



CASE STUDY:

INNOVATIVE WAYS OF INCREASING
PARTICIPATION AND MEMBERSHIP

SHEPHERDS PARK SQUASH CLUB



SQUASH
NEW ZEALAND

OVERVIEW

It's the paradox that makes many people scratch their heads. Courts in a large percentage of squash clubs sit dormant throughout most of the day, but after the school and working day has come to a close the courts quickly fill up and it is difficult for everyone to get a spot. This not only has only has a detrimental effect on court utilisation and club finances, but is also a waste of an excellent opportunity to get more people playing more often. This is also not helped by the fact that many teams and coaches request court space and someone has to either approve or deny each request according to the club's priorities. To help improve court utilisation, the Shepherds Park Squash Club have put some strategies in place that, so far, seem to be getting the desired results.

CHALLENGES

Programme Scheduling

Research shows that being able to play at convenient times is a major driver of participation. However, a lot of people have similar schedules and often want to play at the same time. How to schedule programmes at the right time and day?

Programme Types (Ways to Play)

Group activities are a proven way to get people inside. Each programme is a subtle variation on the game and caters to the developmental needs of different people. How to know what are the right programmes for your club?

Technology and Participation

Screen time is the number one reason preventing people from being active. But improvements in technology provide us with huge opportunities to make it easier for more people to participate more often.

SOLUTIONS

Timetabling Distribution

Trainings, competitions and programmes are spread across different days of the week. There are also peak and off-peak pricing membership incentive options.

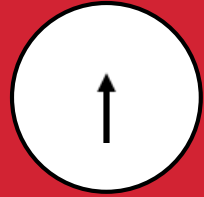
Programme Mix

By understanding their members and their needs the club has provided opportunities for their members to participate in a mix of programmes – for fitness, performance or entertainment reasons.

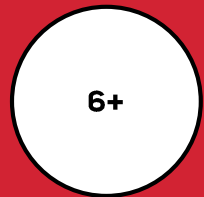
Online Booking System

Being able to book and pay online enables customers to select a court and time. This helps spread the flow of people out of peak times and eases pressure on the club's weekly timetable. Having a central online calendar also lets people view court availability too and avoids people turning up disappointed.

RESULTS



Court usage and squash participation.



Different programmes available every week.



Bookable Pay2Play hours available every week.

CONCLUSION

Life outside of squash clubs has changed a great deal in recent years with different work habits, variable working hours, longer commutes and modern attitudes to family life. As a result, today's people want their squash to be shaped around them. By optimising your club's timetable to meet your members needs, it can have a profound effect on their satisfaction and retention.

Participation in the adult social programme on Fridays was poor under previous centre management. In order to maximise court use, the Shepherds Park Squash Club identified what days of the week better suited the members of their community. The adult social programme night was changed and the Club have now made it free of charge.

Club President Paul Cornish said "the key to growing our programmes has been having the right people running these on the right days. We look at our programmes attendance to see what works and use this information to try and improve our schedule to suit our community."



TYPICAL WEEKLY SCHEDULE

Monday	7:00pm	Senior Interclub
Tuesday	4:00pm	Coaching
	7:00pm	Senior Interclub
	7:00pm	Womens Social
Wednesday	7:00pm	Masters Interclub
Thursday	4:00pm	Junior Coaching
	6:00pm	Junior Social
	7:00pm	Adult Social
	7:00pm	Summer League (Feb-Mar)
Sunday	9:00am	Junior Interclub

On top of the regular activities listed above, other special programmes such as SquashFit, performance training and school sessions are offered in different terms throughout the year to target different markets.



As well as offering group programmes throughout the week, the club also has a Pay2Play option which allows the public and members to book and use the courts at set times.