**Key Information**

**Partners:**
Living Sport, Cambridgeshire Squash Rackets Association, Cambridge University Squash Club, England Squash

**Location:**
Cambridge University Sports Centre

**Level Invested:**
£1160

**Support Provided by Living Sport:**
- Initial one to one meeting with County Association to discuss plans for a project.
- Living Sport Coach Bursary used to upskill female coach to Level 2.
- Sportivate funding to put project into action.

**Key Impacts:**
48 women engaged so far of which 37 have never played Squash before.

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**Background:** There is currently a serious demographic issue in Squash participation, with an ageing population and a high majority of male participants - England Squash identified women’s participation as a priority for them. Squash in addition is perceived as an expensive sport to take up. Living Sport worked with the Cambridgeshire Squash Rackets Association to plan a low cost project that would appeal to those who do not currently play the sport.

**What’s Happened?** The project plan involved 5 blocks of 6 week activity, aimed to engage female university students between the ages of 18 to 25 in Squash.

The sessions were aimed at those who had never taken part in Squash before and were designed and marketed accordingly. Sessions were promoted with the help of Cambridge University Squash Club who made use of the University Fresher’s Fair to engage new participants.

A female student coach was trained using the Coach Bursary scheme in order to provide somebody relatable to lead the sessions and act as a role model for continued participation.

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**What’s Next?** We hope to work with Cambridgeshire Squash Rackets Association to develop this project further. Sportivate funding has been allocated to scale up the project at Cambridge University across 2016/17. Interest has been expressed in establishing sessions for women of an older age group, therefore Living Sport will be working with the County Association to prepare a Sport England Small Grants application to support this.

‘It’s very exciting to see so many new players enjoying playing, and really getting enthusiastic. I see lots of the girls getting on court outside of sessions, and several times a week. I think many of them have more confidence in their games.’ Ali Hemingway, Coach

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