

London Area AGM REPORT 2023/24



ENGLAND
HOCKEY

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England Hockey Strategy

Creating a Future for Our Game Together – A Strategy for the Sport to 2028

Mission

Work Together To Make Hockey More Visible, Relevant And Accessible To All

Values

Values uphold and protect our sense of fairness and help define how we behave with each other both on and off the pitch.



The 5 main drivers for the Strategy are;

□ **Lead Positive Change**

Create and champion positive change within the community.

□ **Meaningful Growth**

To make sure that our sport thrives and grows into the future.

□ **Drive Visible Impact**

To produce and release high-quality, engaging content that shares the love of the game.

□ **Responsible Leadership**

To provide forward thinking, compassionate and inclusive leadership.

□ **Inspirational International Success**

Achieve Inspirational club and national teams delivering podium success in Europe and on the world stage.

Youth Strategy

England Hockey are currently developing a Youth Strategy for our sport which will encompass Community, School and Club Hockey activity. The aim is to enable community groups and schools to offer fun, inclusive hockey sessions, where possible linking to the local community hockey club. There is a clear focus of engaging with state schools to increase participation as well as offering free teacher training.

England Hockey are currently focusing on four key Pilot City Projects (Bristol, Manchester, Birmingham and London), where the findings and insight from these pilots will help shape the future Youth Strategy.

Club Support

Whatever your plans or ambitions for your club development, England Hockey is committed to help you achieve them through access to a wide range of staff, resources, and advice. Find out more about what support your club can access, specialist staff, resources, and advice to help you meet your development goals by visiting the England Hockey website - [Club Support | England Hockey](#)

GROW OUR PARTICIPATION

Membership data

I am responsible for 69 clubs in the London Area (some may also play in the East or South East Area).

	Junior	Adult	Total
Total 2022/23	8844	8522	17366
Total 2023/24	8854	8152	17006
Difference	+10	-370	-360

There has been a notable change in playing habits since Covid. Junior participation is slightly up on last year, however, there has been a drop in adult playing numbers. We are hoping that the engagement in the Summer of Hockey and the Olympic Games effect will bring more people to the game ahead of next season.

The Playing Offer

Behaviours are changing with some players not wanting to play every week but are happy to play at any time of the year. They want opportunities that provide good experiences but are also local enough to allow room for other interests and commitments. Club need to ensure their playing offer matches their members demand. We are seeing an increase in the interest of clubs wanting to offer Flyerz and Walking Hockey which is really positive. There are also conversations in the Area about Development Teams which should support in experienced adults but also juniors moving into senior hockey.

Hockey Heroes - [Hockey Heroes \(englandhockey.co.uk\)](#)

A new 8-week introductory hockey programme delivered by clubs, aimed at children aged 5-8 based around an ethos of fun and inclusivity, with an emphasis on character development as well as physical skill development. Hockey Hero sessions has been successfully delivered with feedback from clubs, coaches, parents and players being a resounding success. London Clubs involved currently are Burnt Ash (Bexley) HC and Ealing HC

Summer of Hockey 2024

Every 4 years clubs have a fantastic opportunity to capitalise on the additional media coverage to raise the profile and embed your club in your local community. Engage with new, different audiences by offering new playing opportunities and hockey experiences to foster and build relationships with local companies and schools for long-term sustainability.

England Hockey launched their Olympic activation programmes to recruit new members (all ages), volunteers or bring back some of those players that have drifted away as well as to celebrate our sport with your members.

- [Pick Up a Stick Open Days & Activities](#) – register expression of interest and receive a link to your activation pack
- [Buddy Up with a local Primary School/s](#) – Encourage local schools to become your buddy so that you can share information about your junior provision and family events
- [Digital Olympic Activity Booklet](#)
- [Path to Paris Challenge](#) - Join Team GB and ParalympicsGB in their Path to Paris challenge

DELIVER INTERNATIONAL SUCCESS

Olympic Games Qualifiers (13 -21 January 2024)

Both GB squads claimed their place at the Paris 2024 Olympics back in January.

Talent Development – The New Way Forward - [Future Talent Strategy | England Hockey](#)

The purpose of England Hockey's Talent System is to produce greater breadth and depth in the talent pool, where the player is at the heart. The Talent Strategy is now in its third year, with more Talent Centres and Talent Academies being delivered.

INCREASE OUR VISABILITY

BBC Coverage – Olympic Qualifiers

Increased exposure and accessibility to hockey through BBC iPlayer, Red Button and BBC Sport website and app. Thanks to your support, we reached the BBC Sport threshold, with a fantastic total of 634,000 streams and captured the attention of a broader audience. Hopefully, we will see more hockey on terrestrial television in the future.

FIH Pro League

Great Britain's men's and women's hockey teams competed in London this Summer. The Men faced Ireland, India, Spain and Australia whilst the Women faced USA, India, China and Australia.

Super 6s Finals

The Super 6's competition was held at a new venue, the Derby Arena, in January 2024 for adults, junior clubs and schools.

England Hockey Awards 2024

The England Hockey Awards Dinner was held in Leicester on 18th May 2024.

Club Networks and Forums

This year there have been a good number of Club Forums/Networks held giving clubs the opportunity to discuss the main issues for the development of hockey across London and share good practice. The more clubs that attend these events the more good practice, can be shared please do try to send representatives that can feedback to your committees. Anyone from your club can attend. If there is something specific that you would like to see let me know.

The main themes for the Club Forums this season were:

- 1. Plan, Progress and Protect – Club Development Plans where to start**
- 2. Community Engagement Forum – National Forum**
- 3. Recruit, Retain, Reward – Looking for new players or keeping hold of the ones you've got**
- 4. Flyerz Forum – National Forum**
- 5. Olympic Forum – National Forum**
- 6. Small Club Olympic Forum – National Forum for clubs of 1 team**
- 7. Olympic Follow up Forum – 19th June**

Also, England Hockey held national online Forums on a range of topics, Coaching, Safeguarding, Facilities.

Club Strategy – [What Makes a Great Club](#)

What Makes a Great Club has been refreshed. Running through the heart of every great club are seven strands. They support your club to be the best it can be, help you provide the best experience to all involved and in the right combination will help your club become sustainable and succeed.

England Hockey ClubMark

There are currently 111 clubs national accredited with ClubMark that is 14.8% of clubs. The following Clubs in London are currently accredited. This is great news. There are also a few that are well on their way to achieving the accreditation or currently going through reaccreditation.

Southgate HC	Spencer HC	Richmond HC
Surbiton HC	Havering HC	Old Cranleighan
Burnt Ash HC	Ealing HC	
Wimbledon HC	Ashford (Middlesex) HC	

If any clubs are interested in working towards the accreditation in the coming season get in touch. Everything is done on the Club Portal, it is much more streamlined, with only 16 pieces of evidence required to meet this minimum operating standard.

Online Courses – Safeguarding, Umpiring & Coaching

All courses and workshops are available to book on the [Hockey Hub](#)

BE A STRONG AND RESPECTED GOVERNING BODY

Equality, Diversity & Inclusion Framework

England Hockey's Equality, Diversity & Inclusion Framework is designed to support everyone in the sport with clear steps that can be taken together to address inequalities that exist within the game.

The framework consists of actions and initiatives aimed at achieving four key outcomes:

- To reflect society and ensure hockey remains relevant in the 21st century;
- To ensure safe, respectful, inclusive cultures valuing and welcoming everyone;
- To create access for anyone from any background to participate in hockey; and
- Ensure the reputation of hockey is regarded as excellent in its commitment to ED&I

Safeguard

There is a clear distinction between Safeguarding and Health & Safety.

- Safeguard will cover safeguarding and policies
- Safe Hockey will cover Health & Safety, Concession, Injuries etc

Safeguarding is everyone's responsibility and our updated website is designed to show what information is relevant to what audience by splitting it down to key audiences, making it easier to find.

Safe Hockey - [Safe Hockey | England Hockey](#)

Regardless of the activity taking place, whether in a game or training, creating a safe environment for everyone involved in hockey is essential. England Hockey strongly recommends that all clubs, organisations and their members take the time to read and digest the policies and guidance. It is the responsibility of everyone within the sport to create a safe environment for all who participate.

Luke's Poster – We have seen a good number of clubs that have invested in posters for their club to remind members about their responsibility surrounding Safety. [Click here](#) for more information about Luke and the posters which can be branded with Club Logo's all for £40 +VAT

Injury Monitoring

The reporting of injuries sustained whilst training or during matches is a mandatory requirement for all clubs and associations who are members of England Hockey. As part of England Hockey's Injury Reporting Policy, England Hockey require clubs and associations to complete the England Hockey online '[Injury Reporting | England Hockey](#)' following injuries sustained that require one or more of the following:

- Treatment from a first aid specialist (e.g., team doctor/ first responder)
- Hospital treatment
- Subsequent visit(s) to a GP

Free Online [Health & Safety Module](#)

The module aims to provide guidance and ideas on how to deliver fun, safe and engaging sessions, and how we can put the best practice, policies and procedures in place to make sure that our sport is as safe as it can be. We would recommend all people involved in the delivery of Hockey activity complete this and refresh their knowledge every three years. It's also a good way to get parent

Finally, thank you for your support and hard work over the last 12 months. If you require any further information, please do not hesitate to contact me.

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