

Community initiatives

RFA Strategic Plan 2021-2025: Summary

SUSTAIN Maintaining Fives and preventing further contraction of the sport **NURTURE** Improving and developing Fives at a school, club and tournament level **GROW** Expanding and opening up the sport to new players, areas and communities **Initiative Timeline Target Areas Tournament** Junior Fives Club Fives Marketing **Fives Outreach Fives** Activator Courses Club Financing **Squash Fives UK Fives Relaunch Event National Schools** Scaling up tournaments **SUSTAIN** Support of other initiatives 2021 **Tournament admin Communication strategy Rankings System** Promotional Materials **Challenger Tournaments** Branding relaunch **Fives Coaching Program Club Development NURTURE** School player pathway Tournament restructuring 2022/3 **Player profiles** ¹ 'Top 20' Leadership Sports partnerships **Development Squad GROW** M Outreach programs **School Brand Campaign** 2024/5 Charity partnerships

Building new courts



RFA Strategic Plan 2021-2025: 'Sustain'

SUSTAIN

Maintaining Fives and preventing further contraction of the sport

Initiatives 2020/21

Junior





- Activator Courses
 - RFA certified activator course for 'Young Leaders' and Adults
 - Trial runs in Stoke Newington and Scottish Schools
- Squash Fives: Fives on a squash court
 - Standardised, more accessible version of the game
- National Schools: Regional qualifiers
 - Expand the regional qualifiers with a focus on participation then hold 2-day finals in London

Clubs



- Club Financing
 - Leverage the RFA as a certified charity for grant applications
 - Develop and market a sponsorship package
- UK Fives Relaunch Event 2021
 - Wood Cup, fundraising, prizegiving and branding relaunch

Tournaments



- Scaling up Major Tournaments: National Singles and Doubles
 - Focus on participation, spectators and marketing
- Tournament administration
 - Centralise payments, websites, press releases, draws
- Rankings System: Dynamic software
 - Up-to-date rankings system with everyone on there
- Challenger / Alternative Tournaments
 - Promote and improve these events within the RFA calendar

Marketing



- Support of other initiatives: Junior, Clubs, Tournaments
- Promotional Materials: Website, merchandise, posters, videos
- Communications strategy: consistent across all social media
- Branding relaunch 2021: New name, logo and brand

Project Management

Resource

Assign who is responsible and accountable for each initiative

Dashboard

Online dashboard for keeping up-to-date with progress

Timings

Exact dates to be confirmed by the RFA board