



CASE STUDY - NOT JUST A WINTER SPORT HERNE BAY HOCKEY CLUB - A SUMMER OF HOCKEY



SUMMER HOCKEY

Just because the league season has finished, it doesn't mean hockey has to. As a club we pride ourselves in being family friendly and providing hockey all year round for our members, their families and those of all ages looking to get into the sport.

ACTIVITIES FOR ALL

Throughout the summer, we aim to continue our hockey activity. Intra-club games for all club members, local tournaments and fixtures, introducing new ways to play, supporting the local community, raising money for our chosen charity and a host of social events.

APRIL

EASTER EGG GAME
BRING AN EASTER EGG,
ALL EGGS DONATED
TO A LOCAL CHARITY

MIXED LEGENDS

MAY

**MIXED SOCIAL
HOCKEY**

SUMMER LEAGUE

HOCKEY HEROES

JUNE

**MIXED SOCIAL
HOCKEY**

SUMMER LEAGUE

**QUEEN'S PLATINUM
JUBILEE TOURNAMENT**

JULY

MIXED LEGENDS

**JUNIOR AWARDS
CELEBRATION**

**COMMONWEALTH
GAMES
TOURNAMENTS**

AUGUST

**COMMONWEALTH
GAMES
TOURNAMENTS**

SWAP SHOP OPENING

PARENTS VS KIDS

SEPTEMBER

PRE-SEASON GAMES

PRESIDENTS DAY

TRAINING RETURNS

BACK TO HOCKEY



"SUMMER HOCKEY BRINGS OUR HERNE BAY HOCKEY FAMILY TOGETHER IN THE MOST FUN AND ENJOYABLE WAY, AND I HOPE IT CONTINUES IN YEARS TO COME"



WHY WAS IT SUCCESSFUL?

- 1 Listened to members** - our members wanted to continue with hockey during the summer. Adding a calendar of regular, informal activities kept our members engaged and playing regularly
- 2 Open to all** - Activities for all ages and abilities, enabled friends, families and new players to play and socialise together
- 3 Grow members** – introducing new ways to play gets more people into hockey, growing the club
- 4 Commonwealth Games** - This gave us a great platform to inject some more fun into our games and tournaments
- 5 Support the local community** – being able to give back to others is important to us and member donations throughout the summer has meant we have made a big impact locally



"The mixed summer hockey sessions that Alistair has run have been truly fantastic. Initially, I wanted to go as a way to keep up a bit of fitness throughout the summer but they have given so much more than this. I've learnt a lot from playing with other, more experienced players, made friends with people I wouldn't ordinarily connect with and most importantly, had so much fun. As captain of one of the ladies teams, I've also been very aware of the impact of summer hockey on our younger, developing players. It has given them so much confidence to play with adults in a relaxed, fun and informal environment."

Sally

Ladies 2nd XI Captain

HAVE A GO AT YOUR CLUB...

Include everyone.

Try and include everyone in your club. Juniors, seniors, new and existing players. We find mixed hockey is a great way to develop friendships throughout the club and enable families to play and socialise together.

Grow your club by introducing new ways to play.

In the summer months we have access to more volunteers, so by adding Hockey Heroes, Back to Hockey and other informal playing formats it's a great way to reach a new audience and grow our club ahead of the new season.

Build links with your local community.

Arrange donations at your games and events to help support local community groups and charities. We have collected Easter Eggs, supplies for Ukraine and raised money for Alzheimer's Charity.

Theme your hockey - tie games to national / local events

To keep the format fresh and fun we introduced a Commonwealth Games themed tournament and invited other local teams to come and join in the fun.