

Communications Officer report – for 2024 GHA AGM

1. This has been the first season GHA has had the new Communications Officer in post; a role created by the earlier EH Governance Review/Structure work.
2. Response from Clubs and Schools to an initial communication note seeking views on how to enhance Comms across Gloucestershire has been disappointing so far. I intend to issue a follow-up later in the Summer as a reminder in advance of next season. I'd also be happy to talk to Club Committees and Schools Hockey Leads face to face to explore thoughts and ideas for Communications improvements.
3. A GHA Twitter/X account has now been active since January 2024. I am grateful to those Committee members who have been providing me with information and results on a regular basis which I can sub-edit and post on the account. I also draw information from the GHA website and calendar. To date, GHA are 'following' 16 Clubs and organisations from within the GHA family and outside and I have been re-posting useful and relevant information from England Hockey and some positive news items from our own clubs. All our Clubs and Schools are asked to continue to advertise and promote the account (@GlosHockey) to help maximise exposure.
4. As a next step, and in response to some feedback received, I also plan to launch a GHA Instagram account to test if this might prove more effective in promoting our activities across the County.
5. I have represented GHA in two National/Area Communications Forums during the season, though progress and outputs from these events are frustratingly absent to date.
6. Plans for the future include:
 - building links with local media organisations to explore opportunities to promote Gloucestershire hockey activities and successes.
 - looking at Communications good practices used by other Counties both in the West and more widely.
 - seeking to influence some improvement in the somewhat haphazard flow of information from EH to Counties and Clubs/Schools.

Graham Wayland

GHA Communications Officer

28th April 2024