



POP UP SQUASH

RETAIL SPACE



COURT CONVERSION



RELAXATION AREA CONVERSION



SHOP FRONT - CLOSED



SHOP FRONT - OPEN



OPEN FOR BUSINESS



SURVEY

2,800 visitors – 1,400 participants - 528 survey respondents

Greatest participation Under 18's, second biggest group 40 – 50 years

Approx 60:40 male:female participation

15% of participants inactive, 50% active 1 – 3 days per week

50% of participants cited opportunity to do some physical activity as key reason for visiting the Shop, curiosity second biggest reason

40% of participants had little or no awareness of squash/racquetball

More than 75% indicated they would be interested in trying squash or racquetball at a local club/centre