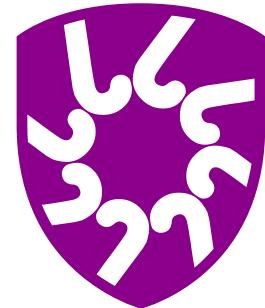


# MIDLANDS AREA 5-YEAR STRATEGY



**MIDLANDS  
HOCKEY**

Creating a strategic plan for  
Midlands Area hockey to enhance  
inclusivity, participation, and  
promote a sense of community.

To achieve our shared ambitions for  
the Sport of Hockey together with the  
other seven Areas and England Hockey.

England Hockey launched their  
5-year strategy in 2023, '**Creating  
A Future For Our Game Together**'  
to make the sport of hockey 'more  
visible, relevant and accessible to all'.



# MIDLANDS HOCKEY

## VISION STATEMENT

**Creating and maintaining a safe, welcoming, inclusive environment for all participants in the Sport of Hockey.**

- Building inclusion by instinct, a culture where individuals see themselves represented, participate fully, meet their hockey expectations, and develop a sense of belonging within the Midlands Area.
- Providing diverse support, nurturing a culture of mutual respect, and allowing all participants to thrive without fear of discrimination, bullying, harassment, or victimisation.



## MISSION STATEMENT

**Ensuring that participants remain at the centre of what we do.**

- Offering diverse participation opportunities.
- Tackling inequality.
- Ensuring that there is something for everyone in the sport of hockey that is enjoyable and inclusive.



# WHAT MATTERS MOST TO CLUBS

## GOALS

Meaningful Growth      Inspirational Area Success      Driving Visible Impact      Leading Positive Change

Responsible Leadership

## VALUES

Participant Focused  
Enriching  
Inclusive  
Accountable

### KEY THEMES

Attract and Retain Our Participants and Talent

A Positive Cycle of Improvement

Enhanced Inclusivity of Participants

Promoting a Positive Culture





## VALUES

### PARTICIPANT FOCUSED

- Inspire generations of participants to love the sport of hockey
- Enhance the experience of participants and other stakeholders in the sport of hockey



### ENRICHING

- Provide opportunities in the sport of hockey for everyone regardless of age, ability, background or experience
- Develop a thriving hockey community
- Making the sport of hockey fun and enjoyable for all participants



### INCLUSIVE

- Nurturing trust within the entire hockey community
- Be welcoming and engaging
- Inclusion of everyone based on their needs, leading to a fairer and more accessible sport of hockey, which is enjoyed by more people
- Supporting programmes delivered locally to encourage people to take part



### ACCOUNTABLE

- Be transparent, and inclusive whilst behaving ethically
- Be participant-focused, encouraging collaboration and inclusivity
- Encourage fair play within the sport of hockey



# GOALS

## MEANINGFUL GROWTH

'Ensuring that the hockey experiences that retain players are meaningful, enjoyable and accessible and help to build a new generation of hockey people.'

- Nurture a love of hockey within a more diverse wave of young players that helps to ensure hockey thrives for years to come.
- Develop innovative entry level hockey pathways and events across a wider cross-section of the **Midlands Area**.
- Upskill talented and motivated coaches and officials across all levels from grassroots to the talent pathway.



## INSPIRATIONAL AREA SUCCESS

'Developing strategies and incentives to improve the geographical reach of hockey within the Midlands Area, helping to connect communities through sport and physical activity whilst tackling inequalities.'

- Deepen collaboration with England Hockey to ensure that the players, coaches and officials have access to and engage in the talent pathway at all levels.
- Ensure that there is access to appropriate facilities to ensure that there is no geographical poverty across the **Midlands Area**.

## DRIVING VISIBLE IMPACT

'Increasing visibility of hockey by generating and amplifying more content that drives interest from new and existing participants, a connection to the sport, and commercial interest in hockey.'

- Promote the Sport of Hockey in the **Midlands Area** communities.
- Develop sustainable commercial relationships that benefit the participants of the **Midlands Area**.



## LEADING POSITIVE CHANGE

'Leading positive change by broadening reach and interest in hockey to more people from a diverse background.'

- Drive more hockey into state schools and specifically increase opportunities for ethnic and culturally diverse communities.
- Engage regularly with our clubs and membership to ensure continued improvement in membership satisfaction.
- Ensure that we consistently listen to and serve the needs of our clubs, participants and membership.

## RESPONSIBLE LEADERSHIP

'Leadership (ours and the games) that is modern, fosters trust, enables growth and creates sustainable physical and psychologically safe environments for everyone involved.'

- **Midlands Area** is committed to ensuring that in all aspects of its affairs, it maintains the highest standards of governance, public trust and integrity.
- **Midlands Area** meeting the provisions of the England Hockey Equity Diversity and Inclusion Framework.
- **Midlands Area** meeting the England Hockey Sustainability Charter.



# INITIATIVES AVAILABLE TO CLUBS

GOALS	Meaningful Growth	Inspirational Area Success	Driving Visible Impact	Leading Positive Change	Responsible Leadership
<b>INITIATIVES</b>	Talent Pathway Support	Active Partnerships & schools	Establish Masters activities	Neurodiverse hockey	Learning in Discipline & Officiating
	Umpire Development	Upskill coaching in schools	Alternative hockey offering	Links with Midlands Hockey Youth Support	Support England Hockey and the other 7 Areas in Discipline matters
	University Engagement	Upskill coaching in clubs	Indoor hockey opportunities	Equity Diversity and Inclusion Framework	
	Family Hockey & Childcare		Social media policy		Succession Planning



MIDLANDS AREA 5-YEAR STRATEGY





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