

WSF Development Conference 2012

Racketball

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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 (2nd 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?

