



FACILITY DESIGN

WAYS TO CREATE A HIGHLY MOTIVATING CLUB
AND ENVIRONMENT.

TRANSFORM YOUR PLACE TO PULL PEOPLE IN



SQUASH
NEW ZEALAND

THE IMPORTANCE OF DESIGN

Sport is all about motivation. Whether you know it or not, the most successful clubs design their facilities to meet this need. Consider how you can play with your environment, architecture, layout and aesthetics to create a sense of energy, movement and encourage sociability. The ability to provide a stimulating facility is an important factor to keep members engaged. Think about the kind of member experience you want to create. What does it look like? What does it sound like? How does it make you feel?

THE KEY AREAS OF YOUR CLUB

EXTERIOR

What you do outside your club is just as important as what you do inside. This is where your members (and potential members) experience of your club begins. Use captivating exterior signage to deliver an enticing snapshot of what your club has to offer and create a point of difference from other sports clubs in the community.

ENTRANCE / EXIT AREA

This is where your members (and potential members) take their first steps inside the door so draw them in further with inviting and inspiring images and messages. Get members hyped before their match, class or workout and help excite potential members about what lies beyond.

PLAYING AREA (COURTS)

Seal the deal by motivating and reminding your members how good their match, class or workout experience is. Reinforce the fun and social aspects of what they are experiencing.

CHANGING ROOMS

Why shouldn't the changing rooms be as motivating and inspiring as the rest of your club? Get your members in the zone before they start and remind them just how good it was afterwards.

STORAGE AREAS

Is there easy access to equipment with entry and exit doors? Use 'dead zones' to maximise floor space.

CONSIDER THE TYPE OF EXPERIENCE YOU WANT TO CREATE – ONE WHERE YOU WOULD WANT TO PLAY AND BRING YOUR FAMILY AND FRIENDS ALONG TO.

TAKE YOUR MEMBERS ON A JOURNEY EVERY TIME THEY COME TO YOUR FACILITY...

TAKE YOUR MEMBERS ON A JOURNEY:

The **WELCOME**: Colour, lighting, space proportions and messages are all important aspects of the initial entry experience. Don't just sell, inspire them to get in.



The **WALKWAYS**: If your members aren't on court or engaged with your activities, they won't be members for long. Make sure the walkway areas are just as inspiring.



The **WORKOUT**: Excite members during their participation with effective lighting and colours. Courts should reflect the energy and experience they provide.



The **WATCHING**: Are there opportunities to relax, observe and socialise in your club? Member interaction is considered highly important – when members make friends they will have a stronger tendency to stay. Make people feel at home and keen to spend time in your club.



The **AFTERWARDS**: The crucial post-match rituals (changing rooms, bar, etc.) are important to promote joy and good feelings and are a key retention tool.





**Start
outside**



**Green your
club
(Liteclub)**



**Take your
members on
a journey**

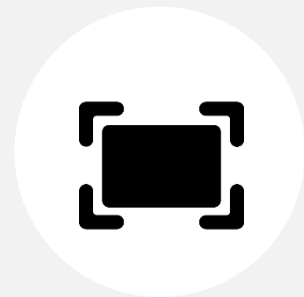
**TOP
TIPS**



**Use images
and colour
(marketing
materials)**



**Use natural
lighting
where
possible**



**Use space
wisely**

MAKE THE MOST OF YOUR OPPORTUNITIES