

HOCKEY FOR ALL

A spotlight on growing your club,
featuring St Helens Hockey Club



HOCKEY FOR ALL

Formed in 2015, St Helens Hockey Club had just enough players for a single men's team to compete. Now, nearly 10 years on development and growth has been a key focus for all at the club, and following a lot of hard work behind the scenes putting the right people and processes in place we are proud to have launched a new Women's and Junior section. We are delighted to say we are well on our way to meeting our objective of providing a place where families can all play hockey together. Currently, there are several families playing across our teams and we have future ambitions to develop and grow the club further, opening up more opportunities to play hockey in the local community.

A SIMPLE APPROACH

We recognised there was a demand for hockey in our local community as we were often contacted by people who wanted to give hockey a go, either having played at school or wanting to try the sport for the first time. But, it was clear from conversations that they didn't really know where to go or how to get started, so, our club seemed like a great place to give them that first experience.

Planning and Preparation

Involving and developing our members as well as having a structured, committed committee and coaching team has been fundamental to our success

Spreading the Word

By using social media and word of mouth it was easy to reach the right people and invite them to our sessions

Taster Sessions / Open Days

A combination of easy to access sessions gave people of all ages and experiences a positive first experience of hockey at our club

Regular Training Sessions

With growing interest, more structured, weekly training sessions were set-up and development paths established to help all players and the club develop longer-term structure

Open Communication

Gathering feedback and understanding what new and existing players want from their hockey experience has been key

A RECIPE FOR SUCCESS

Planning & Structure

Promotion

Delivery

Outcome

Feedback

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My son and I joined St Helens Hockey Club Oct 2020. The best thing we've ever done!

The club is really friendly, welcoming and inclusive. "Whole club" summer training was brilliant, we got to know everyone much more and from a women's team point of view; I think we raised our game playing with the men.

Everyone has been so encouraging and supportive and we feel like we're here to stay.

Alison F & Joe F

St Helens Hockey Club

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A SUCCESS ON AND OFF THE PITCH

Not only has the ladies section grown from 0 to 30 members in the space of 18 months but the junior section has become established and is starting to thrive. With the addition of a clear development path, junior players are transitioning into senior hockey and we have established a process and support that will be vital to the club's future success.

We take pride in understanding and listening to our members, regularly asking for feedback to make sure that we're doing things the right way. We recognise not everybody wants the same thing from hockey so we are careful to understand people's motivations and whether they want to play more competitively or just have a more social run around at training. This open communication helps us make sure we are delivering what our members want.

We value ourselves on our welcoming culture, it is something that is carried throughout the club, from the very first contact, the first time at training to the way we interact and communicate with each other every day. We want people to feel proud to be involved with our club and that's something we never want to lose sight of.

THE FUTURE IS BRIGHT

We want to keep giving people the opportunity to play hockey. Summer open days, junior summer camps and working with the local schools will provide plenty of opportunities for people to come and get involved.

We have recently managed to add a second Ladies' team to the club, which is fantastic. The introduction of Development teams has really allowed us to take these steps carefully and allowing the club to develop at a steady pace.

Finally, we are committed to developing our members to allow them to take on additional roles and responsibilities if they wish, including umpiring and coaching. These roles are vital to help support our future growth and development.



AT A GLANCE

30 New Women Players

New Junior Section

Clear Development Path

Listening & Understanding Members

Friendly & Welcoming

PUT IT INTO PRACTICE AT YOUR CLUB...

Engage with Existing Members

Discuss plans, share ideas and involve the club in any future developments. Not only will you unearth new skills, new volunteers, new insights, but people will feel involved and increase the chance of success.

Make a Plan

Take the time to create and carefully work through a more formal plan for your project. It provides focus, allows you to effectively manage time, resources and budget and ensures everyone is working together to reach the end goal.

Speak to Other Clubs

Don't be afraid to speak to other clubs and get their insight, help and advice. The hockey community is very supportive, and clubs are generally willing to help where they can in developing our sport.

Speak to Schools and Other Groups

Develop strong relationships with schools and other key organisations within your community. Not only will they help introduce players to the club but they have a fantastic insight and understanding of the people you are trying to attract.

Retention is Key

It's just as important to focus on retaining as attracting, again it probably sounds simple but just getting somebody to training isn't enough, you need to give them a good reason to come back week on week, rain or shine!