



Oxfordshire Squash and  
Racketball Association



# Oxfordshire County Development Programme (Draft, v0.5)

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**VISION**

To increase and sustain participation at all levels and all ages in the county.

**MISSION**

To help clubs increase and retain their membership base. To help develop players of all ages and abilities. To establish effective support mechanisms for players to achieve excellence at club and county level.

**OBJECTIVES**

- Increase participation at club level
- Create an effective coaching framework
- Foster the improvement of players through coaching and competition
  - Network the squash community locally and across the county
  - Establish a sound financial basis to support the strategy

**Strategic Goal 1**

*Increase membership and day-to-day participation in clubs*

- Support local outreach activity to increase club membership through awareness raising and promotional events
- Help increase day-to-day participation at each club by occasional players
- Promote squash as a healthy and social activity through local media
- Create and promote squash festival events
- Create branded posters and social media to increase awareness of the county teams

**Strategic Goal 2**

*Establish a coaching framework that can support the development of players throughout the county*

- Establish coaching structure
- Determine resource requirements
- Promote coaching at club and county level
- Improve access to coaching
- Establish programme for continuous development of coaches (local CPDs)
- Introduce coach mentoring

**Strategic Goal 3**

*Improve players through coaching and competition*

- Provide access to coaching at every club
- Circulate diary of scheduled county coaching events to each club, parents and other stakeholders
- Re-brand and re-launch county coaching
- Establish the county closed tournament as a key competition
- Increase participation of junior players in senior leagues
- Set up junior inter-club matches
- Initiate schools development programmes such as squash festivals

**Strategic Goal 4**

*Create an effective network for communicating across the county*

- Promote inter and intra-club communication
- Connect and communicate with players
- Establish coach peer network
- Develop club and county parent network
- Work out communication strategy and technology platforms
- Manage key stakeholders at club and county

# Operating model

- Key roles and responsibilities
  - Programme lead (strategy, culture, stakeholder management, meeting chair)
  - Head coach (coaches, county programme, player development, performance, coach development)
  - Development officer (schools programme, finance, welfare, technology)
- Financial basis of the programme
  - Self funding from coaching and event fees
  - Sponsorship from sports companies and others
  - Market rates for coaches and clubs
- Key activities and milestones to be defined and agreed after completing the marketing and communications plan

# Key steps

- Create marketing and communications plan
  - redevelop web site and social media
- Undertake discovery exercise
  - create club, player and coach profiles
- Engage stakeholders
  - meet key stakeholders in the clubs
  - meet the active coaches
  - obtain and player and coach participation data
- Increase reach of squash network
  - parents of junior players
  - sponsors and benefactors
  - nation-wide squash community

# Quick wins

- Agree diary of county coaching events for 2023 / 2024
- Set dates for county closed competitions
- Create and publicise coaching framework (structure and resources)
- Promotional squash events / exhibition matches