



SUMMER OF HOCKEY 2024

PLAY · CELEBRATE · INSPIRE



ENGLAND HOCKEY

PICK UP A STICK OPEN DAY

ACTIVATION PACK

This summer England Hockey are asking clubs to open their doors to the community, encouraging them to pick up a stick and have a go at hockey in a fun, friendly and welcoming environment. This pack is designed to equip you with all the information and resources you need to host a successful and engaging open day event for your hockey club. In this pack, you'll find:

- Easy-to-follow instructions on planning your open day
- Fun and engaging activities to introduce participants to hockey
- Promotional materials to spread the word

We're confident that with your enthusiasm and the resources in this pack, you can host a fantastic open day (or any other event that you might be planning) that will leave a lasting impression on your community and inspire a new generation of hockey players!

OUR GAME

**HOCKEY WELCOMES ALL!
A GENDER-BALANCED, FAMILY FRIENDLY TEAM
SPORT WHERE ANYONE CAN PLAY,
REGARDLESS OF SIZE OR AGE. IT COMES WITH A
HOST OF BENEFITS TOO:**

- **ACTIVE FUN: DEVELOP SKILLS WHILE HAVING FUN**
- **MAKE FRIENDS: BUILD CONNECTIONS WITH TEAMMATES.**
- **BUILD CHARACTER: LEARN TEAMWORK, PERSEVERANCE, AND SPORTSMANSHIP.**
- **CONFIDENCE BOOST: GAIN SELF-ESTEEM THROUGH PARTICIPATION**



OLYMPIC OPPORTUNITY

- Capitalise on the additional media coverage and exposure
- Raise the profile and embed your club in the local community
- Engage with new, different audiences by offering new playing opportunities and hockey experiences
- Develop and build relationships with local companies and schools for long-term sustainability
- Recruit new members (all ages), volunteers or bring back some of those players that have drifted away
- Celebrate our sport with your members



GET STARTED

GETTING STARTED WITH YOUR SUMMER OF HOCKEY ACTIVITY COULDN'T BE EASIER. WORK YOUR WAY THROUGH THE STEPS IN THIS PACK AND PLAN, PROMOTE AND BRING YOUR PICK UP A STICK OPEN DAY EVENT TO LIFE.

IF YOU HAVE ANY QUESTIONS YOUR CLUB DEVELOPMENT MANAGER WILL BE ON HAND TO SUPPORT, OR YOU CAN DROP US AN EMAIL:
SUMMEROFHOCKEY@ENGLANDHOCKEY.CO.UK

GET THE FUNDAMENTALS IN PLACE



TAILOR ACTIVITIES TO YOUR CHOSEN AUDIENCES, CLAIM YOUR CLUBSPARK EVENT PAGE AND START SPREADING THE WORD



DELIVER FUN HOCKEY EXPERIENCES FOR NEW PLAYERS FROM THE LOCAL COMMUNITY. BE SOCIAL AND WELCOMING, BOTH ON AND OFF THE PITCH



TAKE PHOTOS, VIDEOS AND CAPTURE PLAYER INFORMATION (WITH CONSENT), SHARE YOUR SUCCESS WITH THE LOCAL COMMUNITY



FOLLOW UP AFTER THE EVENT, SHARE FUTURE SESSIONS AND THE SUMMER OF HOCKEY ACTIVITY BOOKLET



SHARE DETAILS OF YOUR ACTIVITY TO POTENTIALLY WIN PRIZES

PICK UP A STICK OPEN DAY

ROADMAP

PRE-EVENT

NOW

1

- Set the date/time and format of the day (around Olympic games?)
- Plan the activities and support you will need
- Engage your members
- Include hockey and non-hockey activity suitable for all

PROMOTION

MAY-AUGUST

2

- Use a range of online and offline channels to reach your target audiences
- Engage with local schools, community groups and organisations
- Piggy-back on other local initiatives and events

SUPPORT

MAY-AUGUST

3

- National paid social media campaign
- ClubSpark & Capri-Sun national campaigns
- Templated resources, guidance and support

EVENT

JUNE-SEPTEMBER

4

- Welcome area with friendly volunteers
- Loan Equipment
- Fun, social hockey activities for all to try
- Social area with food, drink and a place to chat
- Raffle or competition

POST-EVENT

JULY-SEPTEMBER

5

- Contact all participants that attended and follow up
- Share the event photos and videos
- Host or direct people into a suitable club session
- Offer an incentive or special offer

PRE-EVENT

EXPLORE, PLAN & PREPARE

PRE-EVENT

NOW

1

- Set the date/time and format of the day (around Olympic games?)
- Plan the activities and support you will need
- Engage your members
- Include hockey and non-hockey activity suitable for all

Before the excitement of the event itself, a successful execution hinges on a well-planned Pre-Event stage, here you will solidify your goals, target audience, activities and logistical details.

Work your way through the following slides and use our handy checklist to make sure you have everything covered off.

- Buy in from club for Pick up a Stick Open Day
- Working group formed for planning
- Date, time, venue, budget agreed
- Identified the Audience
- Planned activities according to target audience
- Contingency for bad weather
- Allocated roles for volunteers on the day
- Review admin for ClubSpark, social media accounts etc.
- Informed all club members and outlined their involvement in publicity/day activities
- Marketing Plan
- Attendee capture form
- Photographer for the day

SAFEGUARDING

HANDY RESOURCES

[ENGLAND HOCKEY
SAFEGUARD POLICIES,
GUIDANCE AND RESOURCES](#) ▶

[CSPU
SAFEGUARDING CHECKLIST](#) ▶

[ENGLAND HOCKEY
SAFEGUARDING TEAM](#) ▶

We all have a duty to safeguard and protect young people from harm. All hockey clubs/organisations must have policies and procedures in place to create a safe environment. Before planning your activities check you meet the Safeguarding Basics below:

SAFEGUARDING BASICS



- Adopt SAFEGUARD Policy
- Named and trained Welfare Officer
- DBS Checks for those regularly working with young people
- Safeguarding Training - up to date for those regularly working with young people
- Reporting Procedures - know who to contact when there is a concern

CONTACT THE SAFEGUARDING TEAM WITH ANY QUERIES

PLANNING

WHAT WILL HAPPEN AT YOUR EVENT?

[ENGLAND HOCKEY
WAYS TO PLAY](#)



[ENGLAND HOCKEY
GUIDE TO PLANNING YOUR
EVENT](#)



[ENGLAND HOCKEY
CLUB DEVELOPMENT
MANAGERS](#)



There are loads of things you can do at Pick Up a Stick Open Days or club events to engage with your local community and existing members. Use our handy guide to help you through the different stages of planning and delivering your event.



- [Bingo card generator*](#) for watch parties
- [Decorations: colour in bunting*](#)
- [Player face masks*](#)

Bring a Board

For those who are no strangers to social media you are bound to have seen the bring a board parties.

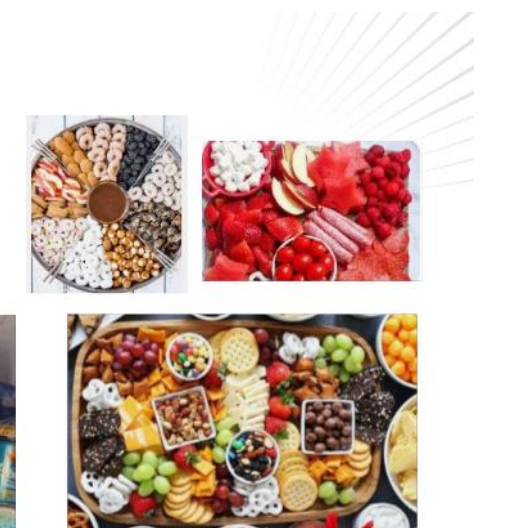
Why not do this at your club with each team supplying a board which can be a colour, theme or a country competing in the Olympics.

LOOKING FOR INSPIRATION?

Check out these ideas on TikTok

[Bring a Board](#)

[Bring a Board Idea](#)



* These are example sites, but not officially endorsed by EH



OLYMPIC HOCKEY SCHEDULE

FOLLOW THE GREAT BRITAIN TEAMS
THIS SUMMER WITH A MATCH-BY-
MATCH SCHEDULE

WHERE TO WATCH:



OLYMPIC FIXTURES GREAT BRITAIN MEN

27 JULY GB vs Spain 09:00 BST 0:0	28 JULY South Africa vs GB 19:15 BST 0:0	30 JULY GB vs Netherlands 11:45 BST 0:0
1 AUGUST France vs GB 11:45 BST 0:0	2 AUGUST GB vs Germany 19:15 BST 0:0	4 AUGUST Quarter Final 0:0
6 AUGUST Semi-Final 1 0:0	7 AUGUST Semi Final 2 0:0	8 AUGUST Final 0:0



OLYMPIC FIXTURES GREAT BRITAIN WOMEN

28 JULY GB vs Spain 12:15 BST 0:0	29 JULY GB vs Australia 16:00 BST 0:0	31 JULY South Africa vs GB 09:30 BST 0:0
1 AUGUST USA vs GB 16:00 BST 0:0	3 AUGUST GB vs Argentina 09:00 BST 0:0	5 AUGUST Quarter Final 0:0
6 AUGUST Semi-Final 1 0:0	7 AUGUST Semi Final 2 0:0	9 AUGUST Final 0:0

ENGAGING NEW AUDIENCES

WHO DO YOU WANT TO ENGAGE?

[ENGLAND HOCKEY](#)
[WAYS TO PLAY](#)



[ENGLAND HOCKEY](#)
[GUIDE TO PLANNING YOUR](#)
[EVENT](#)



[ENGLAND HOCKEY](#)
[CLUB DEVELOPMENT](#)
[MANAGERS](#)



Share your love of hockey, inspire future generations and position your club at the centre of your community.

- **Cater to Everyone:** Design sessions for all skill levels, from complete beginners to seasoned players. Provide equipment for first-timers to remove barriers to entry.
- **Focus on Fun:** Engage participants with exciting activities that teach the fundamentals while fostering a fun, inclusive environment.
- **Meet Player Needs:** Experienced coaches can tailor activities to different age groups and experience levels. Offer sessions for recreational players seeking a fun workout or those aiming to hone competitive skills.

DISCOVER HOCKEY

INTRODUCE NEW WAYS TO PLAY AND ENGAGE YOUNG PEOPLE

HOCKEY HEROES

A fun and welcoming introduction to hockey aimed at children aged 5-8. Sessions help develop physical hockey and character superpowers.

QUICKSTICKS

Introduce young people aged 7-11 years old to the game of hockey. It is a 4-a-side game, which can be played on any surface, and uses a larger, lighter and safer ball.

IN2 HOCKEY

A fun, exciting and dynamic game designed for 10-14 year olds to help them develop their hockey skills and techniques and help progression into the 11-a-side version of the game.



DISCOVER HOCKEY

INTRODUCE NEW WAYS TO PLAY AND ENGAGE NEW AUDIENCES

BACK TO HOCKEY

A friendly and social programme designed to get people to pick up a stick, whether it is for the first time or returning after a number of years

WALKING HOCKEY

Attract new players and help retain your current members looking for a less physically demanding version of the game

FLYERZ

Flyerz Hockey is fun and friendly, inclusive of all abilities and ages. It enables disabled and non-disabled players to play together



THE POWER OF EXISTING MEMBERS

LEVERAGE THE POWER OF YOUR MEMBERS

[SHARE ACTIVITY BOOKLET
WITH JUNIOR MEMBERS](#) ▶

[ENGLAND HOCKEY
GUIDE TO PLANNING YOUR
EVENT](#) ▶

[ENGLAND HOCKEY
CLUB DEVELOPMENT
MANAGERS](#) ▶

To ensure a winning "Pick Up a Stick Open Day" at your hockey club, look no further than your existing members.

- **Include everyone:** Ask your members what they would like to do and how they are going to help
- **Welcoming environment:** Encourage members to support Open Day's, 'meet and greet', 'buddy up' with people new to hockey and share the hockey love
- **Volunteers:** Team of volunteers to support on and off the pitch
- **Encouragement & instruction:** Create a positive on pitch experience by demonstrating skills and providing support.
- **Increased retention:** Positive interactions with existing members can make the difference between a one-time visit and long-term membership.

LOCAL PROMOTION

ATTRACT YOUR LOCAL COMMUNITY

PROMOTION
MAY-AUGUST

2

- Use a range of online and offline channels to reach your target audiences
- Engage with local schools, community groups and organisations
- Piggy-back on other local initiatives and events

Local promotion is the key to attracting a community eager to join you at your Pick Up a Stick Open Day

- **Go local, save big:** Flyers and social media groups reach your community affordably
- **Partner for reach:** Collaborate with local businesses and schools to expand your audience, ask them to share your event details to their audiences
- **Target your message:** Highlight activities for families, young professionals, etc... to attract the right people
- **Organic buzz:** Local promotion sparks word-of-mouth marketing, drawing more attendees.
- **Build connections:** Network with local organisations for future partnerships

NEW AUDIENCES

HOW TO IDENTIFY NEW AUDIENCES

When planning your event don't forget the audience! Knowing your ideal attendees is key.

It shapes your marketing, ensures attendees are engaged, and helps you measure success. The right audience is the foundation for a truly impactful event.

Who are you going to target?

[Market Segmentation Tool](#)

DEMOGRAPHICS

- Age
- Location
- Experience
- Income
- Schools

PSYCHOGRAPHICS

- Motivations
- Lifestyle
- Values
- Specific Benefits
- Charitable Causes

INTERESTS

- Family Oriented
- Social Groups
- Fitness Seekers
- Sports Enthusiasts
- Local Businesses

BEHAVIOURAL

- Past /current members
- Social Media interaction
- Other analytics

MULTI-CHANNEL APPROACH

A multi-channel marketing approach ensures your message reaches the right audience across various platforms, maximising reach and engagement.

KEY MESSAGES

FREE/LOW COST

INCLUSIVE

FUN ACTIVITIES

LEARN
SOMETHING NEW

SOCIAL &
WELCOMING

WELLBEING
BENEFITS

CHANNELS

WEBSITE

FLYERS/POSTERS

SOCIAL MEDIA

LOCAL MEDIA

PARTNERSHIPS

WORD OF MOUTH

LOCAL EVENTS & INITIATIVES

SCHOOL SPORTS
DAYS

COMMUNITY
FESTIVALS

SUMMER FETES

OLYMPIC DAY

SPORTS, HEALTH
& WELLNESS
EVENTS

CHARITY
FUNDRAISERS

SUPPORT

HOW CAN ENGLAND HOCKEY SUPPORT YOU?

SUPPORT
MAY-AUGUST

3

- National paid social media campaign
- ClubSpark & Capri-Sun national campaigns
- Templated resources, guidance and support

England Hockey will provide support and resources for clubs on a local and national scale, including:

- **National Marketing Campaign** – ClubSpark simplifies registration and promotion, while targeted social media drives attendees. Plus, from May 1st, millions of Capri-Sun drinks with a QR code will link to participating club sessions, including yours, through their "Free Sports Sessions" campaign!
- **Local Marketing Support** – Maximise your local marketing activities with ready-made, fully branded Summer of Hockey promotional materials and a range of Club Support tools from England Hockey and third-party providers.

CLUBSPARK

SIMPLIFY YOUR CLUB EVENTS WITH CLUBSPARK

[CONTACT ENGLAND HOCKEY FOR MORE HELP WITH CLUBSPARK](#)

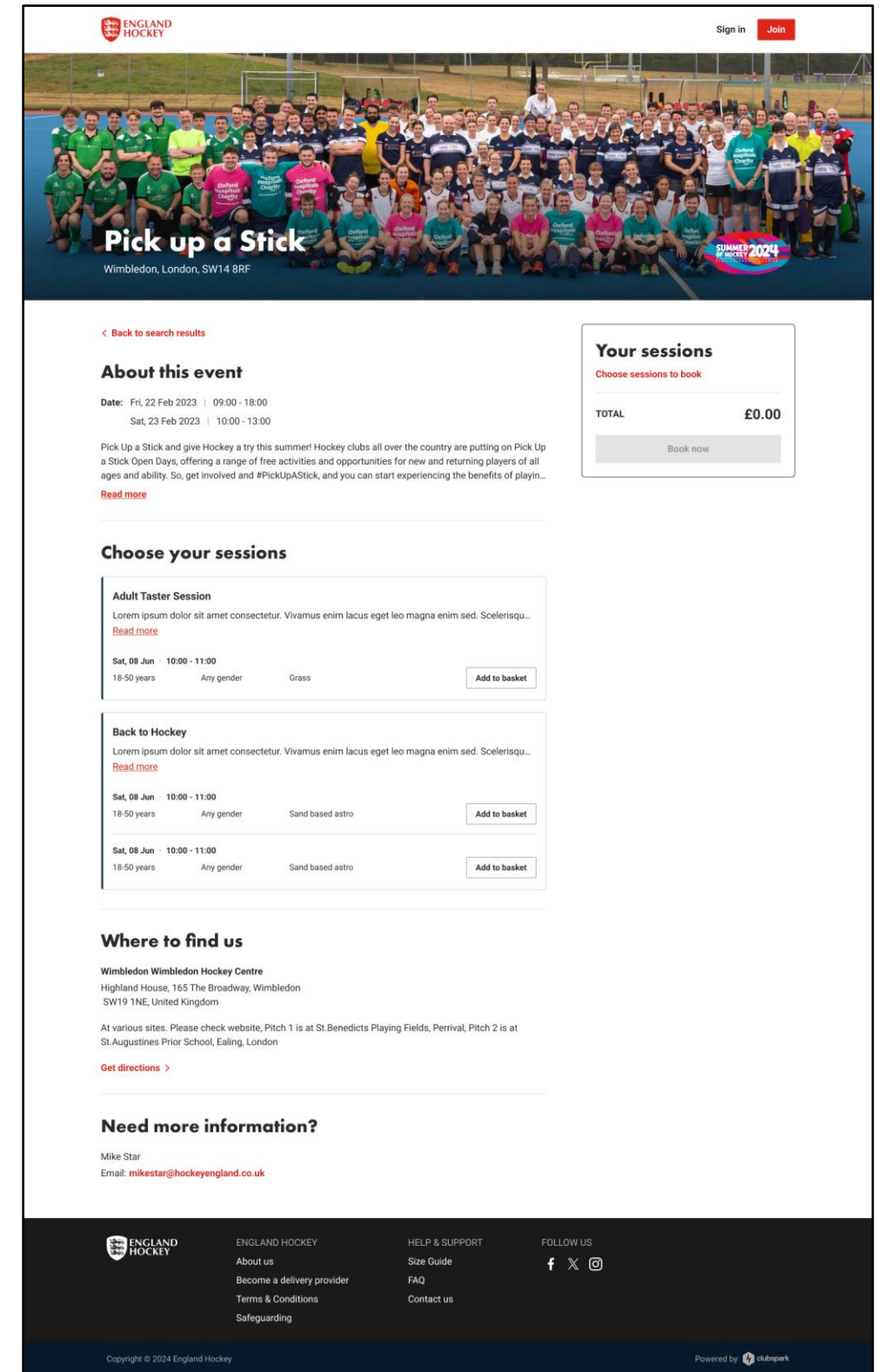
[STEP BY STEP GUIDE TO SETTING UP YOUR EVENT ON CLUBSPARK](#)

[READ LEICESTER WESTLEIGH'S STORY](#)

By expressing an interest in running a Pick Up a Stick Club Open Day, you will have the opportunity to add your event to ClubSpark. Providing you with the following benefits:

- **One Platform:** Manage your event, sign ups, attendance and scheduling - all in one system!
- **Boost Attendance:** Reminders and communications to participants pre and post event
- **Reach More Players:** Promote events through a dedicated event page URL
- **Targeted Communication:** Send relevant info to specific groups.
- **Mobile-Friendly:** Register and access info on the go, anywhere, anytime with ease.

We will contact your ClubSpark Administrator and help you set up your event page.

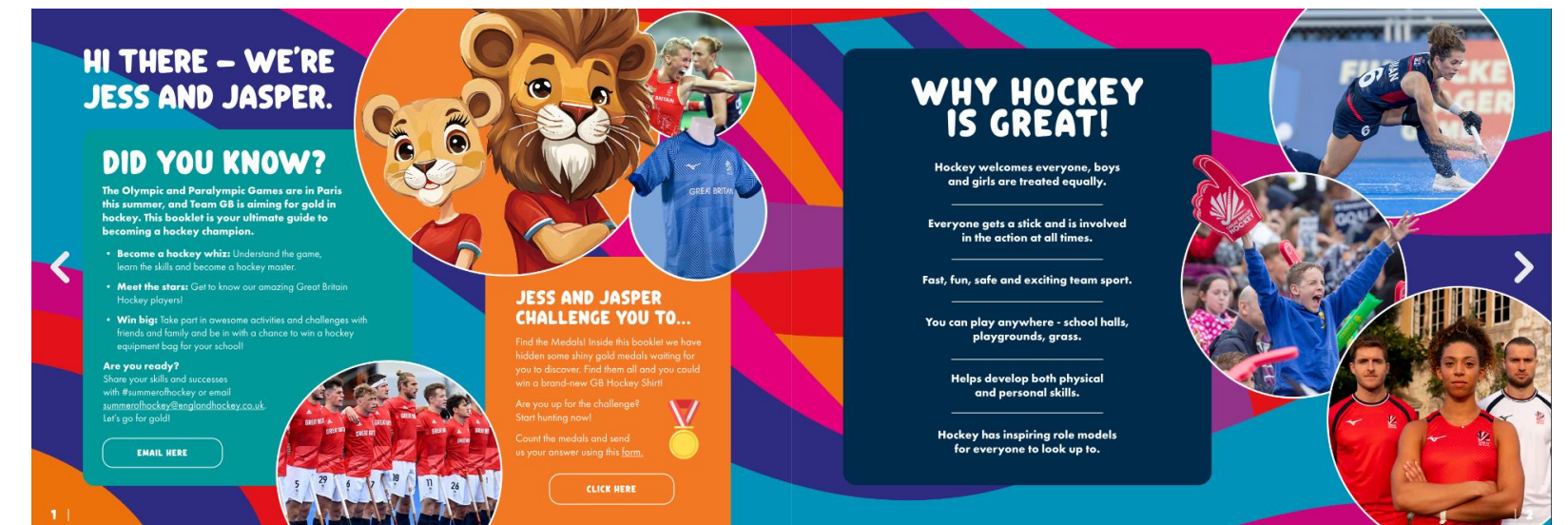


SUMMER OF HOCKEY ACTIVITY BOOKLET

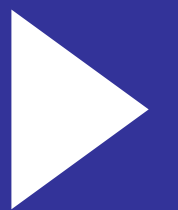
As part of our goal to get more 5–11-year-olds excited about the Olympics this summer, we've created a fun, interactive resource that will introduce primary school pupils to the stars of the GB men's and women's teams (and our mascots Jess and Jasper).

We've set a range of fun challenges and activities within the resource ranging from hockey skills, arts and crafts and even baking. This booklet will help keep hockey front of mind in the summer as we build up to Paris 2024.

The booklet will signpost young people to ClubSpark where they can then find their local Pick Up a Stick Open Day.



**ACCESS THE SUMMER OF
HOCKEY ACTIVITY
BOOKLET NOW**



SUMMER OF HOCKEY ACTIVITY BOOKLET

DRIBBLING

Dribbling in hockey is all about skill! Players use their sticks to keep control, dodge tackles, and set up teammates for goals. Over to you!

DRIBBLING

LET'S GO!

0:00 / 2:03

DID YOU KNOW...

When dribbling, a player can use a 3D skill where they use their stick to lift, carry or move the ball in the air.

SHARE

PLAY

ONES TO WATCH

LEE MORTON

GB CAPS: 27

GB GOALS: 3

OLYMPIC MEDALS: 0

POSITION: MIDFIELDER

AGE: 28

CLUB: OLD GEORGIANS

LILY OWSLEY

GB CAPS: 107

GB GOALS: 38

OLYMPIC MEDALS: GOLD 2016, BRONZE 2021

POSITION: MIDFIELDER

AGE: 29

CLUB: SURBITON

JESS AND JASPER CHALLENGE YOU TO...

Invent your own cool hockey dribbling trick and give it a name.

SHARE WITH
JUNIOR PLAYERS

SHARE WITH
LOCAL SCHOOLS

SHARE WITH
FRIENDS & FAMILY

CAPRI-SUN

NATIONAL 'FREE SPORTS SESSIONS' CAMPAIGN



Here's how your hockey club can benefit:

- **Shine with a Star:** Partner with a globally recognised brand loved by kids
- **Expand Your Reach:** Get national exposure and reach through Capri-Sun's campaign, attracting new young players and potentially growing your club.
- **Welcome All Players:** The campaign focuses on introducing young people to hockey, especially those who might not have had the chance to play before.
- **Grow Your Team:** Free sessions are a fantastic way to attract new players. Customers need to simply scan the QR code on multi-packs and find their local Pick Up A Stick Open Day session on the campaign microsite

MARKETING SUPPORT

FREE MARKETING SUPPORT IN ONE SIMPLE PLACE



[ACCESS THE ENGLAND HOCKEY
MARKETING PORTAL](#)

[BRANDING GUIDANCE DURING
THE OLYMPICS](#)

- **Ready-Made Materials:** Download customisable posters, social media graphics, and flyers - all pre-designed for the campaign. Save time and resources!
- **Target Your Audience:** Easily tailor materials to showcase your club's events and activities, attracting your local audience
- **Spread the Word Fast:** Share materials across all your channels for a consistent, eye-catching campaign
- **Stand Out:** Professional designs grab attention and boost participation
- **Save Time & Money:** Skip design work and focus on promoting your events
- **National Integration:** Be part of a nationwide initiative and benefit from its reach
- **Top Tip:** add QR codes to your posters to encourage immediate action

CLUB SUPPORT

HELPING YOUR CLUB EVERY STEP OF THE WAY

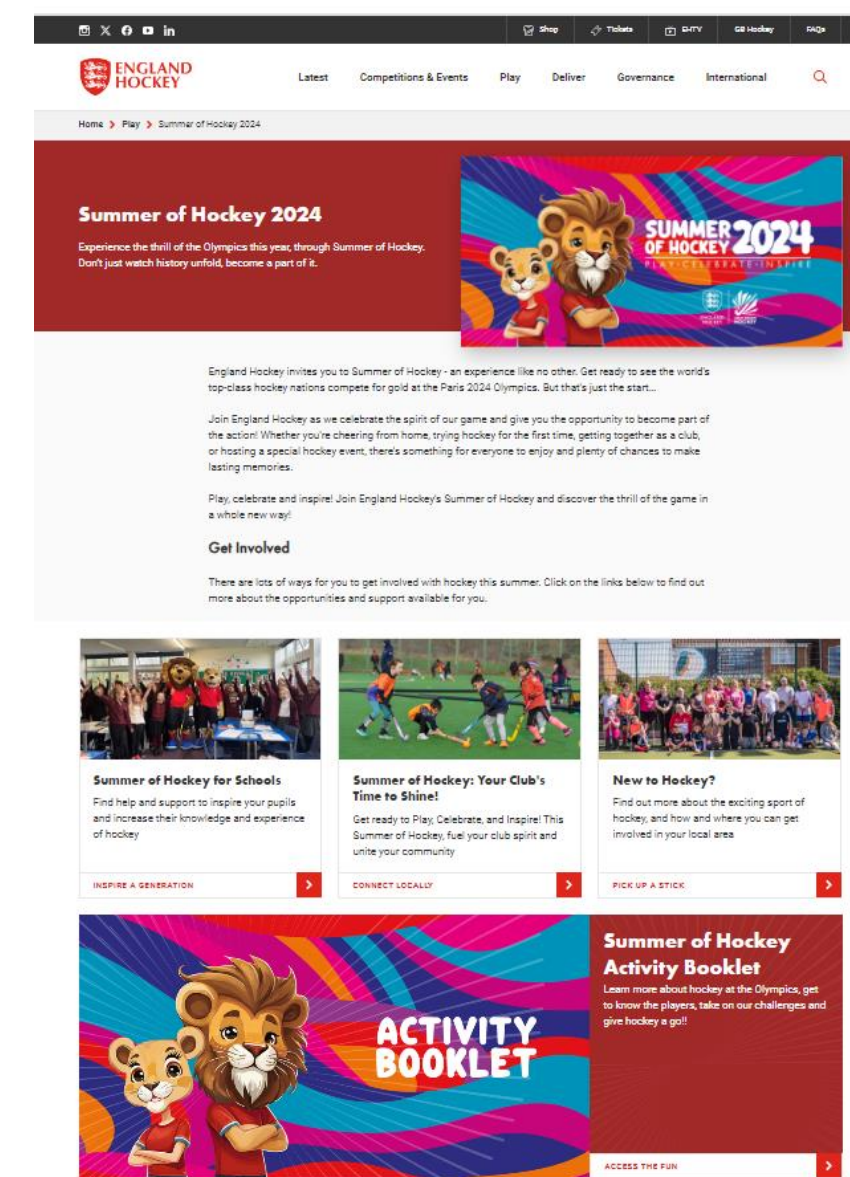
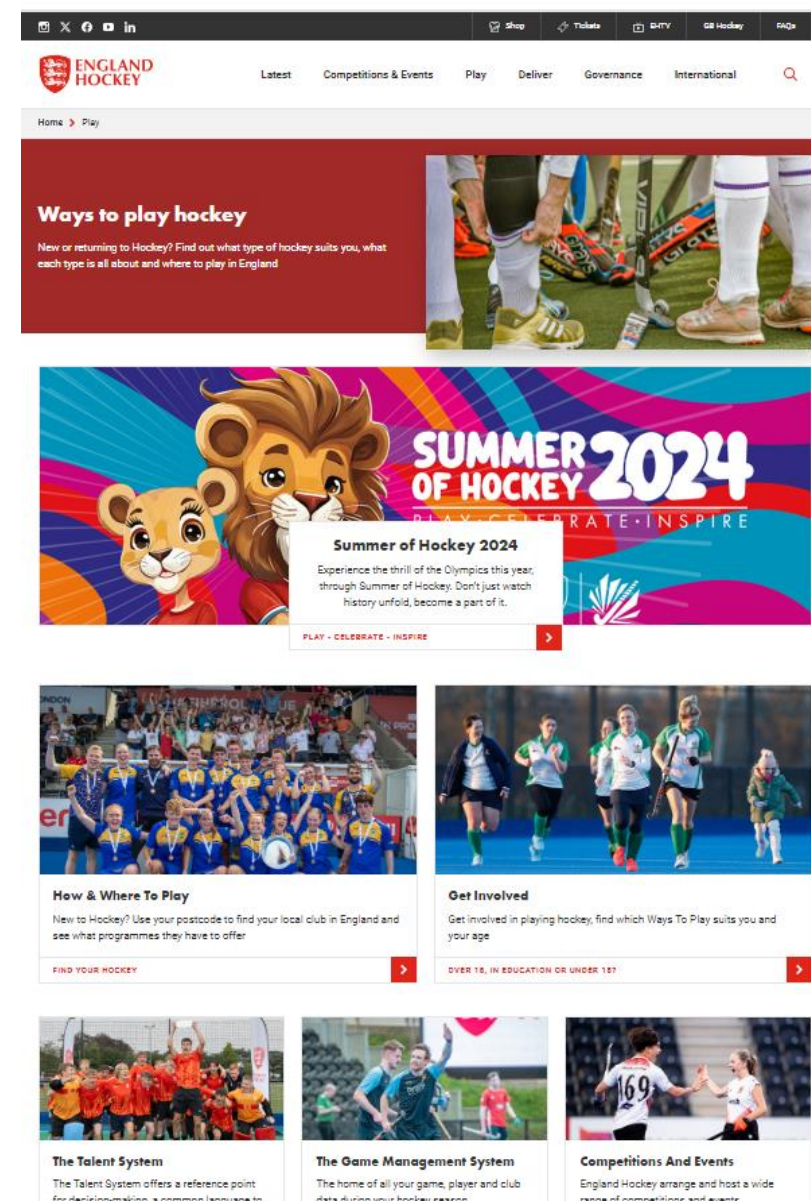
[ENGLAND HOCKEY
OLYMPIC WEB HUB](#)



[GREAT BRITAIN HOCKEY
OLYMPIC UPDATES](#)



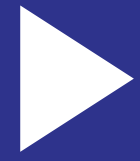
- Olympic Web Hub – Support and resources for your club and members to make your Summer of Hockey activity successful. Including links to the Summer of Hockey Activity Booklet, Activations and updates from Hockey at the Olympics



CLUB SUPPORT

HELPING YOUR CLUB EVERY STEP OF THE WAY

[ENGLAND HOCKEY WHAT MAKES A GREAT CLUB](#)



[CLUB SUPPORT MONTHLY CLUB SUPPORT CALENDARS](#)



[ACCESS BUDDLE FREE SUPPORT, GUIDANCE AND WORKSHOPS](#)



- Fixture Generator – Make tournament planning a breeze



- Buddle – Free support, guidance and workshops for sports clubs



- What Makes a Great Club & Club Support Calendar – helping your club every step of the way

CLUB SUPPORT CALENDAR - JULY 2024

MON	TUE	WED	THU	FRI	SAT	SUN
1 TIME TO LISTEN POSITIVE EXPERIENCES	2 INCLUSIVE ENVIRONMENT	3 FRANCHISE HOCKEY REGIONAL COACH COACH COURSE	4 LEGAL STRUCTURES	5 CLUB NETWORK - N ENGAGING YOUR COMMUNITY	6 RETRIBUTION	7 RETRIBUTION
8 CLUB NETWORK - H & S	9 INCREASING COSTS	10 FRANCHISE HOCKEY REGIONAL COACH COACH COURSE	11 LEADING CORVO	12 INCREASING COSTS POSITIVE EXPERIENCES	13 RETRIBUTION	14 RETRIBUTION
15 CLUB NETWORK - H & S LEADERSHIP & RESPONSIBILITY COACHING CORVO	16 CLUB NETWORK - N CREATING A WINNING STRATEGY	17 CLUB NETWORK - L & S TIME TO LISTEN	18 SOCIAL MEDIA PROMOTION	19 INCREASING COSTS	20 RETRIBUTION	21 RETRIBUTION
22 CULTURE & VALUES	23 INCREASING COSTS	24 FRANCHISE HOCKEY REGIONAL COACH COACH COURSE	25 FRANCHISE HOCKEY	26 RETRIBUTION	27 RETRIBUTION	28 RETRIBUTION
29 RETRIBUTION	30 RETRIBUTION	31 FUTURE PLANNING				

KEY

- Great leadership
- Accessible, sustainable facilities
- Inspired, active people
- Optimised ways to play
- Friendly, welcoming and social
- Local, community connections
- Strongly participating
- General support
- East
- London
- Midlands
- North
- South East

Please click on the links to find out more and book your place. Club Network events will be invite only based on the geographical location of clubs, and will be rolled out over the coming months. An invite will be sent directly from the England Hockey Club team.

- Club Forums - Marketing & promotion forum and sharing best practice amongst clubs

EVENT

MAKE YOUR EVENT LOOK GOOD, DRAW PEOPLE IN – LOTS OF SMILES AND FUN

EVENT

JUNE-SEPTEMBER

4

- Welcome area with friendly volunteers
- Loan Equipment
- Fun, social hockey activities for all to try
- Social area with food, drink and a place to chat
- Raffle or competition

- Does the environment look good, exciting and welcoming, plenty going on?
- Welcoming group – lots of smiles
- All volunteers briefed
- Plan for any VIP's that are attending make sure they are looked after
- Capture attendee data – free draw?
- Take photos and videos to share through social media (ask permission)
- Plenty of drinks/water available if the weather is hot
- 1-2-1 attention for finding the right stick to have a go
- Club/Happy to help t-shirts making volunteers identifiable/approachable

POST-EVENT

CELEBRATE THE SUCCESS OF YOUR EVENT – SHOUT ABOUT IT

POST-EVENT

JULY-SEPTEMBER

5

- Contact all participants that attended and follow up
- Share the event photos and videos
- Host or direct people into a suitable club session
- Offer an incentive or special offer

- All clean and tidy
- Write up about the event written and shared
- Uploaded pictures to Social Media and shared with local media
- Contact all the attendees, thanking them, valuing them, and inviting them to attend whatever session they showed interest in
- Share your highlights with EH using the template
- Review your event internally, what went well, what were the successes, how to build on the success next time
- Ask attendees what they enjoyed about the day
- THANK YOU TO ALL INVOLVED**

SHARE THE FUN

We'd love to see and celebrate your club's Summer of Hockey journey.

Let us know all about your Pick Up a Stick Open Day.

[SHARE YOUR SUMMER OF HOCKEY STORIES & ACTIVITY](#)



Share your highlights and you could also be in with a chance of winning England Hockey equipment for your club!!

Don't forget to review the [Terms & Conditions](#) for eligibility details

SHARE PHOTOS, VIDEOS, AND STORIES SHOWCASING YOUR SUCCESSES AND ALL THE FUN MOMENTS.

TAG US ON SOCIAL MEDIA:

@ENGLANDHOCKEY

#SUMMEROFHOCKEY2024

#PICKUPASTICK

SHARE WITH US VIA OUR [SUMMER OF HOCKEY EMAIL](#) OR USING THE LINKED [SHARE THE FUN FORM](#)

EXPANDING WAYS TO PLAY

After your Pick Up a Stick Open Day, you might want to consider running regular sessions that offer different ways to play. Many of our programmes can be advertised centrally through ClubSpark (the same method as Pick Up a Stick Open Days) speak to your CDM if you want help to set up sessions at your club.



Hockey Heroes

Aged 5-8, have little experience with hockey but looking for lots of competitive but still fun? Hockey Heroes will boost confidence, and ensure a positive experience of physical activity that will have a beneficial effect in the rest of their life.



Walking Hockey

Have experience playing but want informal and friendly hockey... but walking! Stay active, whatever your age, health or ability.



Back to Hockey

Fun, social, informal hockey. Suitable for all ages and abilities.



Flyerz

Flyerz Hockey is the name widely associated with grassroots disability inclusive hockey in England.

MORE SUMMER OF HOCKEY

In addition to hosting a Pick Up a Stick Open Day, there are more ways to get involved with the Summer of Hockey:

- 'Buddy Up' with a Primary School
- Summer of Hockey Activity Booklet
- Path to Paris



BUDDY UP WITH A PRIMARY SCHOOL

Can you 'buddy up' with a local state primary school and help introduce hockey to their pupils?

You could offer to assist with an after-school club, a taster session, or even deliver a hockey themed assembly using our set of resources and assets.

Using the Olympics as a catalyst, you can create a long-term partnership with the school to signpost new players to your club.



[FIND OUT MORE AND GET INVOLVED](#)

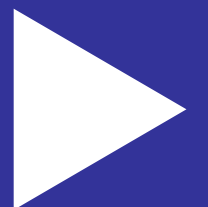


ACTIVITY BOOKLET

Remember to share the Summer of Hockey Activity Booklet with your junior members, and local schools to get them excited about hockey in the Olympics.



[ACCESS THE SUMMER OF HOCKEY
ACTIVITY BOOKLET NOW](#)



PATH TO PARIS

Team GB are challenging young people and their families to get active and complete a virtual tour of the world before the start of the Olympics. As a way of generating enthusiasm ahead of the Games, why not get your club involved?

Clubs can set up a 'team' to undertake the Path to Paris challenge and then encourage all junior members and their families to log hours of activity. The hours are converted to virtual kilometres, and this will speed your club's team around the world.

There are activities on the way and prizes to be won – there's even a hockey challenge with David Ames when you reach Cairo.

Good luck!



**ENGLAND
HOCKEY**

**Join the Path to
Paris! Let's get active
together.**



**PATH
TO PARIS**



TEAM GB ParalympicsGB THE NATIONAL LOTTERY SPORT ENGLAND

getset.co.uk/path-to-paris

SHARE THE FUN

If you do get involved with any of the other elements of Summer of Hockey 2024, make sure you tell us about them too.

Let us know if you've shared the Summer of Hockey Activity Booklet with your junior members, or whether you've set up a team for Path to Paris. Big or small, we'd love to hear about it!

[SHARE YOUR SUMMER OF HOCKEY STORIES & ACTIVITY](#)



Share your highlights and you could also be in with a chance of winning England Hockey equipment for your club!!

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SHARE PHOTOS, VIDEOS, AND STORIES SHOWCASING YOUR SUCCESSES AND ALL THE FUN MOMENTS.

TAG US ON SOCIAL MEDIA:

@ENGLANDHOCKEY

#SUMMEROFHOCKEY2024

#PICKUPASTICK

SHARE WITH US VIA OUR SUMMER OF HOCKEY EMAIL OR USING THE LINKED SHARE THE FUN FORM

SUMMER OF HOCKEY 2024

PLAY • CELEBRATE • INSPIRE



GREAT BRITAIN
HOCKEY



ENGLAND
HOCKEY