

	<h2>Business Plan</h2> <p>May 2020</p> <p>Fair Oak Squash and Rackeball Club</p> <p><i>“A Club for the Community run by the Community”</i></p> <p>Campbell Way, Fair Oak, Eastleigh SO50 7AX</p>
Vision	<p>Fair Oak Squash and Racketball club has come a long way in the last three years. We want to do more. We have almost doubled our membership from 171 members in 2017 to 314 this year. There is still more to do to make the club sustainable for the next 10 years; to meet the needs of a growing community. Our vision is to....</p> <p><i>“Provide a sustainable welcoming club within the local community that encourages sporting activity for all.”</i></p>
Overview	<p>Fair Oak and Horton Heath is a thriving growing community. Recent additional housing has had an impact on local life with new small businesses being established in the village centre and larger commercial ventures appearing on the outskirts of the Parish. The club adjoins a park with outside activities, walking and jogging trails. Also, it is next to the village hall; a centre of community life.</p> <p>Although for legal reasons the club is referred to as a members club, it is all BUT that. We are a club for the community run by the community.</p> <p>There is a lack of affordable fitness or sports facilities in Fair Oak and Horton Heath. As a result of our recent improvements to our facilities we have appealed to the wider community encouraging</p>

more residents who, until now, have not engaged in any physical activity. We continue to make our Club an affordable facility that accommodates all.

Eastleigh Borough Council's Local Plan initiated significant development of the Parish in the last 2 years, with considerably more homes planned within walking distance of the club and more in Horton Heath. The Parish population of circa 9,700 people (49% male, 51% female) in 2010 has and will increase with the introduction of these homes.

This community club was established in 1971 and has grown since that time from one single court to 3 courts with additional facilities. In 2017 we were supported by Eastleigh Borough Council in the provision of a £60,000 grant to improve the club facilities. Our Community Payback report was commented on by the Borough as being an excellent future good practice model example for other grants for projects and we delivered against the Borough development plan within 18 months.

As a result of these improvements the club has developed numerous activities that reach into the community and illustrates some synergy with the Boroughs overarching priorities of *Enabling Healthy Lifestyles and Tackling deprivation and reducing inequalities*. Examples include:

- Immediate front door access via a ramp to a disabled changing room, toilet and shower
- Active coaching programme for adults and juniors
- Doubling our adult membership
- A vibrant Junior section that boasts over 100 members (and their parents)
- Raising money for charity - this year the club raised £3,500 for a local children's bereavement charity [Simon Says](#)
- A newly formed and fast growing Ladies section - the majority of which were inactive prior to joining. This would

have been helped no doubt by the newly refurbished changing rooms.

- Our ladies group have reported considerable weight loss. For some, it has been their route back into fitness and is the only exercise they are getting. It has grown into some social group gym use, which has only come about as the club offers both facilities together.
- Excellent results at Hampshire / Regional squash junior competitions
- Growing older playing group for racketball and gym users
- Community use of the club by Karate and Pilates classes
- Business and charity use of the club during the day for meetings/events

We have drastically reduced our carbon footprint with LED lighting throughout the club and a new efficient heating system

Our new gym is now being used by 70% of members. The gym also provides an alternative low cost relaxed fitness facility aimed at older people and female members as we offer a quiet secure area which is far less intimidating than many commercial gyms

Social events such as charity fundraising events, quiz nights, wine Tasting and Private parties for members are now frequent. These events are enhanced by the newly built kitchen on the first floor adjacent to the bar.

We wish to take full advantage of these improvements and carry the momentum of change forward. We plan to offer Armed Forces veterans and their families discounted rates of 25% reduced fees. We already offer reduced fees for families who are financially disadvantaged.

Where are we now?

We are always improving the facilities for our members. This autumn we conducted a members survey, asking a series of questions to help us improve the club's facilities and sporting experience. Over half of adult members responded - here is a snapshot of some responses:

"A really big thank you to the committee for all they have done in getting the club to its current excellent standard after being a member for 40 years it is so pleasing to see such excellent facilities."

"We are lucky to have such a successful and popular facility, compared to the standard and level of support other clubs and teams achieve."

"Keep up the good work, it's a brilliant club!"

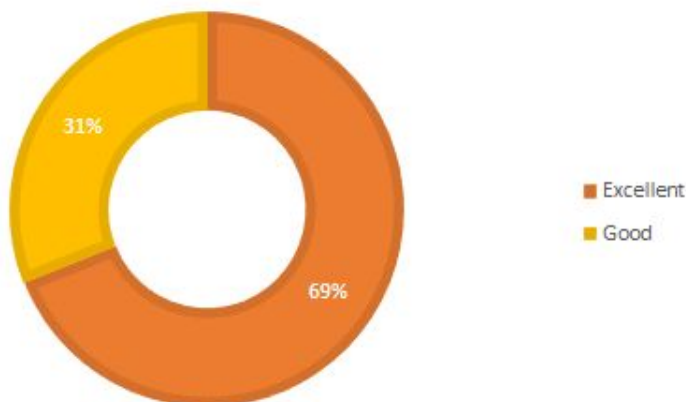
"I feel the club has improved so much over the last 3 years that things can't get much better!"

"Get financial input from the various construction companies building locally."

69% said the facilities were excellent and relates to the newly refurbished elements of the club.

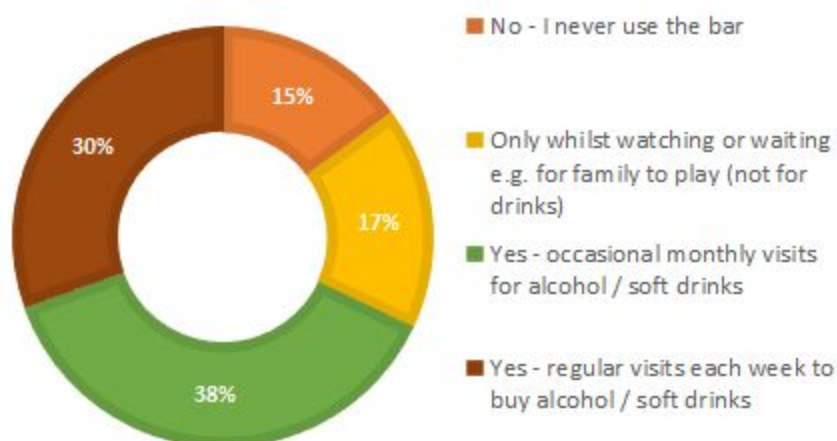
We asked about improvements, several mentioned the mens changing facilities. They are too small, out of date and in desperate need of refurbishment. This forms part of this business plan.

HOW WOULD YOU DESCRIBE YOUR SATISFACTION WITH THE OVERALL FACILITIES PROVIDED BY THE CLUB?



Our social area, bar and viewing gallery are central to club activities. We have worked hard to develop our social activities with nearly 70% of respondents saying they socialise at the club.

DO YOU USE THE CLUB BAR - IF SO HOW?



Alignment with Eastleigh Borough Council Priorities	<p><i>Addressing unhealthy weights</i></p> <p>Playing squash and racketball as well as gym use all help to deal with overweight problems. By offering a community access to a sports club facility at low cost contributes to this aim. We run an annual weight loss support group programme which grows each year and produces some excellent results.</p> <p><i>Reducing social isolation and loneliness</i></p> <p>We actively support any new member coming to us with a mentoring process which helps to integrate individuals and allow them to meet new friends to engage in sport. We offer special evening events for new members specifically. Also we hold a variety of social events where we encourage all members, family and friends from the community to enjoy. We aim to open our facilities up for weekly drop in clubs during the day, for groups such as single parents or senior citizens to attend for a coffee and cake. These will be run by local community co-ordinators and run on a non profit basis providing not only cheap refreshments but a place to come in on a specific day for a chat and maybe watch some squash being played. Facilities can also be available for playing board games. Another possibility is a weekly book club chat group. The appeal of our facilities will be enhanced by these suggested improvements to our bar lounge area by opening up the room to more natural light and an outside sun terrace.</p> <p>In addition to our ladies Sunday sessions - which some of our ladies have described as their only 'me time' and for single mums, it is their main social time - we have regular social games being played now and a good number of ladies have joined the leagues and even competitions. The impact this has had for individuals is significant, both in terms of social engagement and self-confidence. We now have a very strong group, we are</p>
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constantly actively promoting and seeking new members and we continue to grow.

We also aim to trial a session or two to the young people in the groups run by our charity this year - Friends of In Touch (who support young people with autism spectrum disorder).

Promoting positive mental health

Exercise and sport is a positive step towards tackling low level mental health problems. Being part of a social and active group within our community club provides support and encouragement to maintain an active body and mind. We have a growing group of senior citizen members who have joined to use the gym during the day as they find alternative gyms too difficult to get to, too expensive and intimidating with loud music and young muscle builder types. We have recently had an elderly man with Parkinsons who wants to use the gym to aid his treatment and help him cope with the stress of his condition. We support charities in the community and offer the club for meetings for any community group.

Our ladies group is really tight-knit. They are now friends outside of the club and there is a lot of support that goes on between us. A few ladies have had health issues, some just a challenging time and this new group has been a massive support to us all. There are specific long-term health conditions that sport helps to combat. The fun, relaxed, social nature of our ladies sessions, plus how welcoming and supportive the club has been to our new members has made a great difference in its success and makes it a great de-stressor. It's not just the physical activity - it's the friendship. The friendliness of the other members has boosted the confidence of our ladies to reach out and play games with the men too and to join in, even set up, our own events.

Addressing physical inactivity

We promote various activities to encourage all members to get involved with events and competitions either for fun or more competitive participation. We target inactive groups by having a gym specifically designed and promoted for the less able or motivated to attend larger more commercial gyms. We offer free introductory sessions for community members to try out a racket sport and offer coaching to help develop this. We are currently running the Eastleigh Council New Year You programme aimed at inactive females over 16. We will be offering to engage in Summer Park Sports in 2020. Open days are offered throughout the year. Wyvern School uses the squash courts most weeks to promote sporting activity with their students. We also visit Wyvern and other schools in the area to promote squash and encourage physical activity using a portable squash wall like this...



Phase 2 building project

Mens changing rooms

The ladies changing room was completely refurbished during our first building project. We are now reaping the benefits with record numbers of lady members and a newly formed ladies section. The men's changing room is now not fit for purpose with our increased membership numbers with just 4 showers and little privacy. With 100 junior members alone we need to provide discrete shower facilities. We are proposing to extend the changing room into a small area of the car park, reconfigure the whole area and refurbish with modern shower and changing

facilities. We provided a unisex accessible shower during our first phase building project.

We estimate the cost of this refurbishment will be in the region of £60,000

Main social room and bar

Increasingly our main social/bar area is being utilised, even during office hours. The only source of light are two double windows at the far end of the room overlooking Fair Oak playing fields. Even during the summer daylight hours lights are needed to make the room a usable space. The darkest area of the room is in fact the bar area furthest from the windows.

We aim to open the club more to the community during the day time, either supporting existing events or holding new ones, such as pop up coffee mornings, OAP games mornings, book clubs etc. An improved lounge environment with a balcony would enhance the clubs atmosphere making it more attractive for such use.

We are proposing to add two additional features to enhance this room to the benefit of all that use and visit the club:

1. A lantern skylight above the bar area. This will provide a much needed boost to the need for natural light at this end of the room and
2. A veranda with two full length double windows (one providing access) overlooking the adjacent park. This will include a screen to mask any intrusion for residents of Campbell Way. Members will be able to enjoy views across the park and an area to relax after exercise during warm evenings.

We estimate the cost of this both elements will be in the region of £40,000

	<p>Objectives of this project.</p> <p>It is our intention by undertaking this project we will:</p> <ul style="list-style-type: none"> ● Provide high quality sporting facilities for the growing community within the Parish of Fair Oak and Horton Heath that reduce the need to travel by car ● Retain existing members at the same time as attracting new ones ● Generate sufficient revenue to maintain and develop the club premises for long term sustainability ● Continue to provide low annual membership fees and affordable court lighting.
<p>Our proposal</p>	<p>To achieve these objectives we consider the following improvements are vital to success:</p> <ul style="list-style-type: none"> ● Complete refurbishment of the mens changing room including slight enlargement of footprint ● Replacement of roof felting ● Insert a roof lantern over the bar area ● Construction of a balcony overlooking the village park ● Redecoration of the bar/social area <p>As a club we seek a grant of £50,000 from Eastleigh Borough Council, which will be matched by the club to complete these improvements. The club is on the CIP list with an estimated allocation of £50,000 pending a business plan with a medium priority tag.</p> <p>Given an indication of acceptance a more detailed project plan and drawings will be provided to support this initial business case. We already had pre planning advice from Eastleigh Borough Council planning officers who raised no objections in principle.</p>