



Partnership Agreement 2021-2024

The purpose of this partnership agreement is to set out the areas where Scottish Squash (SS) and Scottish Student Sport (SSS) will work together and to detail specific commitments of both parties in relation to this work.

SS and SSS share the common aspirations and are committed to achieving the following by 2023:

- Enhanced understanding of the student squash landscape through sharing data
- Encourage bounceback from 20/21 (131) to pre-pandemic levels (547 in 19/20)
- Increase entries by 4% to 25 at 22/23 Championships (24 in 19/20, 14 in 21/22), specifically female participation, and enhance the experience and re-evaluate for 23/24 Championships

We will jointly work towards the above aims through a Delivery Plan covering the following areas of work:

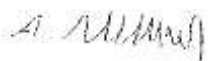

- Competitions & Events
- Membership & Affiliations
- Club Development
- Workforce
- Communication and Visibility
- Managing the Partnership

The above areas are detailed further in a Delivery Plan (Appendix 1), including KPIs and key actions within each area.

Managing the Partnership

SS & SSS will meet two times a year to review progress against the key areas of work and KPIs outlined within the delivery plan.

Signatures

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| Signed on behalf of SS: | Signed on behalf of SSS: |
| Name: Allan McKay | Name: Ian Lowe |
| Signature:  | Signature:  |
| Position: Director of Development | Position: Head of Development |
| Date: 06/05/2022 | Date: 24/05/22 |

APPENDIX 1 – DELIVERY PLAN 2021/23

| Work Area | Item | Responsibility | KPI | Progress Update |
|--------------------------------------|--|-----------------------------|---|-----------------|
| Competition & Events | Embed the Student Squash Champs into Student Games | Jess Barrows & Jack Brodie | Clear squash in Scotland calendar of Platinum events in early Feb to help establish SS Squash Championships as part of SSS Games each year | |
| | Increase entry numbers to SS Squash Championships in 22/23 and 23/24 | Jess Barrows & Jack Brodie | Increase by 4% to 25 entrants at 22/23 Championships and re-evaluate for 23/24 Championships (24 in 19/20, 14 in 21/22) Talk to clubs to establish key barriers to entering e.g. venue, cost, prestige by December 2022 | |
| | To provide access to local competition with a pathway to compete in Squash in Scotland events. | Jess Barrows & Jack Brodie | Encourage student club involvement in local, regional leagues. One club to join one local league by Feb '23 Talk to local clubs at Scottish Squash Club Support Forum and advocate for inclusive approach to embed students. Ongoing | |
| | Share student club-hosted events to encourage delivery | Squash Chair & Jess Barrows | Ask clubs to promote their events on Basecamp and to contact Chair with news to help promote. Ongoing Map student-run events and consider creation of a SS Squash Series (similar to Cross Country) by September 2022 | |
| Membership & Affiliations | Share annual student club membership data | Jess Barrows & Jack Brodie | Membership returns to pre-pandemic levels (547) throughout the next academic year (22/23) 2019/20: 547 (350 Men, 195 Women) 2021/20: 131 (83 Men, 47 Women) Aberdeen – 13 Dundee: 1 Edinburgh: 36 Glasgow: 25 | |

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|--------------------|--|---|--|--|
| | | | <p>HW: 17 RGU: 9 St Andrews: 8 Stir: 14 Strath: 7 UWS: Unknown</p> <p>2021/22: 480 Aberdeen – 25 (30M, 15W) Dundee: 32 (23M, 9W) Edinburgh: 82 (41M, 41W) Glasgow: 117 (73M, 41W) HW: 43 (32M, 11W) RGU: 10 (6M, 4W) St Andrews: 48 Stir: 20 (13M, 7W) Strath: 47 (27M, 9W, 11 PNTS) UWS: 1</p> | |
| | Develop and create student squash clubs | Squash Chair, Jack Brodie & Kirsty Lobban | <p>Map student squash club gaps. Increase participation at nine clubs by 2% in '22/23.</p> <p>Contact member institutions who currently do not report Squash numbers to ask if there is an appetite for a new club. Annual question to be asked 1st May</p> | |
| | Consider students in adaptation of affiliation process to optimise benefit to student clubs | Jack Brodie | <p>Create a 'Reasons to Affiliate' package to be sent to student clubs at beginning of Semester 1 each year. By end of August each year.</p> <p>Consider discounted option available to student clubs in membership discussions.</p> | |
| Development | Assist clubs to provide an attractive 'give it a go' session for new players with a focus on females | Jess Barrows, Jack Brodie & Kirsty Lobban | 2/3rds of student clubs deliver a HIIT give it a go session (ideally Freshers/Welcome Weeks) and track female attendance. By November 2022 | |
| | Develop HIIT Squash Activators and Ambassadors in student clubs | Kirsty Lobban | 2/3 clubs represented on a HIIT Squash training session by end of 22/23 academic year. | |

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| Workforce | Understand the current coaching and officiating landscape | Jess Barrows, Jack Brodie & Kevin Moran | Mapping of the clubs to understand the current workforce to inform future workforce planning. By January '23 | |
| Communication & Visibility | Raise the profile of student squash and build SGB relationships with Universities, Colleges, students and clubs. | Jess Barrows & Jack Brodie | Release news story of partnership and share with clubs by September '22. SS to sit on Captains Meetings to better reach clubs (one per semester). Ongoing. Organise and deliver Student Squash Forum/Conference by September 22 Link club Social Media Officers to SS Staff to request comms support. Agenda item for each Captains Meeting and Student Forum/Conference. | |
| | Improve communication between SSS and student clubs by Group | Squash Chair & Jess Barrows | Creation of a Comms Officer role on the SS Squash Development Group by May '22. Creation of a SS Squash Instagram account by July '22 | |
| Managing the Partnership | Co-create and co-deliver outcomes | Jess Barrows, Jack Brodie & Squash Chair | Two partner meetings a year to review Delivery Plan. Use Basecamp to stay in touch | |