Secrets of making Racketball Work..

• Racketball is NOT the poor relation

• Treat the sport on its own merits

• Don’t overcomplicate the game

• Racketball can complement Squash
Racketball

10 Reasons Why?

• Boosts off-peak usage to clubs/centre
• Easier to play than squash
• Great for calorie loss
• Offers an alternative to squash
• Prolong playing career
Racketball

10 Reasons Why? (cont’d)

• Keeps clubs vibrant
• Offers a cross sport option
• Completely new players – workplace
• Women and girls

• Great fun!
Racketball

The story so far...

• Programmes designed specifically for NEW users including,

• 50+

• Women

• Recreational sportspeople (2\textsuperscript{nd} Sports)
Racketball

The story so far...

• The New ESR initiative “The Big Hit”
• All products under one umbrella
• 5 for £5
• Court Challenge
• Friends Go Free
• Come and try it
The Figures stack up!!

• Nearly 20,000 playing Racketball in 275 Clubs and centres

• 4,500 NEW players since 2009

• 276 Racketball Coaches

• 60 Racketball Activators
It’s competitive too...

• 260 people entered this year’s Dunlop National Racketball Championships across 18 categories

• 100 people entered the 2012 National Racketball Doubles Championship
Partners

- www.UK-Racketball.com

- UK Racketball and ESR are partners

- 8 Events including, Beginners, B Grade, O40s, O50s, Womens, and A Grade Open
• UK Racketball oversee the majority of competitive Racketball to include:

• National Tournaments
• National Rankings
• Comprehensive website
Questions?