



## **Marketing & Comms for London Hockey**

### **AGM Report Submitted June 13, 2023.**

#### **Summary**

Since taking up the post in July 2022, I took time to meet with a number of stakeholders in the London Hockey community. I have met several times with the Head of Comms & Marketing at England Hockey (Charlie Wells) and inputted comment to her strategy on behalf of London. I have attended and fed back into two England Hockey Marcomms briefings with the other Areas (Feb 7 & May 30) to help positively shape next steps to support and impact London clubs. I presented the London Hockey Marcomms plan to our clubs in London at the beginning of the year.

#### **Activites undertaken**

The London Hockey Marcomms strategy was presented to our clubs on Jan 31. As well as a EH update, the presentation included 4 pillars for consideration for London:

1. Who we are Engaging,
2. How to engage,
3. Connecting London,
4. Actions, results & outcomes.

This attracted quite low attendance, despite the date being rearranged. The calls to action from the areas remained largely unanswered (what do they need / what do they want?). Proposed ideas for club consideration were for a monthly newsletter, calendar, website content for storytelling, sense check capacity for EH comms calls. There was no follow up or actions from clubs or attendees following the call.

Despite low engagement or follow up, I expect more to come in now that there is a structured framework being established in the England Hockey Comms department that can provide an information flow and support base to Areas.

Alison Faiers joined to call on Jan 31 to present ED&I framework.

That EH team are now at 3 x capacity compared to when I presented our strategy in January so we should now garner interest from our clubs regarding demand for access to:

- Photography via *Photoshelter*,
- Website support & training
- Refreshers for subjects such as social media training.

These comms can be pushed out in June to all London clubs.

Officiating: Dawn and Amii Bonner requested a meeting to discuss their plans for comms about officiating in London. Since, a request from Peter Mackintosh has been received for access to website for fulfilling officiating comms duties.

Women in Officiating Network. Lead: Georga Reed. Drive from Wapping HC and press release issued about players have been taking on the Level 1 England Hockey Umpiring Course and the gender gap.

### **Future developments / opportunities**

Social: EH team can support our platform focus with them creating content plan for our area. This should be encouraged to help teams with this work. Propose that this is undertaken.

Plans for Tik Tok. Something for consideration from Board to attract younger demographic to the sport. (This needs wider and careful discussion and strategy to establish concerns about age of users to make sure we are following our values.)

July: *Get Season Ready* campaign rolling out. Template being shared with London Chair.

Website content: Need a strategy to gather stories that celebrate successes more frequently.

Calendar: new season affords a fresh opportunity to create a central point for clubs to feed in their events, engagement or participation drives.

England Hockey to feed down: Crisis Comms & Corporate positioning statements.