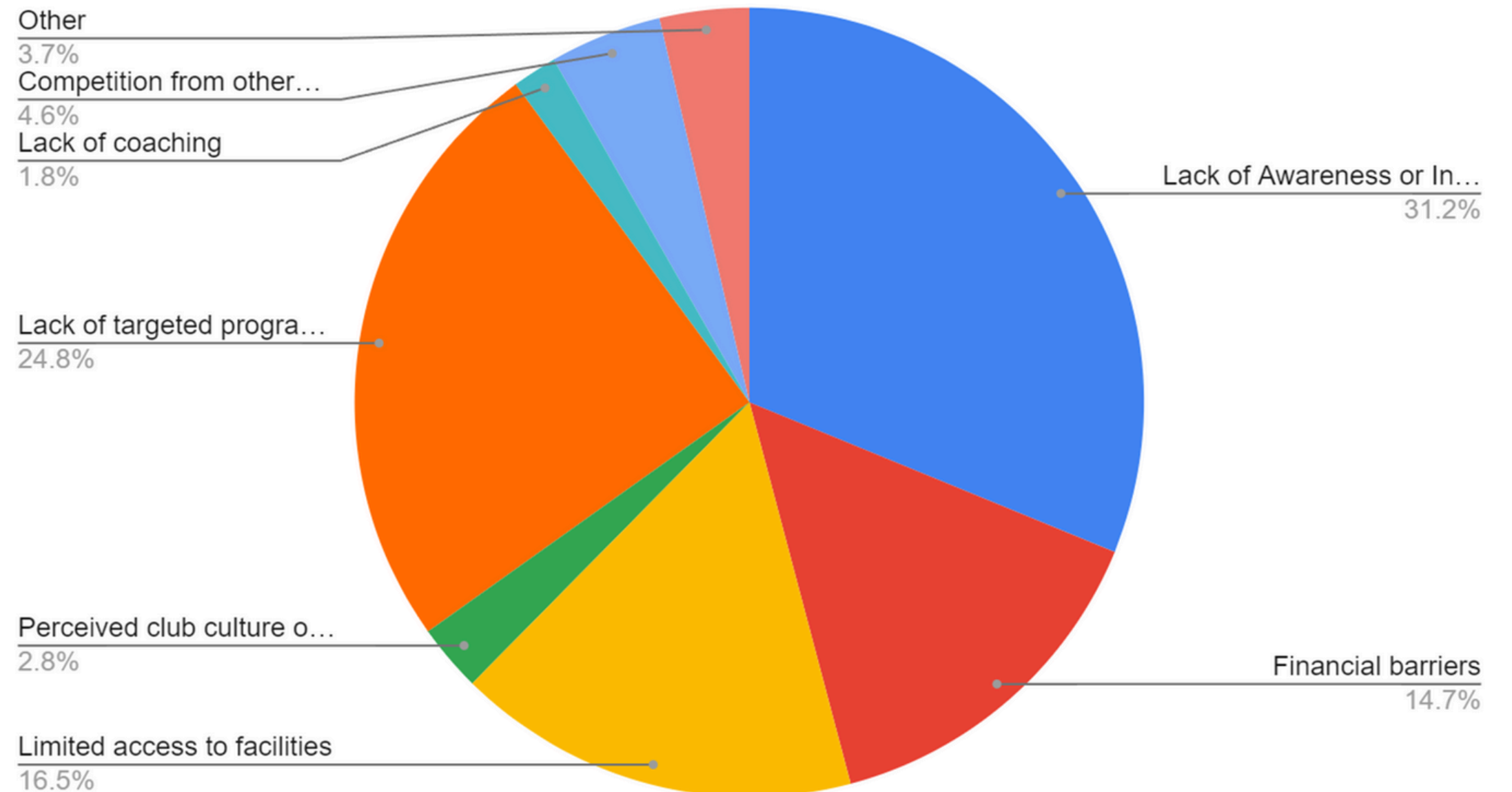
Key Inclusivity Stats

3. Barriers to Inclusion

Lack of Awareness or Interest (34 responses) and Lack of Targeted programmes (27 responses) are considered the biggest barriers to inclusion.



Biggest barriers to inclusion



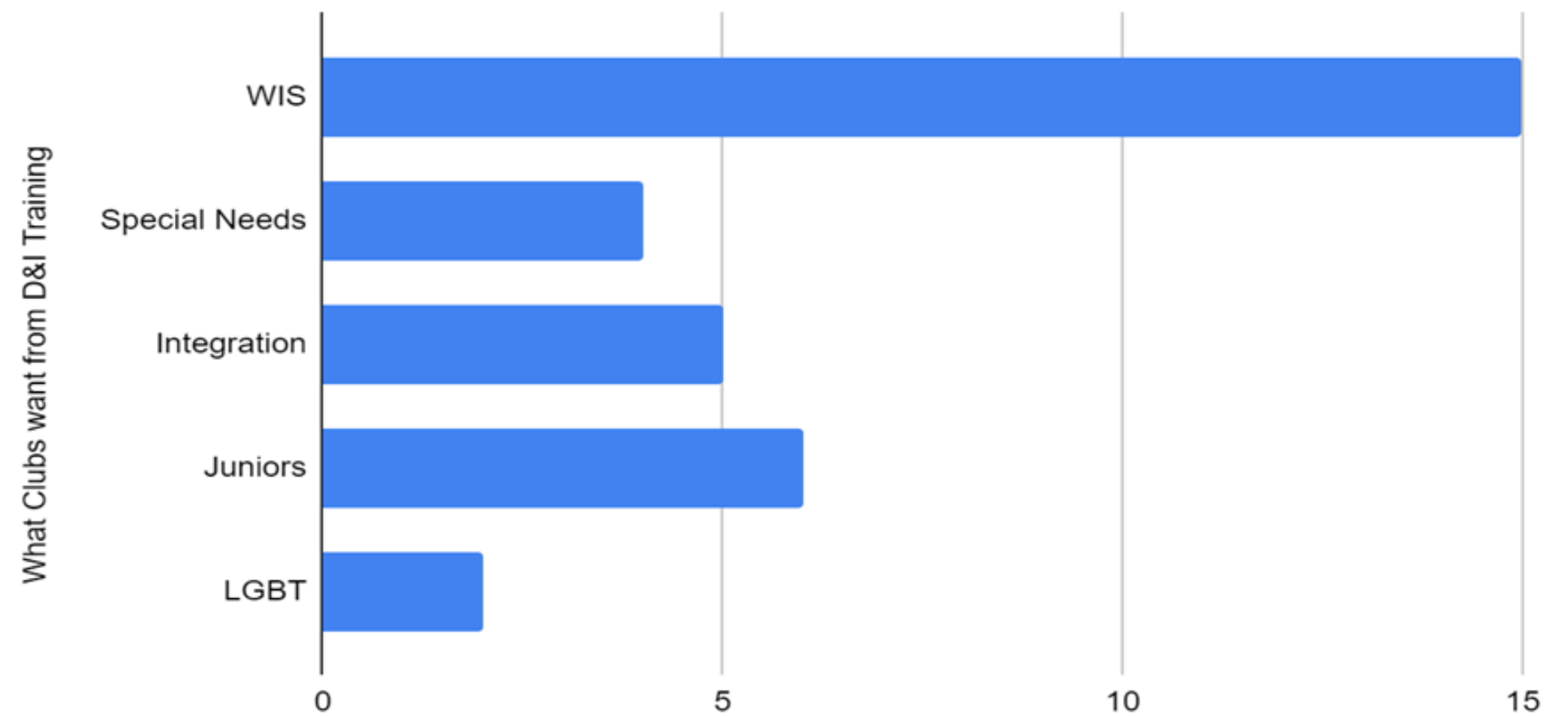


Key Inclusivity Stats

4. D&I Training & Workshops

70% of all clubs said they would like to participate in Irish-Squash led D&I training and/or workshops

What Clubs want from D&I Training



Women in Squash



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Key Women in Squash Stats



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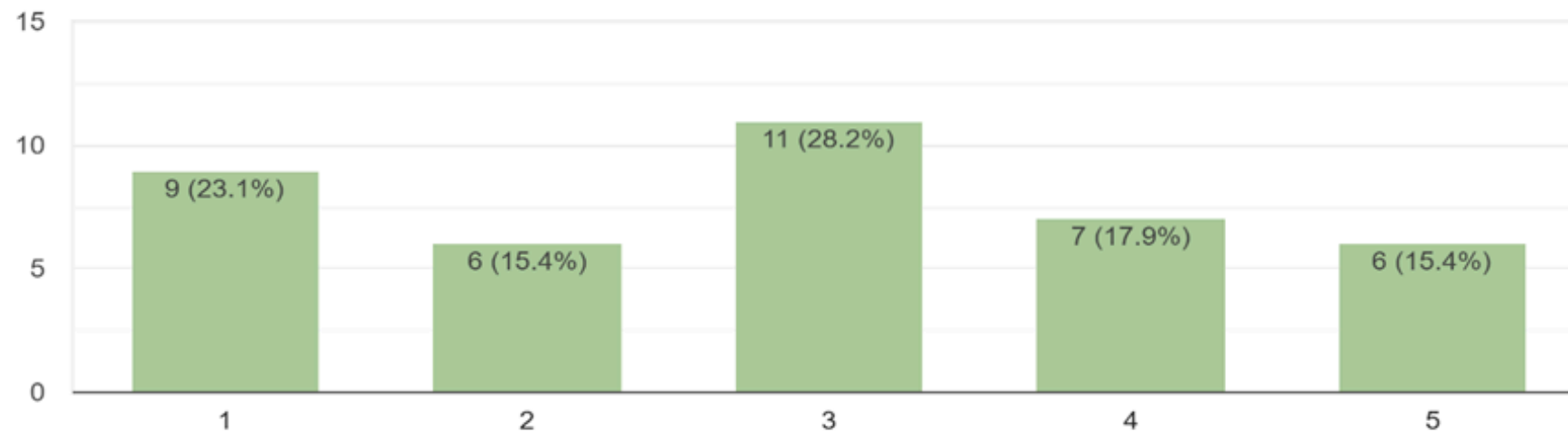
1. WIS Programmes

28% of clubs have WIS programmes

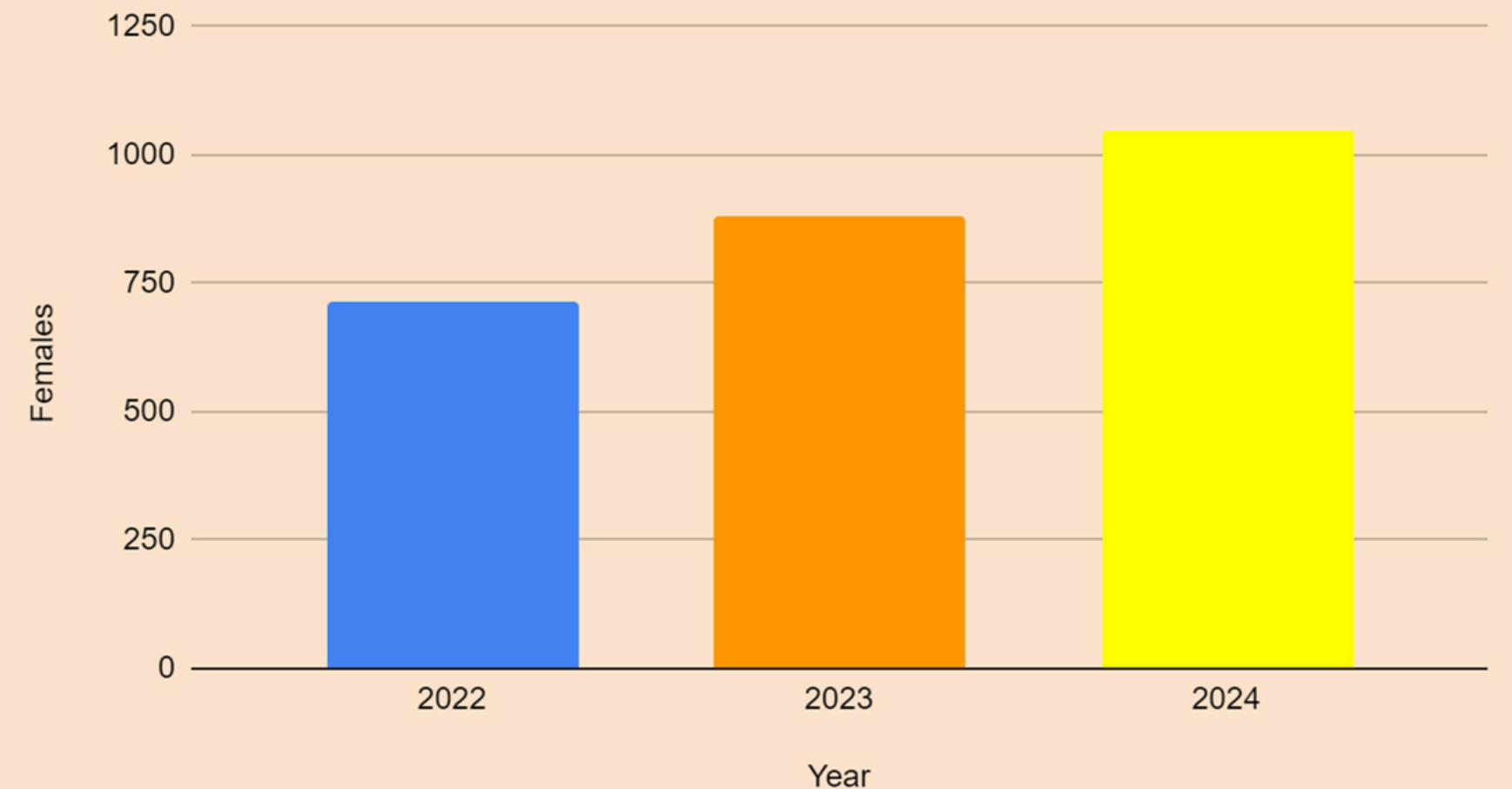
2. Types of WIS Programmes

Over 75% use “women only” nights and/or leagues/coaching. However, these initiatives are not very effective.

Section 4: Inclusivity How effective have these initiatives been on a scale of 1-5?
39 responses



Females Y-on-Y Growth



Key Women in Squash Stats



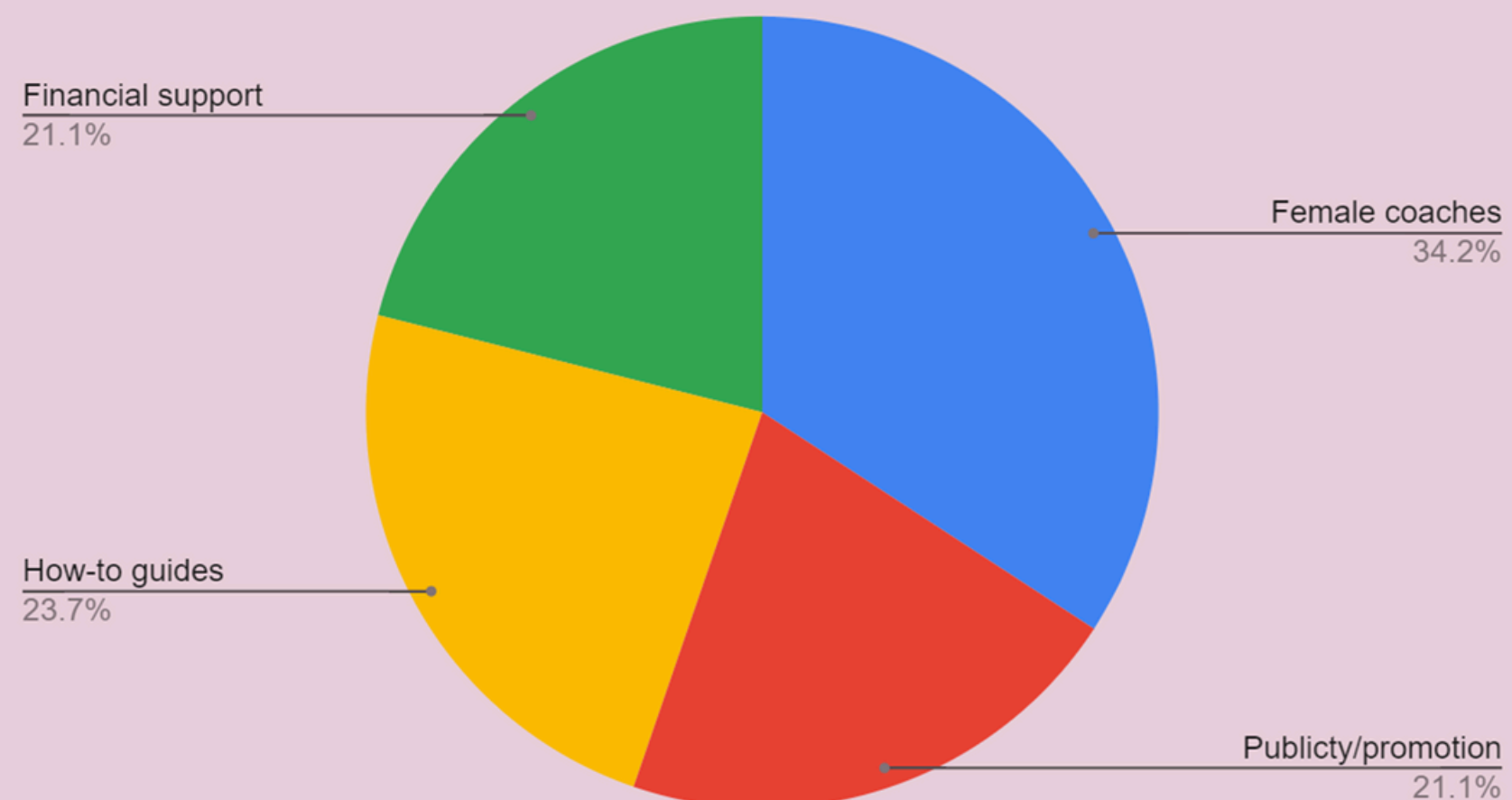
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3. Introducing WIS Programmes?

20 (of 43) who don't have WIS programmes, would like to introduce some.

4. More Support Needed

Supports requested from clubs to support WIS programmes



Key Considerations for Inclusivity & WIS

- Strong request for WIS Support
- Need for training on D&I
- Greater need for targeted and unique Inclusivity and WIS programmes



Social Media

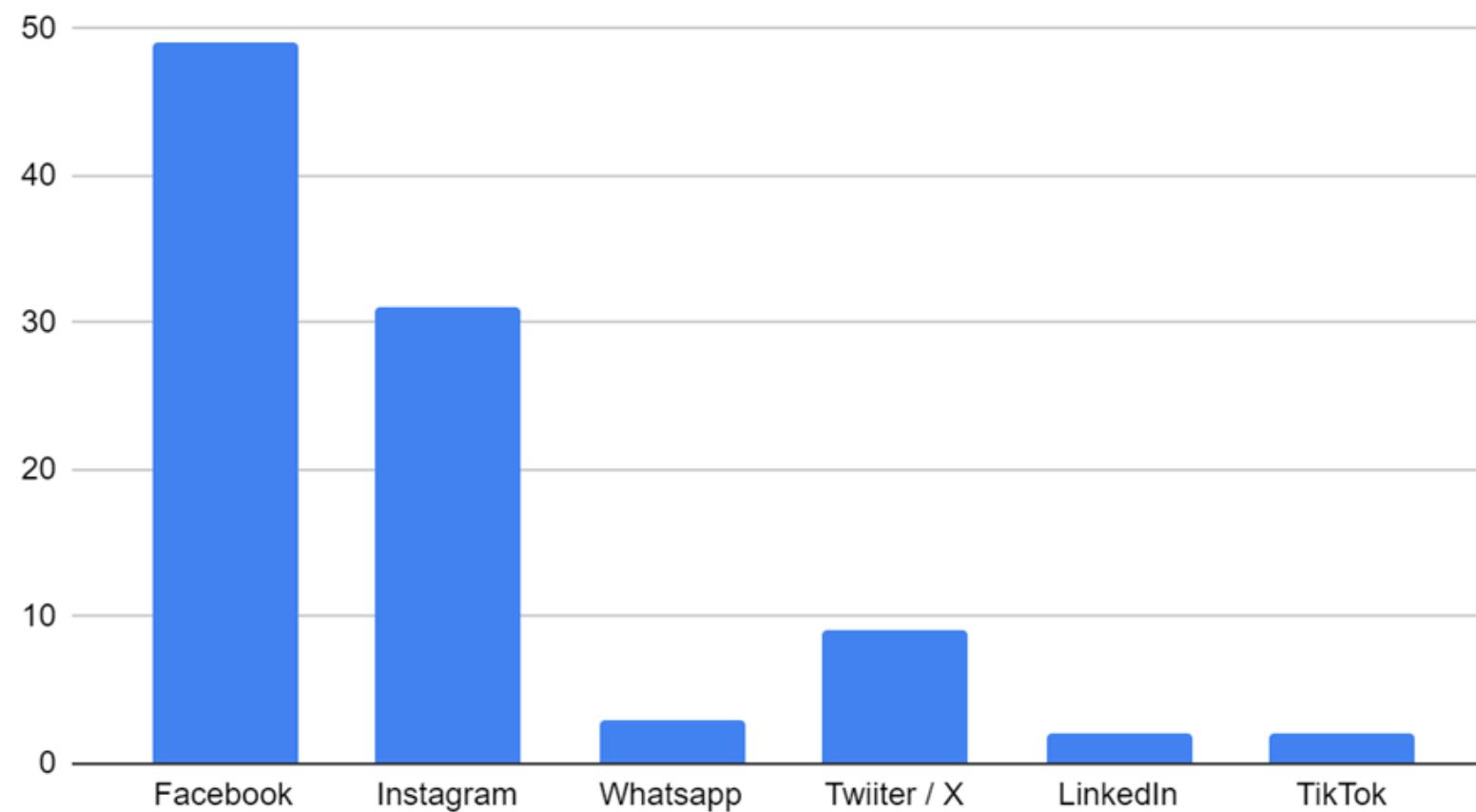
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Social Media

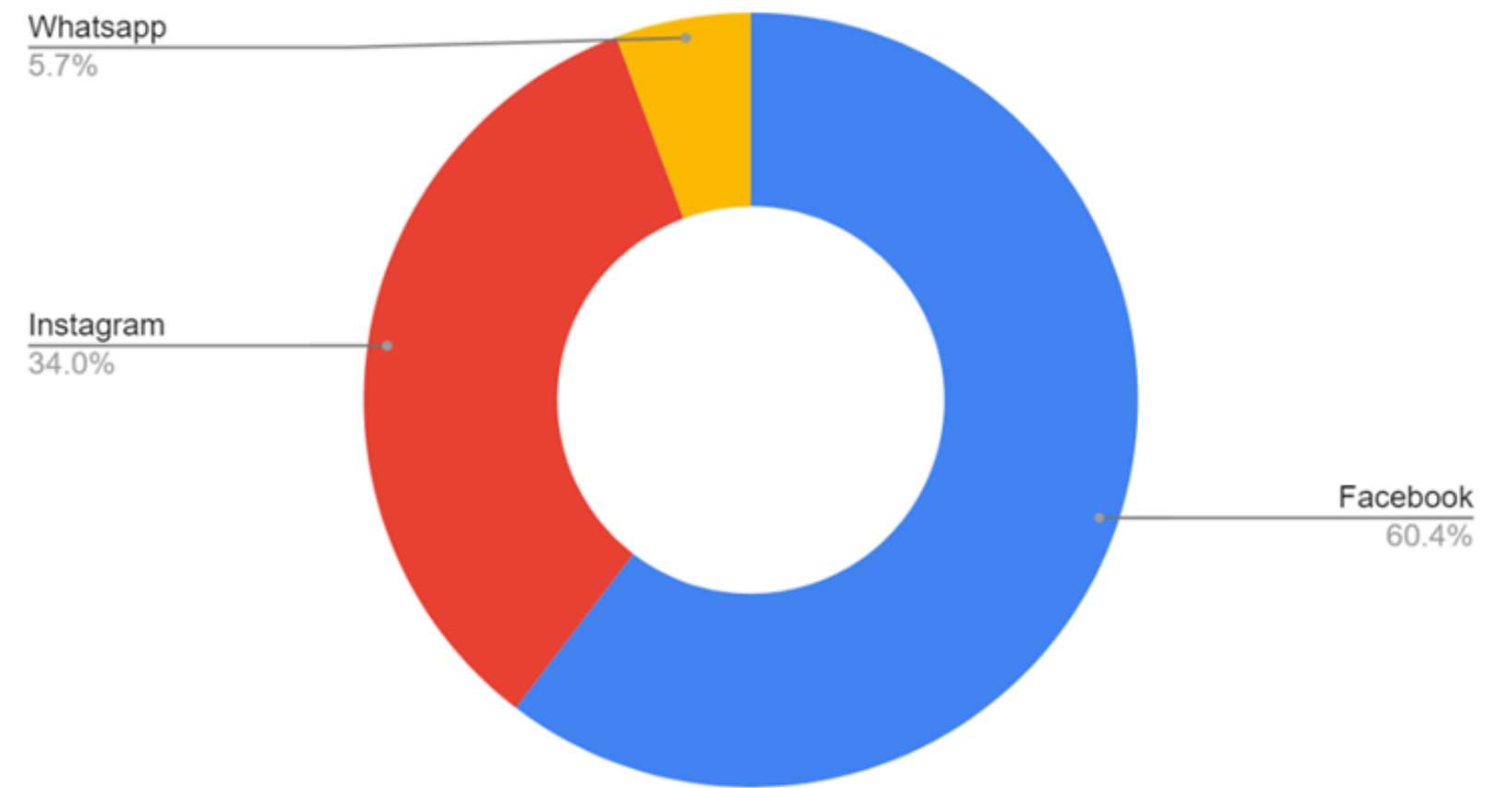
- Over 91% of club are active on social media

Social Media Platforms used by Clubs



- Facebook is by far the most popular club social media. Followed by Instagram. It also provides the most engagements for clubs

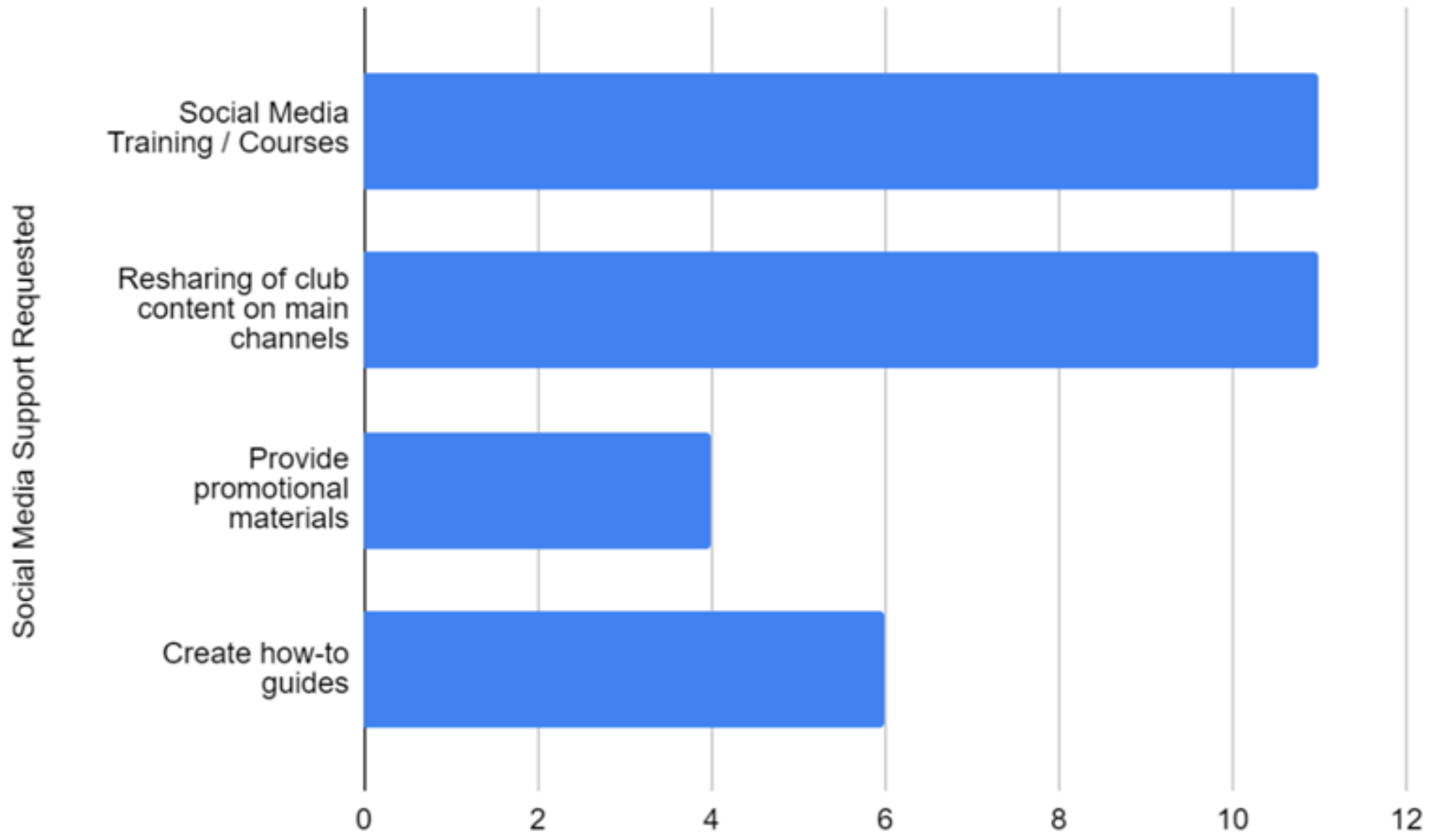
Most Engagements on Social Media Platforms for Clubs





Social Media

- Clubs would love some training and more re-sharing of their content. How-to-guides & best practices are also requested



Facilities



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Facilities



Maintenance Works

- 65% of clubs are planning to carry out maintenance works in the next 12 months
- Almost all the proposed maintenance works revolve around court refurbishment (Painting walls, installing court lighting, re-sanding floors etc)

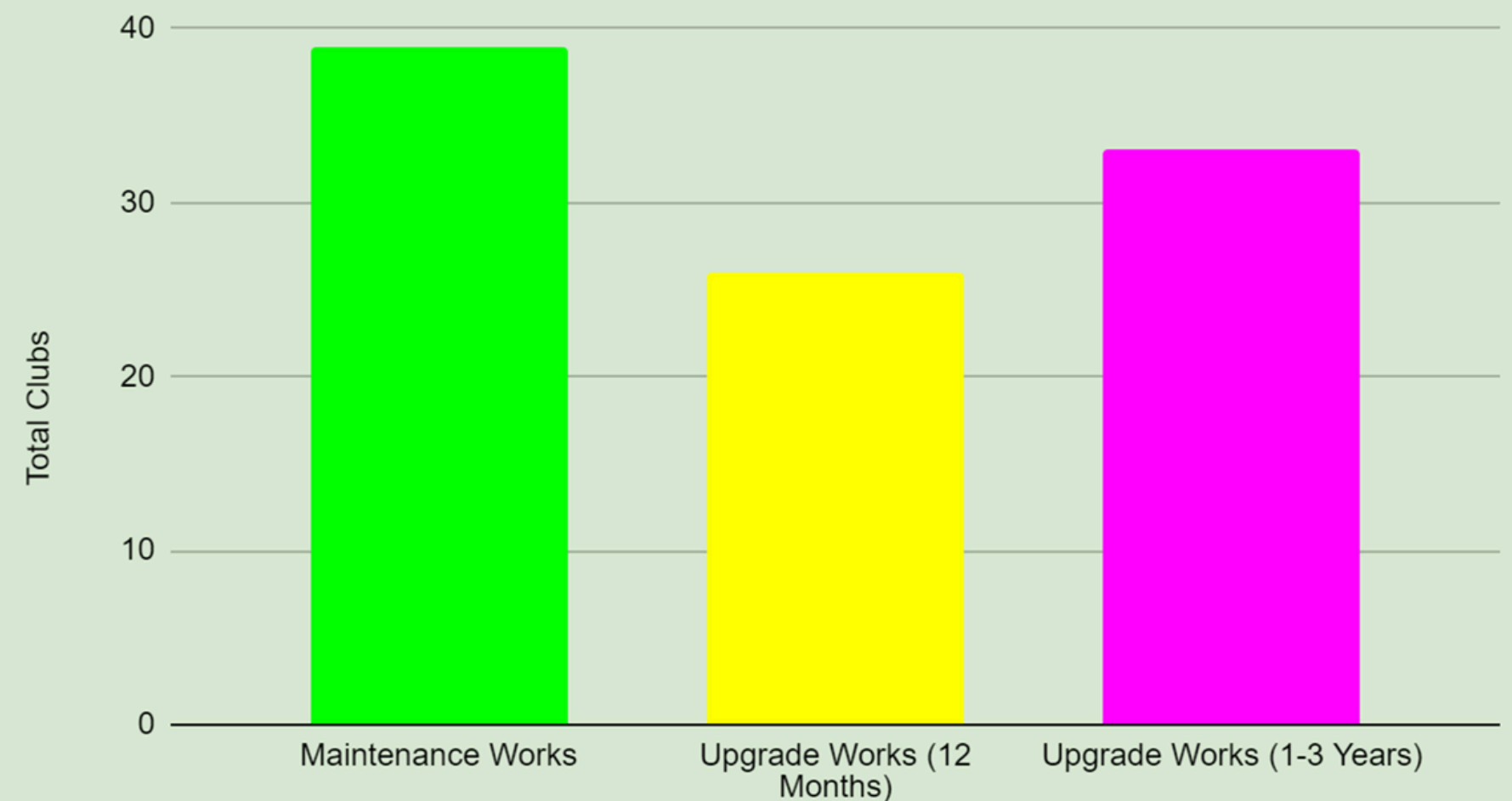
Upgrade Works (12 Months)

- 43% of clubs are upgrading works in the next 12 months (capital works).
- These works include Coffee docks/stations, plumbing overhauls, changing room upgrades and new roofing

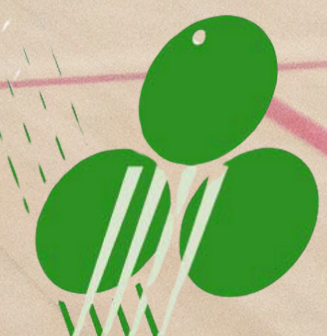
Upgrade Works (1- 3 Years)

- 55% of clubs are planning upgrade works in next 3 years
- These works revolve around similar things to next 12 months, but budget required are much higher > €50/100k

Clubs Planning Facility Upgrades



General Feedback & Comments



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General Feedback & Comments

- Over 95% of clubs are open to accepting new members.
- Just 3 clubs are at capacity (Mount Pleasant, Loughrea and LCC).

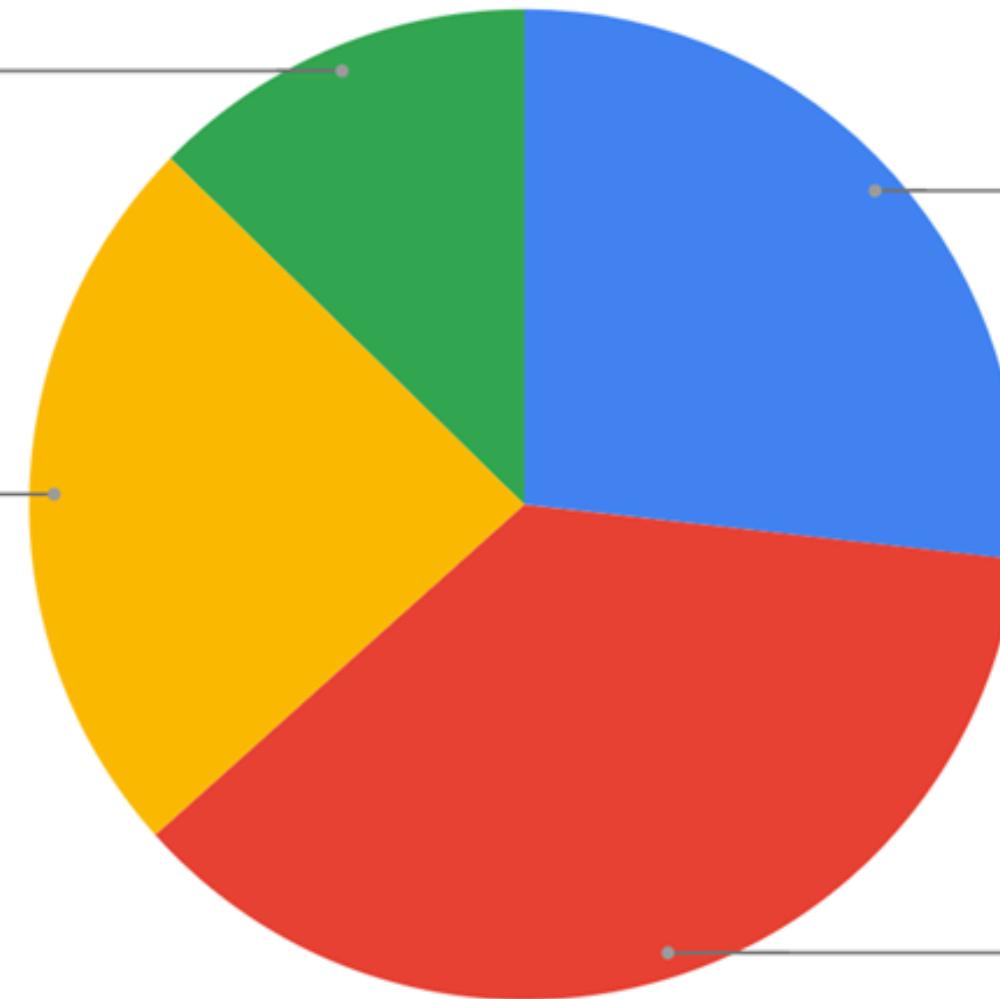
Barriers to Club Growth

Lack of Awareness
12.7%

Lack of Volunteers
23.9%

Lack of Coaches
26.8%

Lack of Courts
36.6%



General Feedback & Comments

3 key themes emerge on the priority items for clubs to improve playing experience in their club

1

2

3

#1

#2

#3

o Better courts

o Access to coaching

o More junior programmes

General Feedback & Comments

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How to grow the sport on a national level

- o Introducing squash to schools

- o Partnering with other local sports i.e Hurling (particularly for smaller clubs and those in GAA clubs and/or strongholds)

- o Providing best practice resources to clubs

- o Increasing visibility (Specific campaigns, more storytelling, more media coverage)

Key Highlights & Success Stories

Ballynafeigh - Club Growth

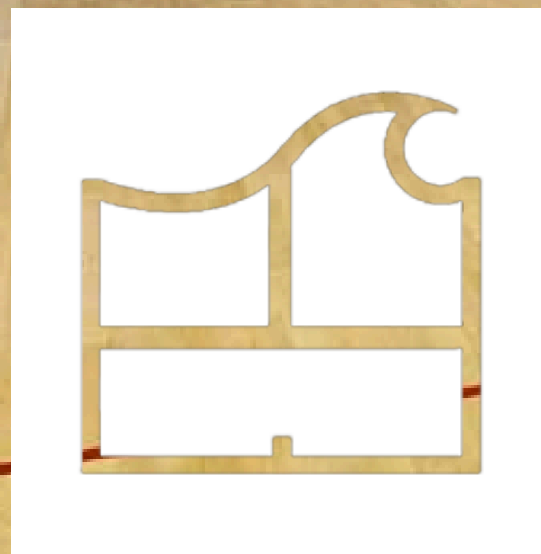
- Up from 28 to 153 members becoming Ulster's largest club
- Up from 3 to 55 females

Belfast Boat Club - Club Growth

- Up from 30 to 150 members
- Up from 5 to 55 juniors

Ulster - Leading Provincial

- Up 300% in Women & 155% in Junior



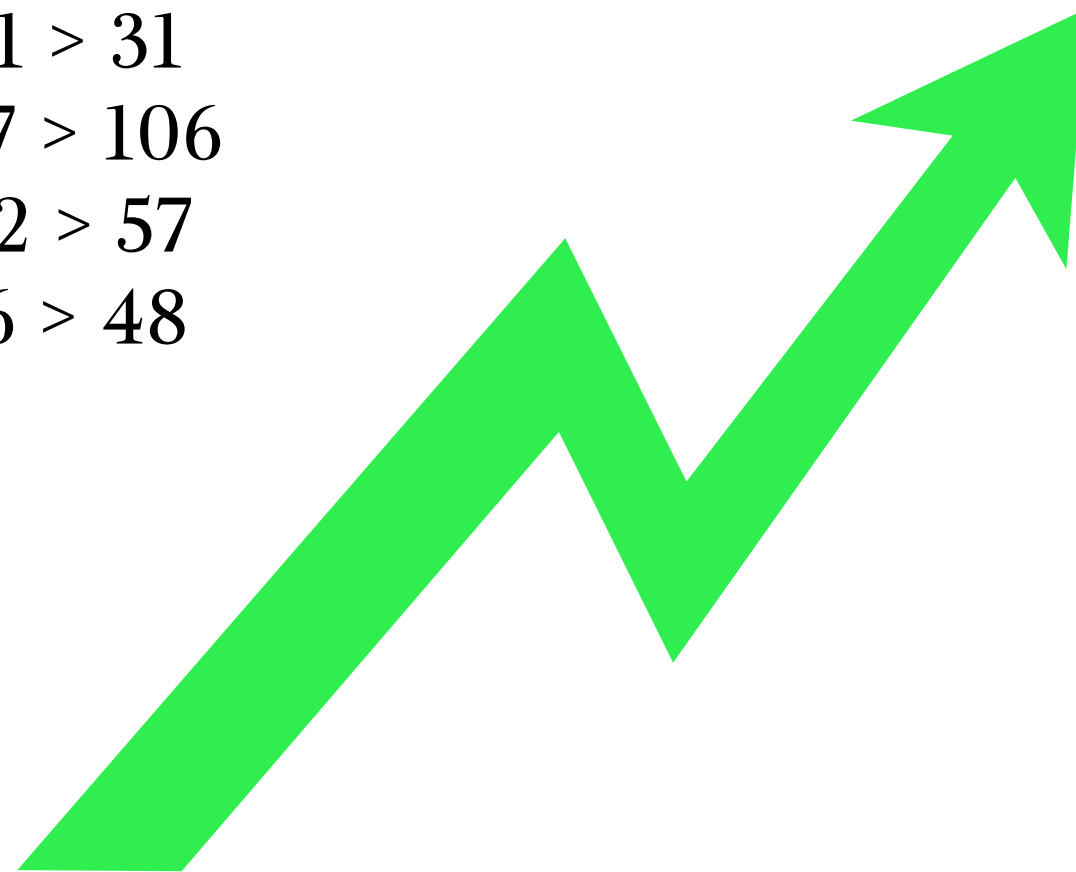
Key Highlights & Success Stories

Clubs who increased their membership by >75%

Carlow LTC -	45 > 85
Belfast Boat Club -	30 > 150
Ballynafeigh -	28 > 153
Mid Ulster -	11 > 31
Lisburn -	57 > 106
Windsor LTC -	32 > 57
Nenagh -	16 > 48



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Key Highlights & Success Stories

Clubs who went from <5 juniors to 10+ in last 12 months

Mid Ulster -	0 > 12
Belfast Boat Club -	5 > 55
Kilkenny SC -	1 > 12
Windsor LTC -	2 > 15
Ballypatrick SC -	4 > 26
Sligo LTC -	0 > 25



Key Highlights & Success Stories

Clubs who increased >100% in females

Ballyshannon SC -	16 > 34
Belfast Boat Club -	5 > 16
Ballynafeigh -	3 > 55
Lisburn Racquets Club -	7 > 46
Athlone SC -	2 > 11
Ballina SC -	4 > 13
Galway LTC -	7 > 14
Carlow LTC -	7 > 19
Curragh SC -	6 > 25
Dunhill SC -	10 > 20



Summary



- Irish Squash has increased its overall membership
- Ulster have been a shining light in growing their clubs in 2023/24
- Junior and Women membership numbers are up considerably, despite many clubs citing these areas as key needs for improvement and are requesting support in this regard.
- It is clear that additional coaches would help to increase playing numbers, especially across inclusion categories
- Increasing visibility and introducing squash to schools is seen as a key pathway for growth by clubs.

- The majority of clubs are planning facility improvements, but some smaller clubs would prefer some additional hands-on support
- There is significant need for D&I training and best-practices guidelines across all categories to help clubs develop
- There are significant success stories and individual clubs success stories to highlight across our comms

