



CASE STUDY:

INNOVATIVE WAYS OF IMPROVING THE
SQUASH EXPERIENCE THROUGH FACILITY
DEVELOPMENT

MANUREWA SQUASH CLUB



SQUASH
NEW ZEALAND

OVERVIEW

We live in a world of first and last impressions, therefore having (and maintaining) an appealing facility is an essential part of running a squash club. When searching for a club, a good proportion of people search online. Managing a map listing is a good starting point to generate some interest in your club. However, when it comes to showcasing the building, the majority of squash facilities were designed to meet the needs and expectations of the members at the time they were built with limited thought into what the future needs may be. Now faced with challenging times, few clubs have the resources available to upgrade their facility – but there are some easy things that can be done to ensure clubs enhance their building. It starts with thinking about the overall club design and transitions into our courts and lounge spaces. The Manurewa Squash Club have approached this with a ‘what can we do’ mentality and so far has improved the perception of squash within the community.

CHALLENGES

First Impressions

How can you design and place signage from the entrance of the building through to the courts that will attract people and enhance their experience at your club?

Clean and Accessible Environment

People need to feel safe and comfortable at all times. This means our facilities need to provide easy access, be well-lit and user-friendly for all people.

Cost

It is acknowledged that a lot of upgrades to the building will require financial resources to make it happen. So, how can you upgrade your club’s facility when you have little finances available?

SOLUTIONS

Good Facility Signage

The club understands the value of visible and welcoming signage and viewed this as an investment that will pay itself many times over. This includes having a consistent design across all sites, clear details, positive language and keeping it clean and tidy. Visual design students from the Manukau Institute of Technology helped create a colourful mural on the outside of the building showing the club logo and squash player silhouettes.

Scheduled Maintenance

It is important to regularly review and report on the condition of the facilities and grounds, including the wear and tear. This assists with planning and budgeting for maintenance and asset replacement.

Energy Efficient Products

Ensuring your facility is using energy-efficient products will help reduce the club’s utility bills over time and will free up money for spending in other areas. The club utilised the free LiteClub programme to assist with this.

RESULTS

New

Mural on outside of facility created to prevent tagging.

Tidied

Car parks and surrounding gardens completed in 2016.

\$5127

Saved through using free energy-efficient products from LiteClub.

CONCLUSION

Being an indoor sport, the squash facility is an important part of helping people fall in love with the game. But for many, all they ever see is the outside of a building and never see the action and fun that takes place inside it. Since the mural was completed and the grounds were cleaned up the club have remarked that there is less ‘graffiti tagging’ on the building and more and more people (especially younger demographics) are commenting on how attractive and inviting the site now looks – which helps people take a step closer to coming inside.

By looking at ways your club can become the third space in people’s daily lives (i.e. home, work and the squash club), your club can provide somewhere people can sit in a nice chair, talk with friends, surf the net and enjoy (and be inspired by) the action on the courts time and time again. Everything should be considered when looking at ways to make your facility more appealing – the visuals, the cleanliness, the décor, the service... this is your club’s chance to engage the wider community and drive people into your facility and becoming a squash club user / member.



“A simple blank wall can turn into a thousand words and motivation for people”

Take a step-by-step approach

1. Short-term: quick wins to increase motivation.
2. Medium-term: 6-12 month plans requiring a little more investment.
3. Long-term: ambitious changes.

