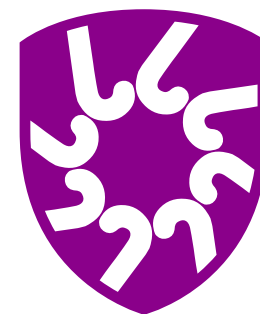


MIDLANDS AREA 5-YEAR STRATEGY



**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



MIDLANDS AREA 5-YEAR STRATEGY



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



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



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



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
INITIATIVES	Talent Pathway Support Umpire Development University Engagement Family Hockey & Childcare	Active Partnerships & schools Upskill coaching in schools Upskill coaching in clubs	Establish Masters activities Alternative hockey offering Indoor hockey opportunities Social media policy	Neurodiverse hockey Links with Midlands Hockey Youth Support Equity Diversity and Inclusion Framework	Learning in Discipline & Officiating Support England Hockey and the other 7 Areas in Discipline matters Succession Planning



MIDLANDS AREA 5-YEAR STRATEGY





**MIDLANDS
HOCKEY**

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