



Devizes Hockey Club

PLAY TRAIN ENJOY



Foreword by England Hockey Regional Relationship Manger

Devizes HC is the third largest hockey club in Wiltshire, with around 300 players offering various playing opportunities to both genders and to a wide breadth of ages, from primary to retirement. Through the clubs' strong junior section, the club is demonstrating a positive effect on retaining teenage girls in sport, a group which are recognised as challenging to retain in regular exercise. The various playing opportunities the club offers supports many individuals in the community to pick up a stick and enjoy playing a sport. Having the club 'home' in Devizes, at the heart of the community, is of significant importance to both the club and the community at large. The retention of players and existence of the club, if it is forced to move out of Devizes, will be jeopardised.

It is known by England Hockey that when a new AGP is built and/or resurfaced, the hockey club experiences positive growth in player participation and attracting back players who had previously stopped playing. This in turn has benefits for both the club and the wider community.



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Relationship Manager

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Our Purpose

Champion the amazing game of hockey for all ages in Devizes and the surrounding areas.




Our Aims

Be a thriving club at the heart of Devizes, with good quality facilities.
Provide high quality coaching and a good standard of competitive hockey, along with enjoyable social playing opportunities for all.

Our Values

Inclusivity
Safety
Respect
Fun
High Quality

Our Goals

|  |  |  |
|---|--|---|
| Immediate Term 1. Improve Pitch Quality 2. Recruit more league players 3. Improve online presence 4. Improve ✓ communications with members ✓ | Short to Medium Term (2 Seasons) 1. Increase the social and non-league hockey (Ways to Play) to increase adult membership 2. Increase club social activities 3. Increase Junior to Adult transition rate 4. Maintain 4 Adult league teams and current league positions 5. Maintain healthy Junior section 6. Maintain high quality coaching 7. Maintain morale and depth of volunteer pool | Long Term (2yrs +) 1. New Pitch 2. A Club House 3. Maintain Financial stability |

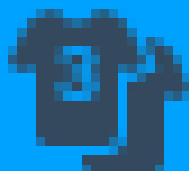
References;
Committee Roles and Responsibilities
Action Plan (live document)
Juniors Handbook
Coaches Handbook
2019 Survey Results
2019 Junior Activities summary



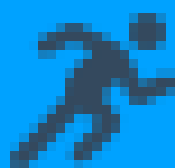
About Devizes Hockey Club



300 members, plus wider families and supporters



4 League teams, playing every Saturday
31 Junior tournaments, festivals
matches in 2019/20



7 Training sessions a week;

- Mens
- Ladies
- Adult social & Back to hockey
- Tots (U5s and U6s), Mini's(U8s), Juniors 1(U10), Juniors 2 (U12)
- Boys Development (U13-16)
- Girls Development (U13 -U16)
- Academy (U12 -U16)



Badgers and Vixens; non-league Sunday mixed
Adult and Junior sides
Summer social hockey



Ladies 1st and 2nd teams Promotion 2019
Cup and Plate winners Marlborough Summer 6s
3 Junior Team Regional Finalists 2019





The Devizes Hockey Club approach to the England Hockey 7 ingredients to make a Great Club;



1. Leadership

Leadership is a shared responsibility in our club starting with the whole committee. We have a full committee of willing volunteers who all have clear updated roles which ensures an even distribution of work and responsibility. We all contribute and innovate in order to make our club thrive. We respect and listen to each other and value differences. We have worked hard to pull together an overview of all that the club does by having central calendar.

Finances. We seek to be affordable and financially stable. In recent years we have not quite covered our outgoing and relied on reserves and some local sponsorships.



This year we strive to set a formal budget and increase our sponsorship to cover items. (listed in section 6)



2. Facilities

Our home is Devizes Leisure Centre, at the heart of Devizes. We have a long-established partnership with the Leisure Centre that means we have primacy over the pitch with as much use as we need at a fixed price. This is enviable value for money and gives us long term security. This partnership has to be continually managed and works most effectively through a club single point of contact.

We recognise however, the challenges that comes with this facility; the pitch quality is now concerning, it is beyond its serviceable lifetime and below the standard of all other clubs' facilities, the changing is not ideal and we have no on-site club house. We relocate to a local pub with great facilities for post-match teas which limits cross team pitch-side support.

Our recent club survey identified almost unanimous support to improve pitch quality and a desire to have our own club house



The immediate term pitch rejuvenation was completed in 2019 with very limited success. The pitch quality is jeopardising the Clubs membership base, limiting our ability to attract new adult players. The quality of play is impacting on our skills development, especially with our junior players who have to compete at county and regional level with players from other clubs who are playing on significantly higher quality pitches.



Our longer-term aim is for a new pitch in Devizes and to investigate the possibility of a club house facility built alongside.



3. Inspired Effective People

We are a family club that relies purely on volunteers and we take our responsibilities seriously. We regularly recognise our volunteers' contributions at the end of season dinner. We have a depth and breadth of talent that we pull from. We successfully advertised for specific skill sets prior to our AGM which drew in safeguarding and communications specialists.

Coaches. We encourage all coaches to pursue formal qualifications, and fund this from the club. Coaches are volunteers where possible, paid when necessary. We make the most of England Hockey and regional conferences and seminars to keep up to date. The recent survey feedback identified coaching as a club strength.

Captains. We have updated our captains responsibilities list to assist them in their season and weekly duties.

🕒 We are scoping better use of Our web provider, Pitchero to reduce workload and improve communication for both adult and junior squad captains. We will run all junior teams in a consistent and transparent manner.

Organisers To reduce volunteers overload we must seek more ad-hoc support.

🕒 We need to identify and articulate the requirements to members in good time, ideally at the start of the season so people can step forward.

Umpires. We rely on a pool of willing volunteer umpires for the majority of our games but this pool has to be refilled and nurtured, we must also help encourage and identify umpires who wish to progress.

🕒 We are looking into developing an Umpires Pathway, using the social and junior hockey games as a route to umpiring.



4. Providing different ways to play that meet players' needs

We currently have 307 members and although we have had a 23% increase junior membership we lose players at age 12/13 and fail to recruit in significant numbers from our most local state school. In 2018 we introduced week night boys and girls sessions to help the transition from juniors to adult league; this was highly successful for the girls and we had our strongest and youngest 2nd XI, resulting in promotion.

Outreach. We have built contacts with the local secondary schools and need to build on this.

⦿ We are scoping running a competition or training sessions at Melksham Oak, Devizes and Lavington Schools, which then leads to a tournament at our pitch as a way of introducing new junior members to the club.

We have a small adult membership of around 60, the majority of our adult members are also involved in the running of the club, either via the committee or coaching juniors. In response to our plateauing adult membership numbers we recognise the need to expand our **ways to play**, but also need to attract a few more 1st X1 standard players, to maintain our league teams, either from other clubs or back into hockey.

⦿ We have established a Badgers team (male) and trialed a Vixens (female) team, which are mixed ability social games on 8 Sundays throughout the season. These teams help assist junior transition and provide a way to play fixtures with less commitment. For 2020 we will trial a ladies Vets team rather than Vixens as the playing gap is for older players, the transition of juniors to ladies is met through the 2ndXI league team.

⦿ We will continue to run 'Back to Hockey' on Tuesday evenings as a mixed session as a more informal social way to play. This session was very popular in the 2019 season and ran throughout, with some players transitioning to adult training. In 2020 we will investigate establishing a "Walking Hockey" section.

Marketing. Essential to attracting more players, coaches, volunteers and umpires is having effective marketing to let people know what we are doing. We have greatly improved our social media presence in the last 12 months through several channels.

⦿ COVID 19 will impact our ability to run Hockey Fest this year. We will increase our presence in DLC foyer and distribute posters and leaflets at events and schools. When restrictions are removed, we will attend town functions such as the Carnival and Street Festival. We will continue to use promotional kit - car stickers, branded kit to make our name known. We will continue to increase our social media presence with a Public Facebook page, our updated website and continue with Twitter and Instagram feeds.



5. Being friendly, welcoming and social

Our members experience with us is really important, and we have a code of conduct to reflect that. We try to ensure all sessions are inviting to players. We hold memorial match at the start of the season and an end of season dinner every year. The remaining social events are more organic and member lead, such as 'night ops' and quiz nights. When restrictions allow, we will seek volunteers to arrange more events, especially family inclusive ones.

Communications are crucial to members experience and we recognised this as a primary area to address, with 2019 survey feedback highlighting it as an area for improvement.

- We now have a single source updated website with other media hanging from it. This will have details of all events, documents and committee meeting minutes.
- We have started to more clearly identify our methods of communication to our members and will continue to have regular news alerts and twice season newsletters.



6. Being local with strong community connections

We recognise the benefits of having a strong local presence but need to improve this.

- We need to identify and build links with key people in the community, for example both Wiltshire and Devizes Councils, local educational Directors of Sport, school PE teachers, business leaders, local charities.

Sponsorship

We strive to be self-funding for many essential items including pitch hire and insurance but recognise stronger links with the community will assist with gaining sponsorship. We hope our relationship with Wadworth, as our main adult sponsor will continue to fund adult playing shirts. We have had limited success with expanding our sponsorship base and will look to identify different areas of the club to seek sponsorship.

- Items we are seeking sponsorship and local funding for - Storage Container, Boom Box PA, Junior Shirts, Training Equipment, Leaflets. Posters, Signage, Banners, Fixtures Cards, Newsletter.
- We need to create an asset base that we can offer as a sponsorship opportunity and an on-site club house would provide a backdrop to do this. This is our long-term aim.



7. Stretching and developing those that want it

Maintaining a desire and commitment to keep two league teams playing at a decent league standard is the foundation of the club. We have defined player pathways for juniors and strong links to County Hockey to feed these talented individuals into this.



ROLL OF HONOUR 2019/2020

Winners of U12 Girls Wiltshire In2Hockey County Competition

Alex Wickenden
Charlotte Martin
Daisie Ball
Ellie Higgins
Enid Myerscough
Isabelle Hutchinson
Isla King
Nina Lascelles
Thea Milton
Tilly Creasey Cottle

Winners of U10 Mixed Avon League Shield Competition

Sophie Gaiger
Zach Groom
Florence Gaiger
Jack Holloway
Anna Wilson
George Holloway
Emily Lloyd
Harry Yates
Oscar Fox

Winners U10 Girls Wiltshire In2Hockey County Competition

Sophie Gaiger
Florence Gaiger
Rose Slack
Emilia Lescott
Emilia Churchill
Hetty Nicholson
Ava Pike
Anna Wilson
Emily Lloyd

Winners of U10 Boys Wiltshire In2Hockey County Competition

Zach Groom
Oscar Fox
Jack Holloway
George Holloway
Sam Hook
Jacob Hills
Will Edwards
Alistair Kevan
Harry Yates

U16 Girls Wiltshire JAC

Marcy Burrows
Emily Weaver
Sally Edwards

U14 Girls Wiltshire JAC

Louise Wood
Harriette Puddy Jones
Bella Caldwell
Daisy Lawson Johnston
Issy Morton

U15 Girls Wiltshire JAC

Ruby Morton
Alex Lascelles
Issy Holloway
Scarlett Slack
Maddie Nickell
Martha Cracknell

U13 Girls Wiltshire JAC

Nina Lascelles
Izzy Lloyd
Ruby House
Tilly Nickell

U15 Boys Wiltshire JAC

Thomas Milton
Mete Aktas Owen
Elliot Wall

West of England O35

Jennie Holloway
Lorna Myerscough

England Performance Centre

Mollie Ball
Bella Ward

Men's Wiltshire County Team

Matt Webb
Sam Hodge