

Chris Vine email.txt

Hi Mike,

As I'm sure you know I have been working with the SE Counties in earnest since Dec 14 and have achieved quite significant improvements in all the basic indicators, adults juniors coaches and player/court ratios.

I have attached the latest set of collated figures, plus graphs for your information.

I have been concentrating on four key areas as follows;

- Club/centre Infrastructure review, improvement and in some cases quite radical re-structure - through a combination of new "focus groups", (re) envisioning ,quarterly data collection, planning and "mind set changing" (the latter being probably the most important) - convincing Club Chairs/managers/Committees that through a "can do" approach squash can improve membership revenue and usage!! And all is not lost!
- Coach Recruitment - mentoring, placement, training and education - through the new County-led Developing Coaches Academy Structures (using small grants monies successfully applied for) - first one due to start in Sussex V soon
- Schools and Colleges Outreach programmes - using tried and tested successful formulas for long-term links, association, new player generation and mutual co-operation - this is crucial to local people (juniors/parents/teachers) discovering their squash clubs and a future love of the game
- Business Skill workshops, coupled with mentoring and reviewing the financial basis of any club/centre/coach-led squash coaching and development program on a regular and cost effective basis

Obviously each county/set of clubs has different structures, cultures, expectations, relative degrees of success, but the above are essential commonalities in terms of needs, without some idea as to how you are doing , where you are, where you are going and in what timescale we are never going to radically change what do with squash development in order to move with the times and really give our (potentially mostly new) customers what they want...

I have also attached a list of the services and products that I utilize when working with clubs and counties. An initial Audit of a counties clubs/centres and coaches is key as without that - how do you plan or establish where you are?, although I appreciate that not every county would need it Or see it of value, but those who are struggling however? - thoroughly recommended!

That said I would be willing to travel to see any club/coach/county - first visit free! to see if I can be of any assistance. After that normal consultation fees would obviously apply!

If you have any further questions please let me know? - maybe I could talk to those counties who don't show up at the forums - to see if a revival can be achieved?

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Kind Regards and thanks again,

Chris Vine