

**147 CLUB**



ENGLISH PARTNERSHIP FOR SNOOKER AND BILLIARDS

***JUNIOR SNOOKER SUMMER HOLIDAY CLUBS PROGRAMME – REPORT***

FEBRUARY 2023



# INTRODUCTION

In 2019, the English Partnership for Snooker and Billiards (EPSB) was awarded £7,090 by Sport England as part of a £15,000 project.

The aim of the project was to support English snooker clubs to develop summer holiday sessions for young people in order to kick-start thriving, sustainable junior sections around the country.

The project followed input from clubs affiliated to the EPSB's 147 Club – a national scheme to support snooker clubs across the country – asking for help to engage young people in their local communities.



The three-year EPSB junior snooker summer holiday clubs programme had the following objectives:

1. Address a need across the club network to encourage more junior activity, helping clubs to create the right environment for young people
2. Give young people the chance to engage in fun, group-focused snooker sessions, enabling them to play the sport in an accessible and enjoyable way
3. Engage with high-quality affiliated clubs and WPBSA Snooker Coaches to work collaboratively and form lasting working relationships
4. Develop Young Leaders within each club, who would learn new skills and act as role models to encourage young people to take up snooker
5. Foster new relationships with sport and community bodies, such as Active Partnerships and school sport networks, working together to engage young people in snooker and raise awareness of our sport
6. Inspire interaction between young people and our sport, developing a life-long interest in snooker
7. Demonstrate that a proactive, structured and collaborative approach can lead to effective and sustainable junior sections within snooker clubs

# PROJECT NEED

Between 2017 and 2019, the EPSB met with over 100 snooker clubs in England to discuss the support they needed from the national governing body.

Two common themes emerged:

1. Help with the challenging costs of running and maintaining snooker facilities
2. Support to engage young people in snooker

Consequently, the EPSB created a national club scheme to address these needs.

Through this growing network of clubs, a supply partner initiative was set up to help with running costs, while a proposal was formed to create junior snooker sessions during the summer.

July and August were identified as months when clubs tended to experience quieter periods, being the sport's off-season, while young people would be looking for activities to do during the school holidays.

Through a needs analysis with clubs, the EPSB identified some typical challenges that clubs faced when trying to engage young people, as follows:

- A lack of awareness about how to work with a qualified coach
- Uncertainty about how to connect with young people
- A paucity of resources to effectively engage young people in snooker



Consequently, this project was designed to act as a much-needed stimulus to deliver snooker to new, young participants through our network of newly affiliated snooker clubs.

This project set out to harness the growing proliferation of modern, safe, open-plan snooker club environments, through creative sessions led by coaches who had qualified through the WPBSA's coaching programme and who understood how to guide young people to develop an interest in snooker.

Summer holiday clubs would provide the impetus to challenge the fallacy that young people are not interested in snooker, by delivering dynamic snooker activities for all levels.



# PROJECT DESIGN

## Summer holiday clubs

This project was delivered over the summer holidays of 2019, 2021 and 2022. This period included a pause during 2020 due to the Covid-19 pandemic.

Sessions were aimed at young people aged 6-16 who had not taken part in snooker before.

Each session cost just £1 to allow people of all economic backgrounds to attend. Those who attended more sessions and showed a keenness to continue playing snooker received an EPSB polo top and snooker cue.

Over three years, the EPSB worked with 20 different affiliated clubs across England, as follows:

- 8 clubs in Year 1
- 6 clubs in Year 2
- 6 clubs in Year 3

At each club, WPBSA Snooker Coaches led six fun and engaging snooker sessions during the summer holidays to introduce the sport to young players.

These sessions were structured using WPBSA coaching programme resources such as the 'White to Black' scheme. Coaches also deployed their own creativity to invent group-focused formats of snooker to make the sport accessible to all levels and ages.

Host clubs followed a '147 Club Code of Conduct' to ensure a safe environment for young players, while also adopting key safeguarding and equality, diversity and inclusion policies.

This project was designed to promote the modern and friendly feel of affiliated clubs to gain the support of new partners, demonstrating to local schools and the community that our affiliated clubs reach a necessary standard of safety, welfare and coaching provision demanded by the national governing body's club scheme.

The EPSB produced promotional posters designed by graphics company Origin Creative to convey boys and girls of all ages and backgrounds taking part in snooker<sup>1</sup>.

The creation of Young Leaders was recognised as something that would appeal to schools and their pupils, offering teenagers the chance to gain practical skills and recognition for their CVs while also creating a conduit between younger children and the snooker club environment.

Applying aspects of Sport England's behaviour change insight, this project was based around providing a good customer journey and experience for young people who were coming to a snooker club for the first time.

Using evidence from 'Sport England: Youth Insight Pack' (2014)<sup>2</sup>, the EPSB designed this programme around the experiences young people were looking for, including:

**Social** – activity allowing young people to interact through engaging, group-focused snooker

**Rewarding** – a good value, fun, inclusive, local sports session, learning how to play an accessible sport, with opportunities to volunteer, referee, coach and learn skills that contribute to a young person's CV

**Inspiring** – a sporting option through snooker aimed at young people who may not have found something that inspires them in other forms of sport



# PROJECT DESIGN

## Young Leaders

Host clubs identified young players aged 14-16 who were already members within their venues.

These Young Leaders were selected to support the lead WPBSA Snooker Coach in running the summer sessions, while also completing five online modules, designed by the EPSB in collaboration with Sport Structures.

This age group was chosen as it represented a point at which young people were thinking about developing more skills for their CVs.

The Duke of Edinburgh's Award offered a useful template for designing this element of the programme.

### Session support

By deploying Young Leaders to assist WPBSA Snooker Coaches, we added a layer of support for the sessions, some of which could have as many as 40+ young people taking part across many snooker tables.

The Young Leaders, who already had a good knowledge and competency of the sport, could inspire younger players to learn the basics of technique. The objective was for Young Leaders to act as role models, creating a realistic aspiration for younger players aiming to improve their game.

Young Leaders were also able to offer their own input, seeing activities from a younger person's perspective, which benefited the session formats.

These roles were an important support mechanism for clubs identified as having an uncertainty in how to engage young people in snooker.

### Modules

The EPSB worked with sport education consultancy, Sport Structures<sup>3</sup>, to develop a series of online modules aimed at upskilling the Young Leaders (see Appendix 3). These modules covered the following topics:

1. **Club Experience** – how to create an exciting environment in a snooker club
2. **Safe Sport** – how to deliver safe snooker activities
3. **Snooker Pathways** – the range of roles and opportunities in snooker
4. **Marketing** – methods for promoting the sport
5. **Club Structures** – how to identify the right foundations for a snooker club

Each module constituted around an hour's work and was followed by a short 'quiz' to test knowledge.

### Development Day

On completion of the summer sessions and the five modules, Young Leaders were invited to a World Snooker Tour event to receive EPSB certificates acknowledging the achievements they had each made over the course of the programme.

The Young Leaders enjoyed a backstage tour of the professional snooker venue, received an EPSB 'Young Leader' polo top and discounts on future coaching and refereeing courses.

Their successes were recognised through reports on the EPSB website<sup>4</sup> and social media pages, while also featuring in the official programme of the World Snooker Tour event.



# PROJECT RESULTS

Over the course of three summers, the EPSB, in collaboration with affiliated clubs and WPBSA Snooker Coaches, delivered the following:



## Locations

Host clubs – *Target: 20; Achieved: 20*  
English counties – **15**

## Activity

Total holiday club sessions –  
**120**

Total individual participants  
– *Target: 320;*  
**Achieved: 391**

Average participants per host club  
– *Target: 16;*  
**Achieved: 20**

## Ages of participants



4-9 years old –  
**36%**



10-13 years old –  
**46%**



14-17 years old –  
**18%**

## Gender of participants

Female – **15%**  
(60 girls took part)

Male – **85%**



## Young Leaders

Number of Young Leaders who completed the course – **34**



The results exceeded project expectations, delivering a full complement of clubs and sessions to 391 different participants – 20% above the project target.

The average attendance per club was 20 participants. Participation at individual sessions ranged from four participants up to over 40 participants at the most attended sessions.

One unexpected but encouraging output of the project was the involvement of the lowest age band – 4-9 year olds making up 36% of the total participants. Prior to the

project, there had been a feeling among some clubs and coaches that this younger cohort might be less inclined to try snooker at such a young age.

The participation of 60 girls out of the 391 participants represents the same percentage of female memberships at affiliated clubs, so mirrored current trends. The EPSB will continue to create opportunities to encourage greater participation in snooker among girls, including the reintroduction of the English Women's Snooker Championship<sup>5</sup> in 2020 during the course of this project.



# AND OUR SURVEY SAID...?

The EPSB designed surveys to assess player/parent and coach opinions about taking part in the junior snooker summer holiday clubs programme. These were given out during the latter sessions of the summer activities.

## Participant feedback

The EPSB wanted to explore all elements of session delivery, including access to the sessions, the aspects that most inspired players and the impact of Coaches and Young Leaders.

A total of 111 participants gave feedback, using a scale measuring '1' for very unhappy to '5' for very happy on various topics.



The table below gives the average score for each statement, shown as a percentage...



The survey shows very high levels of enjoyment in playing snooker, receiving coaching and taking part in both group and individual activities.

The cue and clothing resources were also highly rated, although not as high a priority for some players.

Crucially, the survey shows that the young players who took part were very keen to continue playing snooker based on their experiences of the EPSB summer holiday clubs programme.

# AND OUR SURVEY SAID...?

## Players said:

*"It was brilliant. We had a great time. When I received my cue it was off the chart"*

– Frames, Surrey, 2019

*"I now have lots of confidence playing snooker and I had a great experience - 10/10"*

– Frames, Surrey, 2019

*"It was a fantastic experience"*

– West Acre, Norfolk, 2019

*"Great opportunity to just enjoy the game and play in a friendly environment."*

– Cousins Club, London, 2021



## Parents said:

*"Arthur had a fabulous time at the club and can't wait to come each week. His snooker has improved so much and the coaches really help his confidence"*

– Castle Club, Brighton, 2019

*"My two sons have thoroughly enjoyed the summer club. Superb value for money + receiving the cues + polo shirts was the icing on the cake! Both boys want to continue playing snooker"*

– Northern Snooker Club, Leeds, 2019

*"Both Theeran + Khan have enjoyed the sessions. They are both more confident... A big thank you to all involved. It's been great"*

– The Winchester, Leicester, 2022

*"My son has enjoyed it so much! When I booked a holiday, he really didn't want to miss the snooker!"*

– The Winchester, Leicester, 2022

*"Great experience for the children. They have really enjoyed learning new skills"*

– The Winchester, Leicester, 2022

*"Good experience and opportunity... to learn about a new sport"*

– West Acre, Norfolk, 2019

*"Sebastian really loved learning to play snooker. He was an absolute beginner so it was great for him to get an all-round taste of the sport. This is definitely something he would like to continue."*

– Woking Snooker Centre, 2022

*"The girls really enjoyed learning how to hold the cue, the rules of the game and 'snooker tennis'. It was a great opportunity to learn something they'd not tried before. [The coach] showed patience, adapted the challenges to their abilities and made it really fun for them"*

– Woking Snooker Centre, 2022

*"The kids enjoyed it all and would like to know if they can come down and play in their free time"*

– QBar, Walsall Wood, 2022

*"Ewan has loved snooker! It's one of his interests and it's great to see him socialise with others, as this has been a challenge at school."*

– Portslade Sports Centre, 2022



# AND OUR SURVEY SAID...?

## Coaches said:

**Andrew Norman, Stratford Sports Club, Warwickshire:**

*"Being selected to represent the club and junior grassroots snooker is one that I am very proud of.*

*"Through the EPSB Holiday clubs, we as a club have raised the junior players from a single 1 to 28!*

*"The delight the children gain from playing snooker (mainly for the first time) is huge. Learning colours, points, angles and just generally being competitive within themselves to improve each week is wonderful to be a part of.*

*"The holiday clubs provide access to coaching that is not only cheap through funding but also from highly qualified coaches.*

*"From a club aspect, the holiday clubs provide invaluable advertisement, exposure and assistance from EPSB including free starter cue and case sets for all children, which go a long way in helping clubs provide an excellent course for the children.*

*"Through EPSB and its power to connect and network with schools, youth clubs and community outfits, we now have a regular cycle of 28 players under 11 years of age in our junior club, while memberships have been requested to continue after the holiday school clubs.*

*"I thoroughly recommend other clubs and coaches become part of the holiday club too."*

**Phill Welham, Norfolk Snooker Academy:**

*"The whole experience was great. EPSB support was really appreciated."*



**Tim Dunkley, Waterlooville Sports Bar, Hampshire:**

*"The once successful junior section at Waterlooville Sports Bar was on its knees following the Covid lockdowns but the EPSB Summer Club saved us.*

*"Actually coaching these sessions was difficult because we were dealing with complete beginners.*

*"The response for Waterlooville in 2021 was massive – in fact, overwhelming. And loads of them joined our junior section. We do accept that it is our job to keep these players interested and involved.*

*"Club-owner Suzy has contacted local schools to try to start new introductory sessions and is arranging to have leaflets distributed to homes in the area."*

**Brian Cox, Woking Snooker Centre, Surrey:**

*"Favourite aspects were having complete beginners come and play, seeing their happy faces when potting shots and them being congratulated by their parents."*

**Olly Stewart, Portslade Sports Centre, East Sussex:**

*"Running the programme this summer was one of my finest achievements in snooker. The success of the scheme has been instrumental in enhancing partnerships with local schools and the city council..*

*"We were able to attract a mass of new players to the game. I've been able to run another successful session in the October half term. I will be starting up a weekly club in the next few weeks that will offer children in Portslade the chance to attend a weekly club as I did during my youth.*

*"This will help the youth of Portslade to attend a club, make new friends, learn new skills and have fun. Massive thank you to EPSB for all the help."*



# PROJECT OUTCOMES

The outcomes identified from this project will have a transformative impact on how the EPSB will structure future junior development programmes.

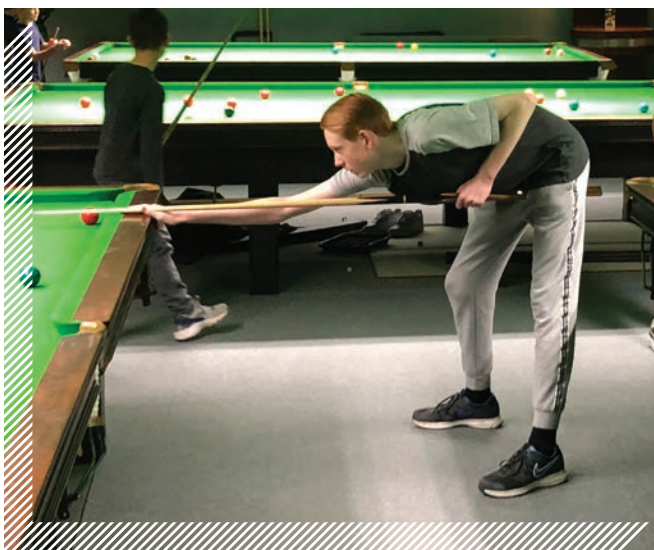
We can assess the outcomes of this project by looking at the key stakeholders and beneficiaries...

## Junior players

The EPSB has observed how offering exciting and engaging sessions in the right conditions can lead to higher than expected numbers of young people taking part in snooker.

This programme has created a barrier-free pathway into our sport for young people; it has offered juniors the chance to try an intuitive and inclusive activity at low cost.

Snooker is an ideal choice for everyone. It provides something different for those who do not want to play in team sports or are not keen or able to take part in high intensity activity. Snooker is also a realistic option for young people who may be spending too much time being sedentary.



The feedback from players and parents has shown that the young people who took part discovered something new, exciting and enjoyable, and wanted to make it a lasting sporting hobby.

Through the summer sessions, the young players have learned to play snooker to a competent level through guidance from a qualified coach and Young Leaders. Now involved, the majority of these clubs are continuing, meaning those who have developed new skills and a passion for snooker can continue to play throughout their lives, equipped with their new cue and EPSB polo top.

Indeed, the feedback has evidenced that the young people who have participated have overwhelmingly enjoyed their first steps into snooker (94% score) and are highly likely to continue playing snooker (93% score).

# PROJECT OUTCOMES

## Young Leaders

The EPSB Young Leaders have developed competences to contribute to their CVs.

They have gained new knowledge and skills, working under the guidance of qualified WPBSA Snooker Coaches, while acting as role models and go-betweens in respect of the coaches and the young players.

They have helped new junior players to gain confidence by inspiring them with an example of what they can go on to achieve in snooker, evidenced in our feedback.

Our Young Leaders have learned to champion our sport; they have become knowledgeable volunteers who are advocates of their local snooker club.

They have gained skills in marketing, governance and knowledge of safeguarding, which in turn supports their clubs to engage with young people.

They may wish to solidify their roles in snooker, accessing further training with the EPSB through discounted places on courses, such as the WPBSA referee's training scheme<sup>6</sup>.

Prospective coaches among Young Leaders will be referred to the WPBSA coaching scheme<sup>7</sup>, so that they can formalise their assistant coach credentials into a qualification to further support their CVs and role within the sport.

## Clubs

This programme has assisted clubs in understanding their local sport and community sector.

Many clubs are run by people with extensive business backgrounds, but not necessarily the same level of expertise or understanding of sports development networks.

This project has fostered new partnerships for host clubs with WPBSA Snooker Coaches, local authority sports development units, Active Partnerships, school sport networks, sport in the community organisations and direct links to school PE leads.

Clubs have gained an appreciation of working collaboratively within their community and an understanding that a proactive approach is required to develop successful junior programmes.

This project has provided clubs with resource and recognition to engage young people in club activities, in many cases for the first time.

Indeed, five of our 20 host clubs had never run any junior sessions, while the majority did not have any lasting junior provision. Most of the host clubs have gone on to establish thriving junior sections of between 10-30 players.

Those new junior players have formed ties with their snooker clubs that will lead to long-term club memberships, regular recreational players and future local league players.



# PROJECT OUTCOMES

## Coaches

This project offered an opportunity for coaches looking to set up a regular junior club, who were not sure how to get started.

Through leading these sessions, they have showcased their skills learned through the WPBSA coaching programme and displayed their creativity to run activities that inspire young people to take part and form a lasting interest in snooker.

As with clubs, coaches involved in this project have benefited from a greater understanding of the connections that need to be made with local sport sector organisations to bring young people into the sport.

## The Sport Sector

Through this initiative, the EPSB has worked hard to raise the visibility of snooker within the sport sector.

This project has demonstrated the positive contribution that snooker can make to the lives of young people, evidenced by the abundance of positive features across the summer clubs during the past three years (see Appendix 1).

The proliferation of photos and videos of the dynamic and exciting junior snooker sessions compiled during this project (see Appendix 2) has breathed new life into the sport in England, demonstrating the diversity and inclusivity of snooker.

The EPSB has gained a long list of new partners through the promotion of its 20 summer clubs, helping snooker to gain a new footing in the sport sector, while benefiting partner bodies by providing a distinctive and exciting sporting option.



# CONCLUSIONS

The EPSB Junior Snooker Summer Holiday Clubs programme was designed in response to a need among many clubs across the country to initiate an engagement with young people with the aim of creating robust junior sections.

The project has achieved all of its objectives: supporting our club network, delivering dynamic junior sessions, connecting clubs and coaches, developing and upskilling Young Leaders, cultivating new partnerships with the sport and community sectors, creating a sporting interest in snooker and demonstrating a collaborative approach.

But we can draw some 'bigger picture' reflections from the three-year project, as follows.



## 1. Juniors *do* want to play snooker... and it benefits them!

Many grassroots sports find it increasingly difficult to appeal to young people. Sport England has recognised the challenges that exist in youth participation in sport, which is why we based the design of this programme around the principles identified in its 'Youth Insights' report.

But it is a myth that young people are not interested in our sport or that they won't take up snooker because it is too difficult.

Our project has shown that working collaboratively, being proactive about bringing young people into the sport and facilitating access without any barriers will generate significant interest and participation among young people of all ages.

Indeed, delivering the fun and exciting elements of playing snooker in creative formats is an effective means to ensuring that young people experiencing the sport for the first time have an excellent experience and

want to play more.

Making the activities accessible and achievable for all ability levels highlights that a sport itself does not have to be difficult if adapted to the level of the participant taking their first steps in a sport.

When we focus on the exciting aspects of snooker – the elation of potting balls, group activities, time challenges – we demonstrate the appeal of the sport and eliminate any difficulty faced by beginners. This appeals to junior players.

Snooker is the ideal sport for young people because it is intuitive and inclusive – easy for any young person to pick up a cue and start potting balls.

At a time when leading sports bodies in the UK are calling for action to address children's health through sport<sup>8</sup>, snooker is perfectly placed to offer a solution that can benefit all young people socially, mentally and physically – an argument supported by the WPBSA publication: 'The Therapeutic Value of Snooker'<sup>9</sup>.

# CONCLUSIONS

## 2. Create the right environment and they will come

There are many activities available to young people, so it is important to design something that meets their needs.

Over the past five years, the EPSB has developed a national club scheme that works with high-quality snooker clubs, alongside their Club Welfare Officers, to provide modern, open plan, friendly places for young people to play snooker.

These clubs adopt a code of conduct<sup>10</sup> that ensures they offer a safe environment for everyone, particularly younger members.

Throughout this project, young people and their parents have enjoyed accessing our affiliated clubs, making use of the range of facilities available, including Wi-Fi, refreshments, excellent table conditions and modern strip lighting.

Our affiliated clubs have moved on from the outdated perception of what a snooker club entails – these renovated, modern, open-plan environments now give young people the chance to play sport in superb settings.

Our programme has provided young people access to these facilities at only £1 per session, enabling juniors from a range of economic backgrounds to take part, while the provision of a cue and an EPSB polo top has engendered a sense of having an equal and valued place within the group, enabling those young people to grow an attachment to the club and the sport.

Qualified WPBSA Snooker Coaches have been an essential part of creating the right environment through their dynamic delivery of these introductory snooker sessions. They have offered the ideal access point for our sport, tailoring activities to the individual needs of players of different ability levels. Their personalities have enthused young players and inspired them to flourish in the first stages of their involvement in our sport.



# CONCLUSIONS



### 3. Offering a barrier-free experience allows everyone to get involved

The funding and resourcing of this programme have enabled young people from all backgrounds to experience snooker sessions.

The key examples of how we made these sessions as accessible and inclusive as possible were:

- **Charging £1 per session** – this made it easier for young people from lower socio-economic backgrounds to attend
- **Offering a cue, case and chalk** – these empowered new players by giving them ownership of their equipment and facilitating the opportunity to play anytime
- **Providing an EPSB polo top** – this created a sense of belonging within the group and helped to signpost the keenest players to other governing body development programmes and competitions
- **Delivering activities for every level** – snooker is sometimes perceived as a tough sport, but playing fun group activities that can be adapted for all ability levels ensures that everyone can enjoy playing at their own standard
- **Choosing suitable locations** – many of the host clubs were located in urban areas, within walking distance of residential areas and city or town centres, allowing low-cost travel options and being accessible to an extensive catchment area
- **Reaching wide** – marketing the sessions through a varied range of sport, community and school sector partners, local to each club, ensured as diverse an audience as possible got involved



### 4. Our Young Leaders programme offers high-quality knowledge and skills

Our Young Leaders programme was created in collaboration with Sport Structures, who we worked with to produce an excellent five-module booklet to upskill Young Leaders (see Appendix 3).

Alongside the online study, the Young Leaders supported the summer holiday sessions, benefiting from the guidance of WPBSA Snooker Coaches.

The EPSB's ongoing commitment to our Young Leaders is to offer access to refereeing and coaching courses at discounted rates, so as to cement roles for these young people within their clubs and the sport.

We've seen examples over the past three years of our Young Leader graduates going on to be successful at the top of the amateur game, including Jake<sup>11</sup> from Star Snooker Academy in Sheffield. While others have undertaken both referee and coach training, such as Harry<sup>12</sup> from Lincoln Snooker Club.

The five skills modules, and certification at the end of the course, provide graduates with added value for their CVs, making a positive contribution to their credentials for further study or future employment.

<sup>11</sup> <https://wpbsa.com/jakes-big-break/>

<sup>12</sup> <https://twitter.com/WPBSAofficial/status/1589578533239521282>

# CONCLUSIONS

## 5. Active Partnership and school sport network engagement has been pivotal

The EPSB's first ever grant funding award from Sport England also coincided with national governing body recognition for the EPSB from Sport England<sup>13</sup>. This availed the opportunity to work with Active Partnerships<sup>14</sup> around the country.

There are 43 Active Partnerships across England that work across all sports, activities, providers and audiences, focused on the needs of their local communities, especially inactive people and under-represented groups who will benefit the most from an active lifestyle.

Our 20 host snooker clubs for this project collaborated with their respective Active Partnerships, all of whom oversee school sport partnerships in their respective areas. These networks offer the ideal mechanism for linking sports development projects with primary, secondary and special schools in a particular locality.

Where Active Partnerships and school sport networks have been proactive and recognised the value in promoting snooker, junior summer holiday clubs in those areas have flourished.

This project has shone a light on the lack of awareness of snooker's recent development among these partnership networks, while at the same time highlighting the importance and potential of these relationships to the success of snooker development programmes.

We will continue to work hard to advocate the sporting and health-related value of snooker to these bodies.



## 6. A little bit of funding goes a long way... a larger investment would be transformational

This project has cost approximately £15k, with Sport England providing just over £7k. A total of 391 participants have got involved, representing an investment of around £38 per head (£18 per head of external funding).

This funding has been a vital injection into our sport, stimulating long-term involvement for young people, facilitated through good coaching, starter equipment and affordable access to sessions.

Of our 20 summer holiday clubs created, 18 have sustained junior activity, showing that a relatively small amount of seed funding can stimulate or bolster a club's junior section to generate meaningful longevity.

The funding has not been contained to one-off activity, but is rather a means to empowering participants, coaches, clubs and local partnerships to run long-term, thriving junior snooker clubs.

This project offers compelling evidence to advocate that upscaling our junior snooker programme with a larger funding resource would lead to transformational development in the junior game.



# NEXT STEPS

The EPSB is keen to build on the success of this junior snooker summer holiday clubs programme.

## Playing Pathways

Player pathways will be strengthened by linking our summer holiday clubs and resultant junior sections to the EPSB's national tournament calendar<sup>15</sup>. These include our national championships and tours, offering opportunities at different age groups.

In particular, the English Under-14 Championship<sup>16</sup> is structured so that junior clubs around the country can run their own qualifier events, so as to offer every junior at club level the ease and familiarity of playing competitively at their own venue when taking part in competitive snooker for the first time.

## Best Practice guide

The EPSB wants clubs, community groups and other bodies to benefit from what has been learnt through this project.

To that end, EPSB will put together a Best Practice guide to crystallise the key points for delivering a successful junior club, which will be shared by WPBSA with national federations of snooker worldwide.

This guide will cover all aspects of this programmes, including promotion, partnerships, club environment and session design.

## Showcasing the value of snooker to Sport England and the government

The EPSB is keen to use this programme as an illustration of the benefits of playing snooker.

Snooker needs to be acknowledged and supported by key agencies in the sport and health sectors, in order to be considered in strategy and policymaking, prioritised rather than marginalised in sport development planning and provided with a share of funding at grassroots level alongside other major sports.

The EPSB is keen to collaborate with new partners to enable communities to access snooker, but the sport needs a share of funding, support and endorsement at the highest level, so that all parties are working together, as opposed to our sport struggling to be heard.

Snooker needs more investment in its good practices and help to use data that can drive decisions on appropriate use of funding for snooker.



As a consequence, snooker will be better placed within the wider efforts to increase the nation's physical activity levels and improve health.

## Upscaling

The EPSB has ambitions to grow its junior development programmes.

This project has shone a light on the demand that exists for snooker when the right conditions are put in place. Targeted projects, such as encouraging more girls to take up snooker, have been identified.

It is clear that within the sport there is the passion and commitment from the governing body, through to clubs and coaches, working in collaboration with local partners, to upscale this programme and give real impetus to creating opportunities for the players of the future. Snooker is a lifelong sport, contributing to staying active at any age, so it is vital to be focused on creating a lasting interest in snooker at the earliest age.

# ACKNOWLEDGEMENTS



The EPSB would like to thank Sport England for its grant funding towards this programme.

We would also like to express our gratitude to the 20 host clubs and WPBSA Snooker coaches who led the summer holiday sessions.

We thank our Young Leaders who showed dedication to support the sessions and to complete their coursework.

We also wish to recognise the excellent modules and

quizzes created by Sport Structures for the Young Leaders programme.

This report has clearly highlighted the collaborative approach that has made the delivery of this programme so effective, and to that end we thank all those sport and community sector partners for embracing snooker.

Finally, a big thank you to the young participants for taking part in snooker for the first time, along with their parents/guardians for supporting their involvement.



# APPENDIX

## Appendix 1: links to online articles covering the EPSB Junior Snooker Summer Holiday Clubs Programme

### 2019:

<https://wpbsa.com/epsb-launches-new-junior-snooker-programme/>

<https://www.epsb.co.uk/summer-success-for-snooker-holiday-clubs-in-england/>

<https://www.sportstructures.com/news/summer-success-for-snooker-holiday-clubs-in-england/>

### 2021:

<https://www.epsb.co.uk/epsb-junior-summer-holiday-clubs-to-return-in-2021/>

<https://www.epsb.co.uk/further-epsb-snooker-summer-clubs-announced/>

<https://www.islingtontribune.co.uk/article/summer-break-snooker-sessions-for-1>

<https://www.epsb.co.uk/snooker-success-for-epsb-junior-holiday-clubs/>

### 2022:

<https://www.epsb.co.uk/junior-snooker-summer-clubs-to-return-from-july-2/>

<https://rdg.today/snooker-holiday-club-sessions-to-come-to-reading/>

## Appendix 2: links to photos and videos from the EPSB Junior Snooker Summer Clubs Programme

### Photos:

#### 2019

**Leeds** – <https://www.facebook.com/media/set/?set=a.1592928777504296&type=3>

**Gloucester** – <https://www.facebook.com/media/set/?set=a.1603967153067125&type=3>

**Coulsdon, Surrey** – <https://www.facebook.com/media/set/?set=a.1621784167952090&type=3>

#### 2020

**Young Leaders Day** – <https://www.facebook.com/media/set/?set=a.1762500787213760&type=3>

#### 2021

**Holloway, London** – <https://www.facebook.com/media/set/?set=a.2323662324430934&type=3>

**Swadlincote, Derbyshire** – <https://www.facebook.com/media/set/?set=a.2579761918820972&type=3>

**Reading** – <https://www.facebook.com/media/set/?set=a.2585268378270326&type=3>

**Portslade, East Sussex** – <https://www.facebook.com/media/set/?set=a.493331846129985&type=3>

**Walsall** – <https://www.facebook.com/media/set/?set=a.495479092581927&type=3>

**Woking** – <https://www.facebook.com/media/set/?set=a.500880735375096&type=3>

### Videos:

#### 2022

**Leicester** – <https://www.facebook.com/EPsBofficial/posts/2581296932000804>

**Walsall** – <https://www.youtube.com/watch?v=5bGEs5T7rmw>

## Appendix 3: EPSB Young Leaders modules

### Module 1 – Club Experience

<https://www.epsb.co.uk/wp-content/uploads/Module-1-Club-Experience.pdf>

### Module 2 – Safe Sport

<https://www.epsb.co.uk/wp-content/uploads/Module-2-Safe-Sport.pdf>

### Module 3 – Snooker Pathways

<https://www.epsb.co.uk/wp-content/uploads/Module-3-Snooker-Pathways.pdf>

### Module 4 – Marketing

<https://www.epsb.co.uk/wp-content/uploads/Module-4-Marketing.pdf>

### Modules 5 – Club Structures

<https://www.epsb.co.uk/wp-content/uploads/Module-5-Club-Structures.pdf>