NAMING POLICY

1 Introduction

1.1 This policy sets out England Hockey (EH) requirements for how member organisations use, choose and/or register their name.

1.2 This policy applies to:

1.2.1 New organisations applying to become EH members
1.2.2 Existing EH member organisation

1.3 EH reserves the right to review members names at any time. Where a memebr is found to be non-compliant with this policy, EH may require the club to amend or change its name.

1.4 This policy applies to all clubs participating or wishing to play in any Area or EH league or competition, including Welsh clubs.

1.5 This policy also provides guidance on team naming conventions.

2 Unique Member Names

2.1 Club names should be clear and easily distinguishable from one another. Ambiguous or overly similar names can lead to confusion.

2.2 Club names must be unique.

2.3 If the club has a regional or geographic affiliation, the location can be included in the name. This helps people identify the club's location quickly.

2.4 No two clubs can have the same name, however, if multiple clubs share the same name but are in different locations, the location or region can be included in the club name to differentiate them. For example, "Ashford Kent HC" and "Ashford Middlesex HC."

3 Professionalism and Respect

3.1 Club names should be professional, respectful, and non-offensive. In line with the values of hockey, clubs are expected to promote fairness, inclusivity, and respect through their chosen names.

3.2 Clubs names must avoid using derogatory, offensive, or inappropriate language. Club names must not include discriminatory or sensitive terms that could cause offence to any group or individual or undermine the inclusive and welcoming nature of hockey.

4 Avoid Impersonation or Misrepresentation

4.1 Club names should not attempt to impersonate or misrepresent themselves as official England of GB representative teams National or adopt any name which could imply the entirety is part of the England Hockey Talent System

4.2 Club names that could confuse participants into thinking the club has EH official or representational status should be avoided.

5 Avoid Trademark Infringement

5.1 Clubs must not use club names or logos that may infringe on trademarks or copyrights.

5.2 Clubs must ensure that the name they have chosen is not already a registered trademark or copyrighted by another entity.

6 Club Mergers or Name Changes

6.1 Where a club proposes to change its name, or where two or more clubs merge to form a new club, the proposed name must comply with this policy.

6.2 EH must be notified of any proposed club name change or merger and must approve the proposed club name before it can be used in any EH or Area League, competition or system.

6.3 Request for approval must be submitted by the Club Chair to clubs@englandhockey.co.uk and must include the following information;

6.3.1 The current club name (s)
6.3.2 The proposed new club name
6.3.3 The reason for the proposed name change or merger

6.4 EH will review the proposed name in accordance with this policy and will notify the club in writing of the outcome.

7 Character Limit

7.1 Club names should be concise and consist of no more than 48 characters, including spaces, to ensure compatibility with EH systems and competition administration.

7.2 Where abbreviated or shortened club names are used, they must remain professional, respectful and non-offensive.

7.3 Club names should avoid the use of non-standard symbols or special characters (for example: @,#,*,!) as they can create issues with digital systems, search functions and competition administration.

8 Unique Team Names – Naming Conventions

8.1 Adults

8.1.1 Team names must begin with the registered club name, followed by the team designation and, where applicable, the team number (e.g. Beacon 1, Beacon 2).

8.1.2 The club name must appear exactly as registered within the Game Management System (GMS) (e.g. “Hampstead & Westminster” and not “Hampstead and Westminster”).

8.1.3 Team naming must be consistent across all competitions and records within GMS.

8.2 Juniors

8.2.1 Team names must begin with the registered club name and clearly include the relevant age group (e.g. Southgate U12 A, Southgate U14 B)

8.2.2 Where multiple teams exist within the same age group, an alphabetical or numerical suffix may be used for differentiation (e.g. Southgate U12 A, Southgate U12 B)

8.2.3 Team naming must be consistent across all competitions and records within GMS.

8.3 Club and team names and any associated sponsorship or branding must be consistent with the values of EH and must not bring the sport into disrepute.

8.4. Where clubs operate junior teams (U18), sponsorship and branding associated with club or team names must be appropriate for children and young people and must align with EH safeguarding principles.

8.5 Sponsorship branding relating to products or services intended primarily for adults (for example alcohol or gambling services) must not be applied to junior teams, junior kit or junior competition.

8.6. Clubs entering into sponsorship arrangements must ensure that such arrangements comply with relevant legislation, regulatory codes and industry guidance (for example, the Portman Code for alcohol marketing) and that any associated branding is not directed at, or associated with juniors’ teams, junior kit or junior competitions.

8.7 Clubs are encouraged to seek guidance from EH before entering into sponsorship or naming agreements which may conflict with this policy or any EH commercial partnerships.

8.8 EH reserves the right to require a club to amend or remove any club or team name or associated branding, where it is considered inconsistent with the policy or the welfare of participants.

9 Approval, Rejection and Appeal Process

9.1 All proposed club names must be submitted to EH for approval via the New Club Set-Up Form. EH will assess the suitability of the name in line with this policy. Suitable names will be formally approved, and clubs may then proceed with their use once formally notified by EH.

9.2 If a proposed name is considered non-compliant, EH will notify the club in writing, setting out the reasons for rejection and offering the opportunity for amendment and resubmission, or an appeal if the submitted name is the only/preferred option. The club must not use the rejected name until approval is given by EH.

9.3 Clubs must submit a written appeal within seven days of receiving a rejection notice. The appeal must clearly state the grounds for review, why the proposed name is considered compliant along with the necessity for such use, and include any supporting evidence.

9.4 Appeals will be reviewed on paper by an EH panel, consisting of at least three people independent of the original decision, with two independent members of the organisation. EH will be permitted to submit documentation related to the original decision. The appeal will be reviewed within 14 days of the appeal being received.

9.5 The outcome of the appeal will be communicated in writing within 14 days of the appeal decision. The panel's decision will be final and binding.

Document Name	Naming Policy
Version	1
Reviewed	2026
Department	Sport and Development
Next review	2028