

# GIRLS **IN** MOTION

Hosting a GIM Meet

HESTER



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## Hosting a GIM Meet

### Who are we?

Girls In Motion is a charity that promotes participation and access to squash for women and girls. This is achieved through running inclusive **community events**, supporting **female coaches & leaders**, delivering **participation initiatives**, and providing structured support for clubs to increase **female membership**.

Girls In Motion offer our support for hosting a GIM Meet as a charitable endeavour; we do not seek any fees or payments from host clubs.

### What is a Girls In Motion Meet?

A Girls In Motion “Meet” is half-day event that brings together junior girls, who play squash within a region, regardless of ability. They are open events, encouraging attendees from a wide range of clubs, with a focus on **community and inclusivity**.

### What is the purpose of the Meets?

- ✓ To help build community and networks within junior girl’s squash
- ✓ To increase the retention rate of girls already in squash
- ✓ To be fun, and a celebration of the sport and community
- ✓ To create social opportunities and help build friendships amongst the junior girls
- ✓ To help the girls feel like the sport of squash cares about them
- ✓ To facilitate the girls meeting different girls from other clubs in the region
- ✓ To allow girls to see first-hand the potential next stage of their squash development

### Can we run a Girls In Motion Meet at our club?

**Yes**, but there are certain requirements that hosts would need to fulfil so that the event could be branded as a GIM Meet (see “Must-Have’s” and “Nice-to-Have’s” sections below for details). This is to ensure the purpose of GIM Meet’s are achieved, and so that the Girls In Motion brand stands for quality in the squash community. We want GIM Meets to be known as the **best-in-class girls squash events**.

### What are the benefits of running a GIM Meet?

- National promotion of your club & coaches through the GIM platform
- Highlight your club as inclusive for women & girls
- Support from GIM in organising and promoting the event
- Increase event attendance through GIM brand recognition
- Help retain junior girls in squash and strengthen the local community
- Increase player participation within your club and across the region

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- Build local networks between players & clubs
- Supplementary spending at your club by visitors during the event
- Provide coaching opportunities for new coaches

**What do we have to do on the courts with the girls?**

Whatever makes the event fun, social and inclusive. The hosts and their coaching team will decide on the final itinerary to reflect the context of their club, the number of courts they have, the coaches available, and the range of girls attending etc. (An example itinerary is shown below to help hosts design their own event)

GIM have found that a mixture of fun games, coaching, drills, and competitive aspects tends to work best, as it ensures that the event has something for everyone and keeps the day varied. It can be beneficial to include a team element that mixes ages/abilities/clubs and promotes socialising.

GIM have experience of running a wide range of activities during Meets and are happy to help hosts design the itinerary if desired.

**What does a typical event itinerary look like?**

- 9:00am – Coaches and hosts meet at the club
- 9:10am – Coach briefing
- 9:30am – Girls start arriving
- 10:00am – **Event starts**
- 10:05am – Girls briefed on the event/itinerary
- 10:10am – Activities Start
- 10:25am – Rotate court activity
- 10:40am – Rotate court activity
- 10:55am – Rotate court activity
- 11:10am – Girls briefed on Team/Competitive games
- 11:15am – Team/Competitive Games
- 11:45am – Exhibition Match
- 12:00pm – Food Served
- 12:30pm – Continuation of Social
- 1:00pm – **Event Ends**

*A much more detailed version of this itinerary can be provided upon request.*

**What are the Must-Have's of a Girls In Motion Meet?**

Must-Have	Why is this a Must-Have
Open to all girls aged 5yo - 17yo in the local region; not just your own club	To maximise the reach and impact of the event.

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Open to all abilities; the girls just need to be playing squash already	The Meets are designed to increase <i>retention</i> of existing girls in squash. (We have other initiatives for attracting new players).
Event dedicated to girls only	To maintain clarity of purpose for Girls In Motion.
Minimum of 4 courts that need to be fully allocated to the event for 4 hours	To allow for a minimum of 30 girls to attend. The clear court time allows for set-up, coach training and packing up after.
Event T-Shirts with individual names on	To help create a sense of belonging and increase the impact beyond the time-frame of the event itself.
GIM Branding to promotional materials, T-Shirts and event signage	To allow the brand recognition to be leveraged to attract more girls and create scale in the community impact.
Food & Refreshments for the Girls & Volunteers	To create a greater sense of occasion and to encourage social interaction outside of the courts.
Inclusion of female coaches and leaders	To demonstrate all the levels of female participation in squash.
Provide opportunities for coaching experience	To leverage the event platform to provide beginner coaches with experience (which is another pillar of GIM’s charitable aims).
Minimum of 2 hours of squash and 1 hour of social	To give the event a sense of scale and to provide suitable opportunities for socialising amongst the girls.
Minimum <i>capacity</i> for 30 girls	To ensure the scale and impact of the events are similar across all GIM events.
Minimum of 20 girls attending	To ensure that the community and social purposes of the event are met.
High quality photos from the day distributed to the girls after the event	To provide the girls with a memento of the day and increase their sense of belonging to the squash community.
Modest ticket price; between £10 - £20 per girl	To provide some income to allow a high quality event to be run, whilst avoiding ticket prices being a barrier to entry.
No crossover in geographies/times with other GIM meets	To avoid event overlaps that diminish the interest and attendance of girls to the event. (Event dates/location need to be agreed with Girls In Motion prior to event promotion.)
A full range of squash balls to suit all ability ranges	To allow all girls to engage fully in the day, regardless of ability.

**What are the Nice-To-Have’s of a GIM Meet?**

**Refreshments & Food for the Spectators** – This can create a more celebratory environment and recognises the important role that family & carers play in the girls participation in squash.

**Exclusive Club Use** – This allows easier movement around the club/courts and an increased sense of occasion if the club is providing exclusive use to the girls.

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**Professional Female** – This provides the opportunity for all the girls to have a knock with a pro and demonstrates the full range of abilities within the sport. The photo opportunities for the girls are also popular, and the event has more gravitas when promoting if a professional is attending.

**Interactive Squash Court** – This provides an opportunity for different court activities and is particularly useful for the younger age groups. It’s also an attractive feature of the event for girls who don’t have access to Interactive Squash in their own club.

**Merchandise** – This provides the girls with something to take away as a reminder of the event. If the merchandise is from a recognisable brand in squash then it also helps communicate a sense that the sport cares about junior girls.

**Sponsors** – This provides the income needed to do more at the event (such as getting a Female Pro, or refreshments for spectators), whilst keeping the ticket price modest.

**PR/Social Media Footprint** – This has a multiplier effect on the impact of the event and assists in attracting and retaining girls to squash.

**Feedback Collection & Sharing** – This provides the opportunity for GIM to learn from all the events hosted across the country and capture best practice and new ideas that can be shared with all future event hosts.

**Held on a Weekend Morning/Lunch** – This allows for the event to be inclusive for the younger girls who couldn’t attend as an after-school event.

### What will we need to do, and what will Girls In Motion do to help?

What Hosts Need To Do	What GIM Can Help With
Arrange a date for the event	Cross-check other events to avoid double booking with other local meets or tournaments
Determine the itinerary for court activities and social	Example itineraries and guidance on court activities
Advertise event	Poster and social media templates. Promotion of your event through GIM’s platform
Arrange funding	Budget templates and sponsorship pack templates
Manage ticket sales	
Book courts out at your club	
Arrange & organise volunteers	
Arrange & organise coaches	
Arrange Female Pro (optional)	Put you in contact with female professional players
Arrange training opportunities for coaches on the day	Provide examples of training undertaken at other GIM Meets
Arrange T-Shirts	Provide GIM branding for T-Shirts and signpost suppliers if needed
Arrange food & refreshments	
Provide balls & spare goggles/rackets	
Arrange photographer	

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Safeguarding	Signpost hosts to standard England Squash safeguarding requirements
Promote event once complete on social media	Promotion of your event through GIM's social media channels

### How much does it typically cost to run a Girls In Motion Meet?

There will be a cost to hosting a GIM Meet, however much of it is variable and dependent on a host club's support, so there is no typical total cost.

The ticket price alone *will not* cover the total cost of running the event, sponsorship and club support is a key component of running a GIM event (See "How is the event funded?" below).

Although each club and Meet itinerary is different, experience has shown that typical costs for the different aspects of a GIM Meet have been in the following ranges:

**Personalised T-Shirts** = £20-30 each

**Food & Refreshments** = £5 - £14 per head

**Courts** = Typically the host clubs' gift these to the event

**Coaches** = Typically the coaches volunteer their time. A lead coach may cost £20-35/hr

**Photographer** = Typically volunteered

**Female Pro** (optional) = £150 - £200 for full event

**Merchandise** (optional) = Typically donated, or £5-15 per head

### How is the event funded?

By the hosts. Typically, this is through a mixture of ticket sales, sponsorship, grants, and gifts in kind (food, merchandise etc).

The host club could sell refreshments/food to spectators, although some Meets choose to seek additional sponsorship rather than charge spectators.

### Ok we're interested in hosting a Girls In Motion Meet, what are the next steps?

Contact us at [events@girlsinmotion.org.uk](mailto:events@girlsinmotion.org.uk) and we'll get the conversation started.

We are here to help make an impact in girls' squash and welcome any interest from the squash community.

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