



STRATEGIC PLAN 2022

**HOCKEY AT THE
HEART OF THE
STRATEGY**

FUN



COMMUNITY

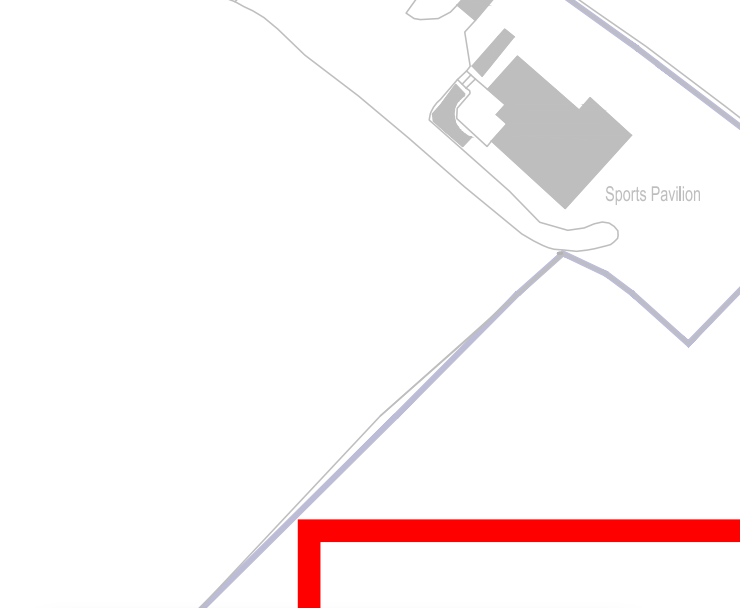
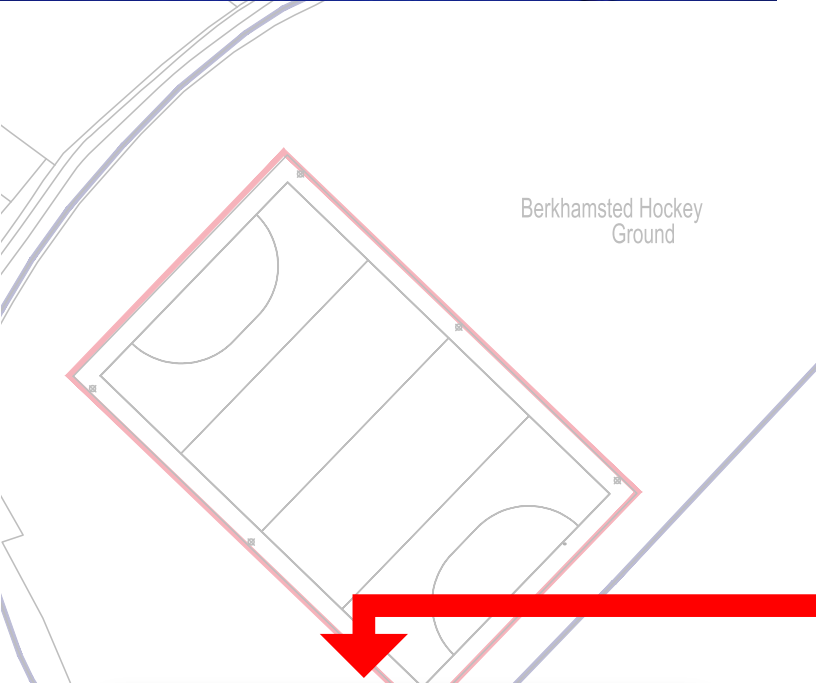


INCLUSIVE & DIVERSE

STRATEGY ELEMENTS



ASTRO



**Secure Charity Bank loan
(Hockey and Trading
quarterly audits,
stock takes)**

**Historic England approval,
Project Manager to
commence tender process,
construction**

**Big Ticket terms and
conditions.
Pledge collection**

**Sponsors, partners and
England Hockey support**

**Identify and manage
demands on trading**

**Planning strategy for
opening date and launch
in 2022**

COMMERCIAL TRADING

Agree and expand
Trading Director
numbers

Transparency:
monthly accounts
review, quarterly
audits, stock takes

Maintaining current
partners/income
where possible and
optimise external
hire

7/7 Operation and
Community Hub

Facilities:
changing rooms,
operational cleaning,
car park, internal
screening for mix
activities

Marketing budget
included in Astro
funds

Expanding
commercial footprint
CAD drawing,
market external hire

VAT registration

Structure of staff
and employment
status review

Income targets for
Astro review

HOCKEY OFFER



Welcome Pack and
strategy 2021/2022
brochure

Equal focus and
opportunities
across all teams

Clubmark - Data
collection

Development and
integration of new
and youth players
(umpires, coaching
and skills)

Sponsors and
Partners

Streamline
communications
(weekly web news
updates, one newsletter,
marketing team for the
SM/external comms)

Governance and
policy reviews

Integration and
networking with
other clubs
(outreach)

Coaching
recruitment,
sustainability and
club performance
plan

Fundraising:
200 Club, events,
raffles

COMMUNITY



Diversity and Inclusion -
dedicated working group
and calendar activities

Marketing strategy
including community
visibility, SM, website,
media, EH publications

Projects - B2H, WH,
Hemel, IDP, SEN/Flyerz,
In-school, tournaments

Partnerships and sponsors
for in-school programme,
Flyerz and community
projects

Astro Community usage
agreement

CLUB VALUES



**Accessible and
welcoming**

**Being accountable
and transparent**

**Showing dedication at all
levels - Members to be
committed to the club and
their teams**

Enjoyable and fun

**Striving towards excellence
and achieving the highest
standards possible**

**Integrity - We act in a fair,
respectful and considered
manner towards teammates,
coaches and umpires at all
times**

**Professional - We represent
the club and conduct
ourselves in a way that
confers and earns respect,
providing members with the
best possible experience**



BHHHC

SINCE 1903