



The  
FiveStar  
Project  
*Fives for all*



# Year 1 Review

November 2018

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## The FiveStar team

### For the EFA:

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### Development Manager Midlands and North:

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### Thames Valley Regional Organiser:

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## ABOUT FIVESTAR

In October 2016 the EFA committed to a long-term development strategy for Eton Fives, named the FiveStar project. The strategy identifies 5 areas that are key to the expansion of the sport; Community/ Clubs, Schools, Universities, Coaches and Organisers.

Through supporting and influencing people in these 5 areas, the FiveStar project has set the ambitious aim of tripling the number of players by 2024 and extending the availability of the sport both geographically and socially.

September 2017 saw the employment of the first regional Development Managers for FiveStar, giving the EFA national coverage for the first time.

**This report provides an overview of the first 12 months' work in this exciting new chapter in the development of Eton Fives.**



# WELCOME

Richard Black, Director of FiveStar

The FiveStar project is the most ambitious development project in the history of Eton Fives. Thanks to a very generous donation by an Eton Fives supporter, we have been able to set up a development office of two Development Managers for three years and we have just completed our first year's work.

To meet the ambitious goals of our strategy, it will require more than the FiveStar team alone. Every step forward will involve the active help of one or more of the many people in the Eton Fives world who do their bit in their own way to push the game forward. The development team is working on various major projects, but unless each and every Eton Fives supporter "owns" the FiveStar project and is willing to play some sort of role in helping to preserve and grow our game, it will be difficult to get there. If you think that you can support in any way, please let us know - your help will be welcomed.



There is no point in projects if we lose ground on our existing activities. So, we have taken steps in one or two areas to ensure the stability of existing clubs and schools through Regional Organisers. We need to keep a strong base in order to grow. There are many ex-players who still have a love of the game but have lost touch with it. We have to welcome these back so that we can enlarge the Eton Fives community and we will be taking some practical steps to do this in Year 2.

We welcome Advanta Wealth as our new sponsor and partner on this journey. Advanta is a great supporter of Eton Fives, and its help is rooted in a genuine love and understanding of the game, and a desire to see it flourish. Advanta's generous sponsorship will allow the EFA to pursue projects previously beyond its resources, and we are grateful to Craig Webster and all at Advanta Wealth for their ongoing commitment to the sport.

You can also contribute by giving us your ideas and feedback. You will find the FiveStar Project plan on the EFA website [www.etonfives.com](http://www.etonfives.com). Tell us what you think about it, come up with some ideas, be part of this adventure.

Year 2 will, I am sure, be action-packed – I am looking forward to it.

## AIMS AND OBJECTIVES

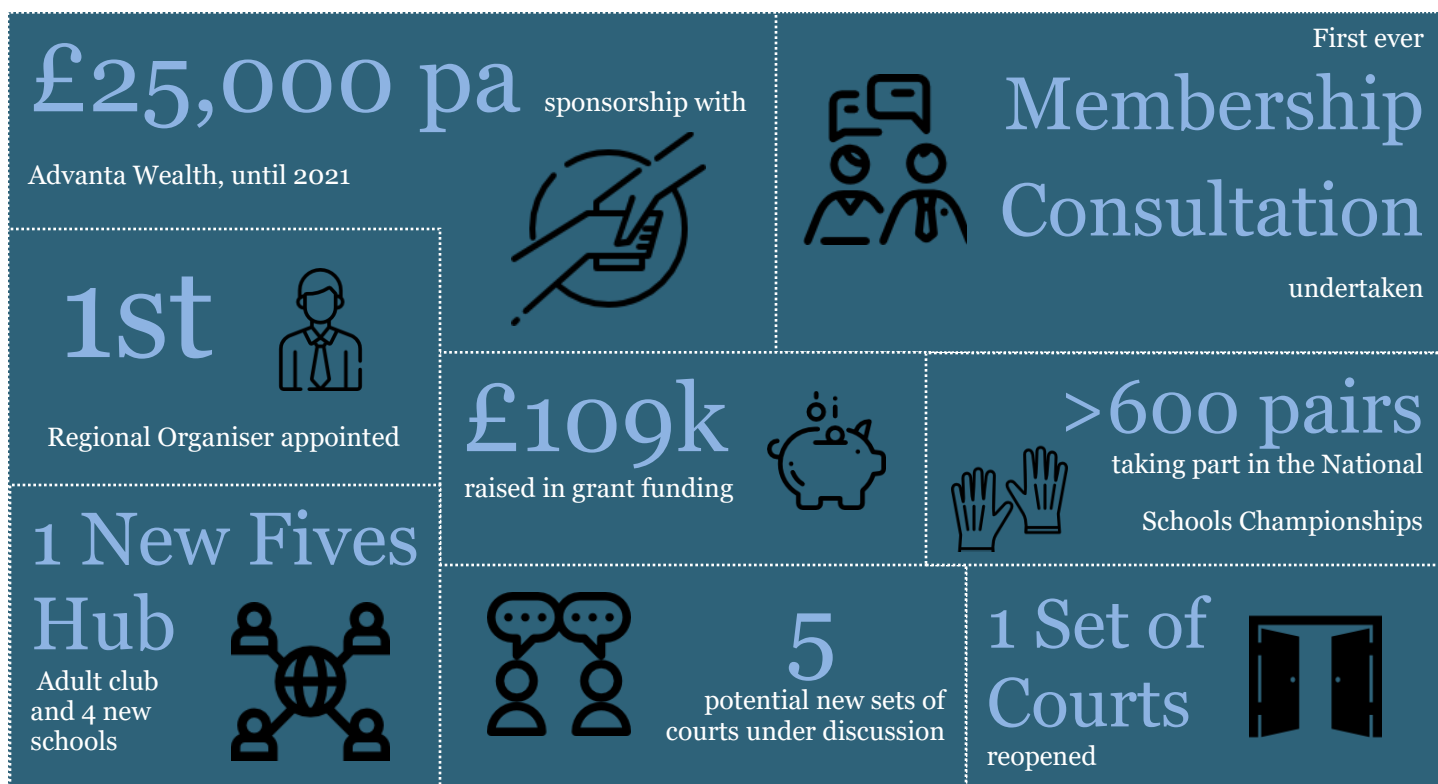
The FiveStar project has a number of different areas for development, identified in the table below. The project intends to extend access to Eton Fives beyond its traditional base, whilst at the same time securing and enhancing opportunities for the existing core of Eton Fives players. These measures give a means to evaluate success, however the work that underpins the achievement of any increase is less tangible and should also be considered when determining the value of the project. The work that goes into individual projects often generates new ideas and benefits.

<b>1.</b>	Adult Playing membership	<b>8.</b>	Universities (regularly playing)
<b>2.</b>	Adult EFA membership	<b>9.</b>	No. of sets of courts (centres)
<b>3.</b>	Number of state schools	<b>10.</b>	No. of school players (entrants to Schools championships)
<b>4.</b>	Number of independent schools	<b>11.</b>	Disabled regular players
<b>5.</b>	Number of prep. schools	<b>12.</b>	Female players including schoolgirls
<b>6.</b>	Total number of schools	<b>13.</b>	Adult ethnic minority players
<b>7.</b>	Community Fives centres		

Full table with detailed targets can be found in the Appendix on page 7.

Good progress is being made towards the targets set, and detailed figures will be released at the end of Year 2.

# KEY ACHIEVEMENTS



## UNDERSTANDING THE CHALLENGE

During the past 12 months since the FiveStar project has been up and running, a huge amount of work has gone into understanding the constraints and barriers to increased Eton Fives participation, as well as looking at current best practice across the sport development landscape. The focus has been on enhancing the profile of the FiveStar project among existing EFA members, as well raising awareness of Fives in the population local to existing courts.

Through this, the FiveStar team has generated and fostered many opportunities to build new courts, attract new and returning players and interest potential new partners and sponsors. We have investigated and trialled a range of leads and opportunities to understand what does and doesn't work, creating a way of deciding which projects should have priority by assessing the benefits against the likelihood of success and likely cost.

## CONSULTATION

A critical part of the FiveStar project is making sure the thoughts and feelings of the Eton Fives community are considered and there is an opportunity to shape the work being undertaken. In April an invitation was extended to the Fives community to take part. A cross-section of players, club secretaries and coaches responded to the invitation and took part in the exercise. The results were extremely interesting, with well-matched pairs, access to local courts, guaranteed games and the social context being key to players' enjoyment. There were several great suggestions for where some time and energy could be spent, including Fives in inner city schools and mini-tournaments as well as more formalised links between alumni clubs and school teams. A beneficial effect of undertaking the consultation was the increase in interest and awareness of the FiveStar project, which has led to renewed communication with lapsed players and the generation of several potential opportunities. A Steering Committee has been set up to review and guide the project. It meets every six months and we welcome any Eton Fives supporter who would like to serve on it. Please contact Gareth Hoskins if you are interested.

## NEW INVESTMENT

A key milestone was reached in August when Advanta Wealth Ltd partnered with the EFA to provide substantial investment in the sport. Advanta Wealth, whose charitable trust already works with projects across the world, were impressed by the vision and achievements of the FiveStar project, which matched the company's own commitment to supporting children from all backgrounds to participate in sport. Their sponsorship will allow the EFA, through FiveStar, to continue to create new and exciting opportunities for playing the sport, while maintaining and maximizing existing activity. With this money, the EFA is now able to implement an exciting range of projects, and you will see the results of these in the coming months.

## THAMES VALLEY GETS FIRST REGIONAL ORGANISER

In June, thanks to funding through the Eton Fives Charitable Trust alongside individual private donations and matched by funding from the Greenham Trust, the EFA appointed its first ever Regional Organiser - Will Thomas. The position will cover the Thames Valley region, with a focus on Berkshire and Oxfordshire. The courts at St Bartholomew's School in Newbury will be central to the work being undertaken, increasing the number of school students playing, as well as helping the existing community Fives club. The ultimate aim is for these courts to become a hub of Fives activity for the local community and for wider regional activity. The work that Will is doing with great enthusiasm is already producing measurable positive results for the local club, school participation and outreach. Will is working closely with David Cooper who has contributed greatly to the setting up and running of this exciting project.

## NEW AND REFURBISHED COURTS

As the awareness and reach of the FiveStar project has grown, so too has the number of potential new court builds across the country. New courts at Holyport College, Skinners Academy in Hackney, Abbeydale Sports Club in Sheffield, Uppingham School and Aysgarth School are all at various stages of discussion and planning. The FiveStar team is advising on technical requirements and sources of funding. In addition to these, there are a number of other opportunities in the pipeline which will receive attention as needed. There are also refurbishment projects being discussed at King Edward's Edgbaston, Eton College and Rydal Penrhos School.

## CAMBRIDGE FIVES HUB

A shining example of the potential for Eton Fives courts as a hub for the local community as well as the sport, can be found in Cambridge, where – thanks to the hard work of FiveStar organiser, Nick Preston – the University courts are used daily with new players regularly taking up the sport. Working in conjunction with the Sport Centre's Squash Coach, James Powley, whose remit also includes Fives, Nick has overseen a dramatic increase in usage of the courts, with over 100 children from local primary schools and prep schools taking to the courts for the first time. All the ingredients for success are present in Cambridge – a set of easily accessible courts, a member of staff with a remit to develop the sport and a dynamic and local organiser who has a passion for Eton Fives. While this mix is difficult to replicate, it gives the FiveStar team a blueprint for success and a model to aspire to for other venues.



## DOVER COLLEGE COURTS REOPENED

It is a real joy to report that, after decades of being out of action, one of the two courts at Dover College has been brought back into use. The second is scheduled to be reopened in 2019. Pupils at the College are now playing regularly.

# YEAR 2 AND BEYOND

## WHAT MAKES ETON FIVES SO SPECIAL?

A lot has been learned in the first year of FiveStar. There is without question a growing appreciation of the benefits of this wonderful sport. The all-round athletic development that the sport provides is equal to the sportsmanship and integrity that is fostered by the self-umpiring element of the game. Schools are attracted to these principles and as the awareness of the sport continues to improve, so there will be more opportunities to expand into new geographic and socio-economic areas via schools and universities.

## WHAT PROJECTS TO CHOOSE?

The five points of the FiveStar need to be kept in mind and worked on if we are to provide “joined-up” solutions to attract new players and new venues. However, we cannot do everything everywhere and certainly not at the same time. Therefore we are putting considerable effort into defining the criteria for assessing the priority of projects so that we can focus on those which will bring optimal “return”, in every sense of that word, for the investment of time and money. This is integral to the strategy of the EFA for the development of Eton Fives.



## PULL-THROUGH FROM SCHOOL TO THE ADULT GAME

The school sector will continue to be a key focus for the project as this is still where the majority of fives is played and will continue to be played. Unfortunately the drop-out of players after they leave school continues to be an issue. To help change this, there are a few suggestions being considered. First is the introduction of a junior membership scheme which will engage players in this age bracket and allow them to feel a closer affiliation to the sport beyond simply playing at school. Second is the need to put a spotlight on the Higher Education sector, to ensure there is a better Eton Fives offering, at a wider selection of Universities. There are several prospects being investigated in this area, including Birmingham University reconnecting with King Edward’s Edgbaston, the University of Buckingham linking with Stowe School with a view to building their own courts, and continuing the fantastic work being achieved at Cambridge University, where Eton Fives and Rugby Fives together are thriving.



## MONEY TO MAKE IT ALL HAPPEN

While there are a number of potential new court builds in discussion, key to their successful completion is the ability to fundraise. The FiveStar team is clear in its desire to raise as much money as possible in advance of identifying projects, as opposed to spending time and resources to secure projects and then undertaking the stress of subsequent fundraising. Therefore there will be further work on how best to achieve this, and the levels of funding required.

## COACHES AND COACHING

One oft-overlooked strand of the FiveStar project is coaching and coaches. The sporting landscape is changing and the definition of what a coach does is also changing. Eton Fives, a sport that has not traditionally required a nationally coordinated system of coaches, needs to evolve what it can offer to participants in this area. A lack of coaches with the relevant knowledge and skills will limit the capacity for Eton Fives to grow and expand beyond its existing base. To boost the skill level and availability of coaching, resources and workshops for new or inexperienced coaches are being developed. Additionally FiveStar may need to undertake a larger project to look at how and where new coaches can be sourced and the best way to train, employ and deploy them.

## VISIBILITY AND PROFILE

At the forefront of the work being undertaken through FiveStar has been the promotion of the sport and its values in order to increase the profile of Eton Fives, both locally to existing courts and across the wider population. This continues to be crucial to all of the work being undertaken and with all the positive developments from the past 12 months there is a need to ensure a wider audience is aware of what the sport has to offer.

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# APPENDIX

## 1. Aims and Objectives of the FiveStar project (2017-2024)

		<b><u>2017</u></b>	<b><u>2022</u></b>	<b><u>2024</u></b>
<b>1.</b>	Adult Playing membership	750 (est)	1,500	2,500
<b>2.</b>	Adult EFA membership	550	1,000	1,500
<b>3.</b>	Number of state schools	4	8	12
<b>4.</b>	Number of independent schools	26	30	34
<b>5.</b>	Number of prep. schools	8	10	12
<b>6.</b>	Total number of schools	38	48 (+26%)	58 (+52%)
<b>7.</b>	Community Fives Centres	1	2	4
<b>8.</b>	Universities (regularly playing)	4	8	12
<b>9.</b>	No. of sets of courts	41	54 (+31%)	68 (+65%)
<b>10.</b>	No. of school players	1,100	1,386 (+ 26%)	1,672 (+ 52%)
<b>11.</b>	Disabled regular players	5 (est.)	40	80
<b>12.</b>	Female players including schoolgirls	100 (est.)	300	500
<b>13.</b>	Adult ethnic minority players	30 (2.25% of 1.)	150 (10% of 1.)	300 (12% of 1.)