



 [Log In](#)

Home	Ecosystem	Facilities	Management	Architecture	Marketplace	About us
------	-----------	------------	------------	--------------	-------------	----------

SFN Team · Dec 6, 2024

Squash Ireland Club Survey 2024: Growth, Challenges, and Future Plans



With its rebranding, Squash Ireland is setting a bold tone for modernization and future growth. The new logo, featuring vibrant "bubbles," symbolizes the unique and immersive nature of squash. However, this fresh brand identity is just one part of Squash Ireland's strategy to advance the sport.

Equally significant is its collaboration with clubs across the country. To strengthen this partnership, Squash Ireland conducts an annual Club Survey to better understand the needs of its clubs and implement targeted measures for growth and development. The 2024 survey, with participation from 58 clubs—11 in Northern Ireland and 47 in the Republic of Ireland—provides a representative snapshot of squash in the region.

The Squash Ireland Club Survey 2024 offers a clear view of the current state and future potential of squash in Ireland. The results reveal significant increases in membership, particularly among juniors and women. While the positive trends underline squash's rising popularity, the survey also highlights areas of challenge and identifies the necessary steps to overcome them.

Positive Developments: Growth and Commitment

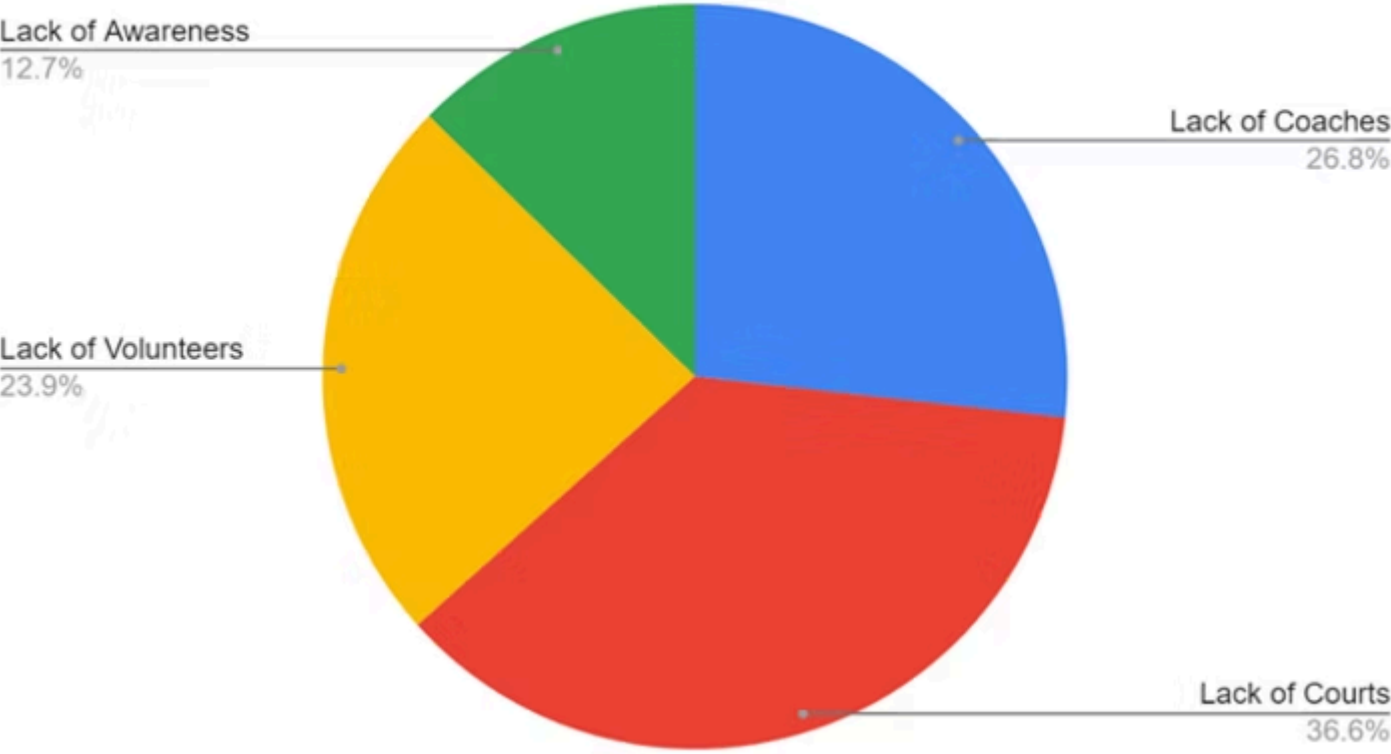
The survey underscores that squash in Ireland is on the rise. With a 17% increase in total players since 2023, including a remarkable 34% growth among juniors and a 19% rise in female participants, the sport continues to expand its appeal. Particularly notable is the growth in Ulster, which saw a total membership increase of 107%. These impressive numbers reflect the dedication of clubs, which, despite limited resources, are driving the sport's success.

Club engagement remains strong, with 65% of respondents planning maintenance work on their facilities within the next 12 months and 55% planning significant upgrades over the next three years. These investments demonstrate the clubs' commitment to providing high-quality playing environments for their members.

Challenges: Capacity and Coaching

Despite the progress, challenges persist. Squash's growing popularity has led to overcrowded courts during peak times, pushing many clubs to their capacity limits. Simultaneously, the demand for qualified coaches is higher than ever. Many clubs lack the resources to meet the increasing interest in training, especially for juniors and beginners.

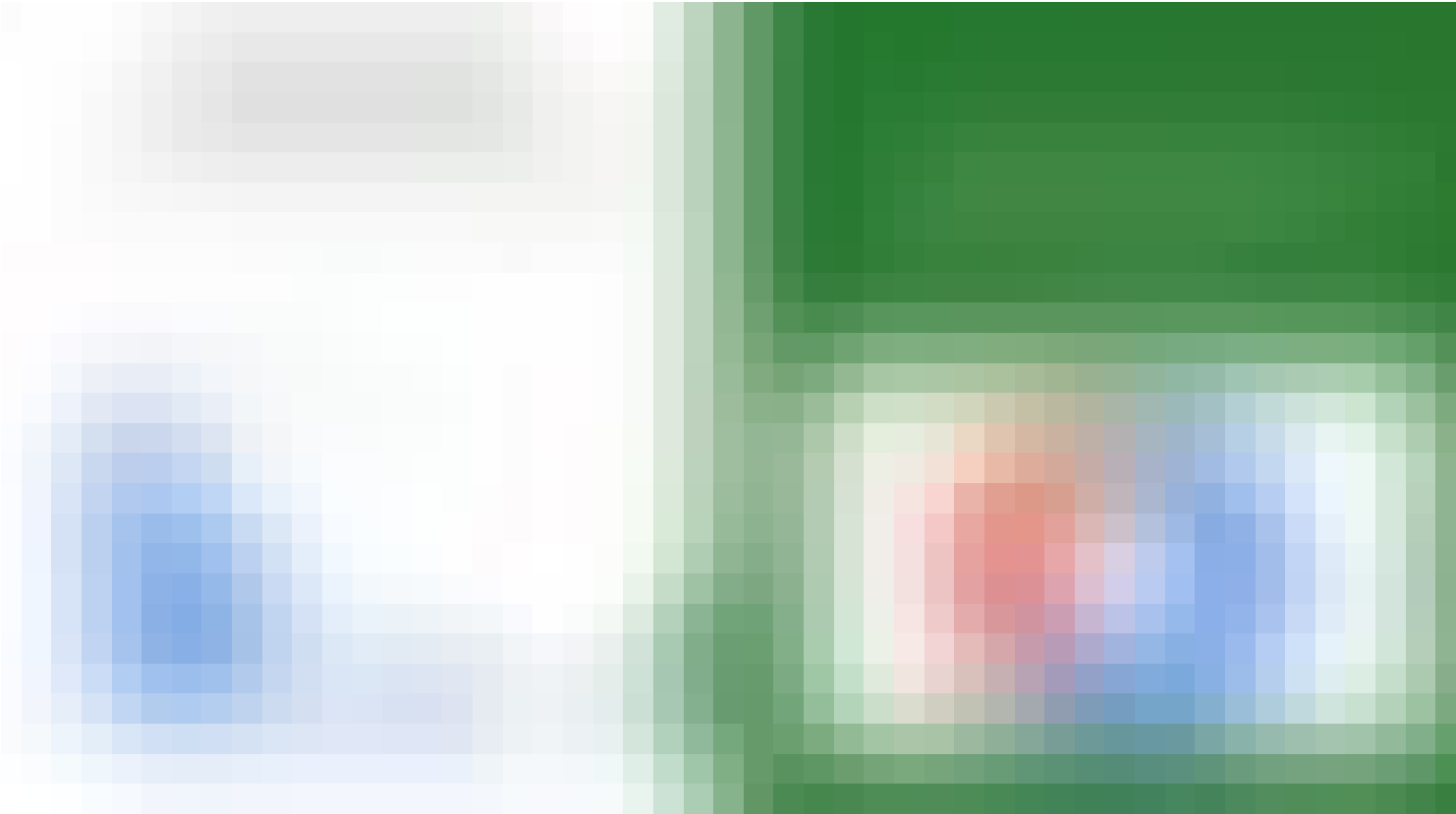
Barriers to Club Growth



Targeted Support as the Key to Growth

The survey clearly indicates that clubs need additional support to unlock their full potential. Financial assistance, particularly for facility upgrades, remains a primary requirement. Furthermore, stronger collaboration with schools is seen as crucial for discovering new talent and fostering long-term engagement with the sport.

Social media also plays a vital role in increasing squash's visibility and attracting new members. Over 91% of clubs are active on platforms such as Facebook and Instagram, with Facebook being the most popular and engaging medium. By optimizing their use of these channels, clubs can further amplify their reach and appeal.




Building a Strong Future Together

The Squash Ireland Club Survey 2024 highlights the readiness of clubs to work together with Squash Ireland and other partners to secure a successful future. With a positive mindset, clear goals, and a shared understanding of the challenges, the foundation is set to sustainably strengthen squash in Ireland.




“The survey demonstrates the tremendous potential of squash in Ireland and the dedication of our clubs,” says Scott Graham of Squash Ireland. “Together, we can build on this momentum to further develop the sport and make it even more appealing for future generations.”

Download the complete Squash Ireland Club Survey 2024



Squash Ireland Club Survey 2024.pdf

Download PDF • 46.35MB



SFN

©2025 SFN (Squash Facilities Network) / [Privacy Policy](#) / [Accessibility Statement](#)