

# CAPABLE CLUBS SNIPPETS

## CASUAL PLAY & CREATIVE FACILITY USE

### Overview

Casual use enables flexible, non-membership access to squash, helping clubs grow participation, improve court utilisation, and increase revenue. When supported by digital systems and social formats, casual play strengthens community connection and creates sustainable pathways into long-term involvement.

### Brief Summary

1. Casual play provides flexible, low-barrier access to squash and is a key opportunity to grow participation and revenue beyond traditional memberships.
2. Using digital booking, pay-to-play systems, and automated access enables clubs to offer casual play efficiently and cost-effectively.
3. Structured social formats and targeted promotion help attract casual players and build connection to the club.
4. By tracking usage and guiding players through a clear journey, clubs can convert casual interest into long-term engagement and membership.



### Linked Resources

[Facility Hire Template](#)  
[Club K Court Usage case study](#)  
[Hello Club online booking system](#)

### Key Points

1. Casual play offers flexible, low-commitment access to squash and is an important driver of participation growth and diversified club revenue.
2. The majority of squash participants engage casually, making pay-to-play options a critical pathway for reaching new and underserved audiences.
3. Digital booking platforms and automated access systems enable clubs to deliver casual play efficiently with minimal staffing requirements.
4. Well-designed casual play programming (e.g. beginner nights, social competitions) helps create connection and repeat engagement.
5. Promoting casual play through local marketing and community visibility increases awareness among non-members.
6. Tracking usage, utilisation, and conversion rates allows committees to measure success and guide decision-making.
7. A structured journey from casual play to social participation supports long-term retention and membership conversion.
8. Expanding how club spaces are used, supported by technology, improves sustainability and maximises facility value.