



Squash in Scotland Feedback Report

Following consultation with member clubs and Regional Associations, the Squash in Scotland membership structure was introduced in September 2022. In order to evaluate the success of the change, we launched a survey for individuals and a survey for clubs and arranged follow up focus calls with respondents. This report explains the process behind the feedback gathering as well as some of the changes we will make as a result.

What is 'Squash in Scotland?'

Squash in Scotland is a new membership structure, which aims to make membership more equitable for Scotland's squash clubs and players. Squash in Scotland offers 'Club' and 'Individual' membership.

- Clubs can choose from 3 different membership packages, based on the benefits which the club feels best suits their needs. These options are Basic, Squash or Squash+.
- Individuals can choose from two different membership packages, based on the benefits which the player feels best suits their needs. These options are Supporter and Player membership.

Individual membership registration can be purchased on SportyHQ, and clubs have the option to register members in bulk, or ask members to register themselves. We encourage clubs who register their members in bulk to notify their members of their status as a Squash in Scotland member.

There are a range of benefits that individual members are entitled to.

These include:

- The ability to play in multi-club leagues and tournaments.
- Personal accident insurance.
- Discounted tickets for Alba Storm home matches and the Springfield Scottish Squash Open.
- A 20% discount code for SQUASHTV.



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Research Process

- 'Squash in Scotland' – Club and Individual Membership report

What research was conducted?

The research began with 2 surveys focused upon the membership restructuring, one targeted to clubs, and one to individuals.

- The club survey asked clubs how they felt about the change, the financial and administrative impacts of the change, and club's experiences with SportyHQ.
- The individual survey focused on the benefits members are entitled to and the value of the individual membership.

In the survey, participants were offered the opportunity to have a follow-up discussion with Scottish Squash. We conducted follow-ups with a range of clubs and individuals.

Why did we conduct this research?

There were 3 key purposes for this piece of research.

- To gather feedback from clubs and individual members, with feedback helping to identify areas of strength and areas for development.
- To identify any commonly cited issues relating to the new membership process.
- To identify club specific problems, and provide specific support.

What feedback did we receive?

We have summarised the feedback received in two individual reports which were shared along with this report, and can be accessed at the following links:

[Individual Feedback](#)

[Club Feedback](#)

Action Plan

In response to the feedback received, we have identified some immediate actions that will improve the Squash in Scotland membership structure in the short-term.



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- **Promotion of five-day Player membership**

In the follow-up conversations we had with clubs, it became evident that not everyone was familiar with the five-day Player membership. This offer allows players to pay an initial £5 to register for a 5-day trial period. This allows a member to try squash, for example, by playing in a multi-club league fixture, without committing to the full £15 membership. If a player uses this option three times, their club can contact Scottish Squash to upgrade to annual Player membership at no extra cost. We plan to continue to promote this to ensure that clubs and individuals are aware of this option.

- **Welcome emails and regular updates**

During the feedback process, some individuals said that after joining Squash in Scotland, they would have appreciated further communication from Scottish Squash. SportyHQ is set up to send welcome emails automatically, however, based on user feedback we believe that these haven't been sent consistently. We will continue to work with SportyHQ to try to ensure these emails are sent, and will continue to encourage sign-ups to our monthly newsletter.

- **Tutorial videos guiding 'Squash in Scotland' membership**

In response to some feedback that was received, we will create a tutorial video which demonstrates the joining process for individuals. We will share this with clubs that intend to ask members to renew individually, and on our social media channels at appropriate times during the year.

- **Discounted sportswear**

A commonly requested benefit from survey respondents was access to discounted sportswear. With this in mind, we have been able to announce SportsShoes.com as the new Official Footwear Supplier to Scottish Squash. As a result of this partnership, Scotland's squash players can get 10% off and free delivery on purchases of over £50. The discount code will be refreshed monthly and shared on SportyHQ.



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Conclusion

Thank you to everyone who took part in the feedback process. Your views are appreciated, and they will help us as we look to continue to improve the Squash in Scotland membership structure in the years to come.

Along with the immediate actions identified above, we will continue to work to improve and grow Squash in Scotland membership and to improve the experience for clubs and individuals.

Scottish Squash is always seeking to better understand the views of Scotland's squash community. We remain open to hearing from those who didn't participate in the survey, or those who wish to share additional thoughts. Please email info@scottishsquash.org if you would like to discuss the Squash in Scotland membership structure further.



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