

Gloucestershire Hockey Association

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

There are 20 clubs in the county, with membership data (Typical & Informal only) showing the total number of people playing club hockey in the county has increased (14.4%) as broken down below:

	Junior	Adult	Total
Total 2022/23	2192	1121	3313
Total 2023/24	2322	1469	3791
Difference	130	348	478

There has been a notable change in playing habits since Covid. Last season the overall playing numbers well above pre-Covid levels. The focus should be to retain these junior and adult membership numbers.

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. Currently, Currently there is no Flyerz Hockey activity, however Walking Hockey is delivered by Stroud HC and Hockey Fever.

The successful introduction of Development Teams into the West Adult Hockey has helped clubs develop.

Hockey Heroes - [Hockey Heroes \(englandhockey.co.uk\)](http://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. England Hockey are engaging with potential new clubs next season, to join Cheltenham Juniors 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
- Buddy Up with a local Primary School/s
- Digital Olympic Activity Booklet
- 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. Bristol University, Team Bath Buccs and Stourport host the nearest Talent Academy's. Unfortunately, there are no Talent Centres in Gloucestershire.

County Junior Teams

There was a full season of County Team activity including competitions. All West counties are in communication to decide the County Team competitions for next season.

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 compete in London this Summer. The Men will face Ireland, India, Spain and Australia. With the Women facing 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 2023

The England Hockey Awards Dinner was held in Leicester on 1 July 2023.

ENHANCE OUR INFRASTRUCTURE

West Hockey - [West Hockey Home Page \(englandhockey.co.uk\)](http://englandhockey.co.uk)

The West Board and Management Committee oversees all West Hockey activity, with West five committees established to develop the work in their respective areas.

1. Adult League & Competitions
2. Junior Leagues & Competitions
3. Officiating
4. Masters Hockey
5. Discipline

West Hockey Strategic Plan 2024-2029

The Strategy developed through the Board and Lead Committees, outlines the objectives for the next five years for hockey in the West, putting clubs, people, partners and communities at the centre. West has consulted with members as well as setting up Officiating focus groups. It is intended to help provide direction for everyone involved in hockey across our Area in helping to grow and develop our sport. West Hockey have adopted the key themes and values identified in the recently launched England Hockey Strategy.

Hockey in the West is operated through a network of volunteers withing clubs, counties and committees, the Strategy will help to enable a coordinated effort allowing for better management of investment to support clubs and develop hockey in the West. The Strategy is underpinned by action plans from the Lead Committees. The West will support their member Counties to develop their individual action plans.

West County Chair Forums

Over this season West Hockey has set up County Chair Forums where key information is shared and discussed as well as allowing for Counties to share good practice and ideas.

County Hockey Associations

The National County Standing Committee, which has two West representatives, is consulted on County related matters including governance. All counties have access to the County Forum where documents and good practice are shared, in supporting Counties in their delivery and development, which has been enhanced by several virtual County Forums on a range of topics.

Gloucestershire Club Forums

This year there has been three Club Forums held giving clubs the opportunity to discuss the main issues for the development of hockey across Gloucestershire and share good practice. Please give some thought as to what your club would like to see at these meetings so that they are beneficial and incentivise attendance.

The main themes for the Club Forums this season were:

1. **Planning for 2023/24 season**
2. **People Who Make Hockey Happen**
3. **Broadening Your Hockey Family**

Also, England Hockey held national online Forums on a range of topics, including Small Clubs Forum, Coaching, Safeguarding, Facilities, Community Engagement and Summer of Hockey 2024.

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 2 accredited clubs in Gloucestershire – Cheltenham Juniors and Wotton-under-Edge. Available on the Club Portal, it is much more streamlined, with only 18 pieces of evidence required to meet this minimum operating standard.

Buddle [Your place to experience the wonders of community sport and physical activity](#) | Buddle

The new brand name is Buddle, formerly ClubMatters. Refreshed resources will have a much broader appeal and hope to engage and reach a wider audience.

Online Courses – Safeguarding, Umpiring & Coaching

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

Facilities

Playing Pitch Strategies (PPS) are currently active in the following Local Authorities, ensuring that our facilities are protected, improved or developed: Cotswolds, Cheltenham, Forest of Dean, Stroud and Gloucester City. As part of the process our clubs are asked to complete a PPS survey and it is essential that, if asked, your club completes these documents. It is vital that hockey data is correct and up to date in these strategies, to influence current facility provision but also more importantly evidence future demand. This evidence feeds into the England Hockey National Facility Strategy.

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.

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.

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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