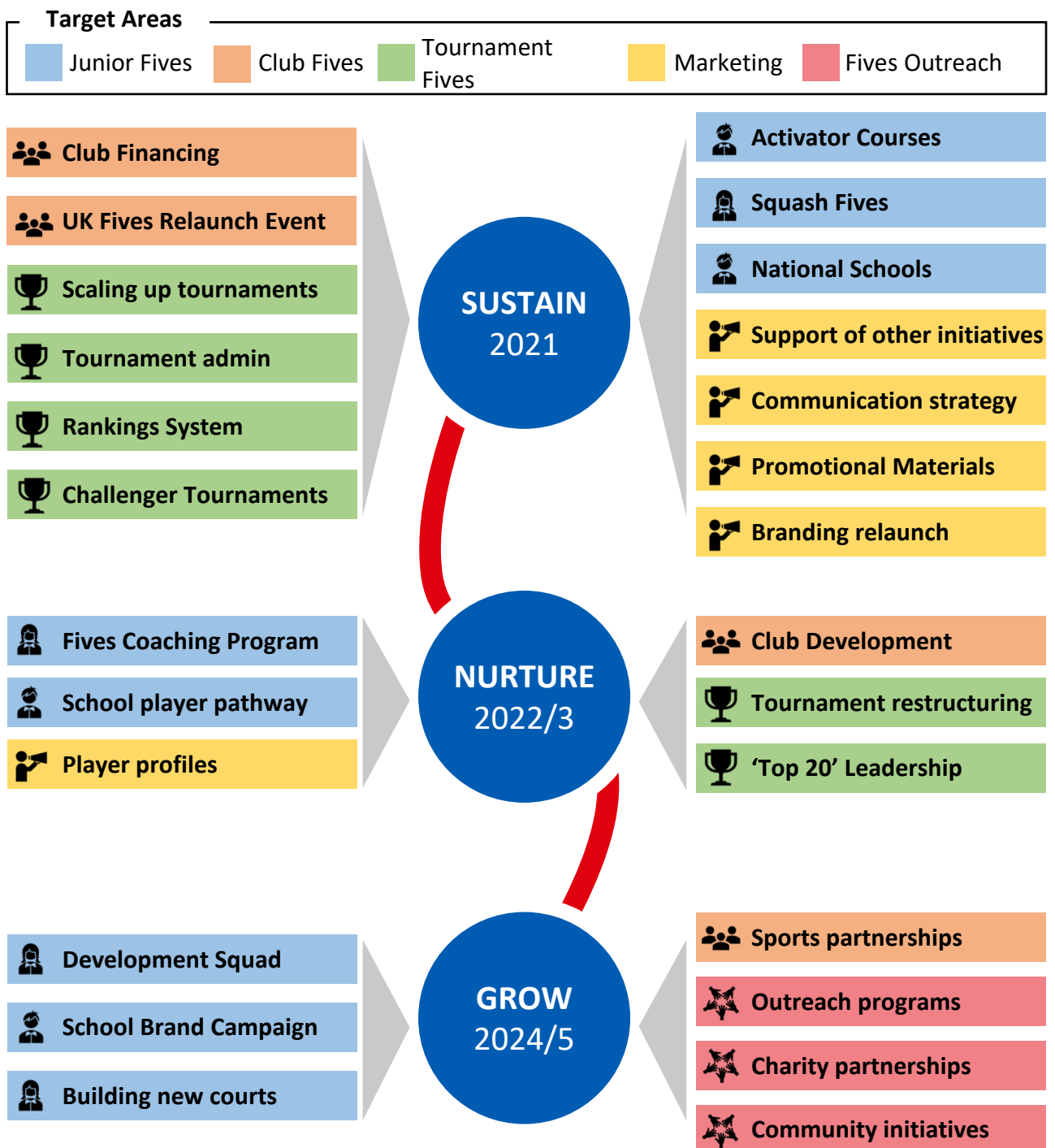


# RFA Strategic Plan 2021-2025: Summary

<b>SUSTAIN</b>	<i>Maintaining Fives and preventing further contraction of the sport</i>
<b>NURTURE</b>	<i>Improving and developing Fives at a school, club and tournament level</i>
<b>GROW</b>	<i>Expanding and opening up the sport to new players, areas and communities</i>

## Initiative Timeline



# 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*