

# MAIDENHEAD HOCKEY CLUB



22<sup>nd</sup> May 2023

Dear Hockey Member,

Thank you for taking part in the 2023 Membership Survey. One of the key 'takeaways' for the management team and Directors was that from the comments, we could see that pockets of members are not receiving information about the Club. So, for now only, we have decided to write to each Club Member (one letter per household). If there are two members in one household, we have only sent one letter to save costs.

Most times, when members are not receiving our emails, it is because either the email address was not confirmed when the system requested this, or you have chosen not to receive emails in your profile. Please check this.

Our survey was great to read and gave us clear ideas of areas we must address. Eighty percent of our members are happy with the coaching they received last season. We have been lucky to have the support of many critical coaching volunteers. We are pleased with David Joshua's impact on our Club; this can be seen in your overall response. He will continue to manage all the coaches next year and will provide details of the 23/24 coaches shortly.

The survey has shown that our members come to MHC for regular exercise, friendship and a team atmosphere. For a community-based club, this is spot on.

More tricky to manage is that >63% want a Clubhouse, and 55% want us to minimise membership fees. Whilst these are not mutually exclusive, they are hard to deliver. A co-located clubhouse and second pitch would be brilliant, but this will not be at Altwood. Our current membership level does not support a new development and given our shortage of resource is therefore not on the current agenda. Given this, we have spent this season improving relationships with the Bray Clubhouse and Altwood School. From next season, we will have access to the changing rooms all day on weekends and for Colts Camps. We have also worked with Bray to update their structure and infrastructure.

The above does not mean we have given up on having more facilities. On Friday, Gill was in contact with EH about the development of pitches at Braywick. This could be an exciting new route for us to pursue with EH.

The affordability of coaching and where we spend our coaching allowance were also raised in the comments. Our Colts section generates most of the revenue for the Club, yet the adult sections are where we spend more coaching budget. Last year, every management team member committed to improving the standard of coaching throughout the Club, and employing a Director of Hockey was how we chose to do this. Managing a team of part-paid, part-volunteer coaches is not simple. Without the Director of Hockey the quality coaching across the Club would slide rather than improve.

Finally, the Management Team are your team, representing you as a member. Next year we have many positions requiring to be filled – Chairman, Secretary, Welfare Officer, Treasurer and Head of Colts. Without members stepping forward to fill these critical positions, the Club will not legally be able to function. Furthermore, we need many more volunteers for roles such as Membership Secretary, Fixtures Secretary, Webmaster, Marketing Support, Bookkeeper, and the list goes on. Many of us have been doing unseen multiple roles, but these need to be filled as we move on. Full details of all vacant positions can be found in the documents section of our website.

We hope to see many of you at our AGM on 17th July 2023, for which more detail will follow.

Jim Thompson (Director)  
Jonathan Crowther (Director)  
Helen Todd (Director)  
Gill Towell (Chairperson)