

GLOUCESTERSHIRE HA - COMMUNICATIONS OFFICER REPORT, NOVEMBER  
2023

1. The introductory letter to Clubs and Schools is ready to be issued (once I can navigate a couple of Mailchimp issues). Apologies this has taken so long but it will be out very soon.
2. I attended an EH County Communications Forum on Zoom in October. Key message from EH was they apologised for the limited amount of work done on Comms and Marketing for Clubs and Counties of late which was due to staffing challenges on their team. There were new people now in place and they assured us we should soon see an improvement in this area. The promised slide pack and any outputs from the call are yet to appear though .....
3. A GHA Twitter account is now ready for use (@GHAComms). Please let me have any items you'd like to have included (details of events, results, noteworthy news, etc ideally with images I can use) so I can start to build this up. Is key we keep this up to date and fresh with regular postings to retain and build up users, so contributions from all very welcome.
4. Some of you may be aware that there is an EH Community Engagement Forum call being held next Thursday evening 30<sup>th</sup> November. All Clubs and Counties have been advised. The primary focus of this will be 'to exploring innovative strategies and best practices for hockey clubs to effectively engage with their local communities'. I will be mentioning this in my note to Clubs. If any of the GHA Committee are also interested then let me know and I can forward the details of how to book a place.

Graham Wayland  
Comms Officer  
23 November 2023