



Wilmslow HC Development Strategy & Recruitment Plan 2020 – 2025

VISION

Wilmslow HC has a vision:

To be a welcoming club for all abilities with excellent standards of sportsmanship, playing, coaching and facilities

What is the Ethos of the Club?

The club is friendly and welcoming not only to elite players but also to those who just want to play for fun and exercise. Junior players are developed and move through to representative teams and the senior club teams. All senior teams are working for promotion to higher divisions.

Where are we now?

The club has seen sustained success in recent years with both Men and Ladies 1s playing in North League (being split into West and East Pennine leagues as part of wider EH restructuring) and the addition of Ladies 4s and 5s and Mens 5s as membership has increased and playing success of senior teams has raised club profile.

Prudent financial management has enabled a new astro surface, certified to FIH standards, to be installed in 2019, providing top class surface for next 10 years minimum. This has been supplemented with a 75 seat spectator stand, making WHC one of the premier hockey venues in the North West.



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The club has a good junior coaching scheme for children from age 5 upwards.

- U13 and U15 teams have been developed with a large increase in the number of juniors playing.
- Girls in their early teens do not always want to commit to senior matches when old enough as they enjoy playing for the U13 and U15 teams.
- We need a training slot on Sunday for the very young children.
- We need a dedicated coach for the juniors.
- When the next band of Juniors come into the seniors we will need more teams to accommodate them. This will lead to the need for more pitch time. A second pitch needs to be addressed within the next couple of years. These points need to be seen to in the near future.

People's skills (umpiring, coaching, first-aid) are recorded on their membership application.

- However there is a lack of umpires and also of coaches at level 2
- Parents are encouraged to take an active part in the club. There are now several parent helpers coaching the juniors. This needs extending as these will change as their children grow older.
- Juniors are encouraged to take part in umpiring and leadership courses. EH is targeting this area with Hockey Heroes.
- Older ladies are blocking juniors in their promotion to higher teams. However several have dropped down to lower teams to allow juniors through.



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Player numbers

| Age range | Members |
|-----------|---------|
| 5 – 10 | 32 |
| 11 – 13 | 34 |
| 14 – 16 | 38 |
| 17 – 18 | 13 |
| 19 – 21 | 10 |
| Above 21 | 154 |
| Total | 281 |

There are a few non-playing senior members.

Membership costs are:

Senior £175, Junior, Students, non-working and retired £80, Social £35

Membership has increased due to the new pitch and the promotion of senior teams. The junior section has increased dramatically due to the successful organization of the U13 and U15 teams.

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1.0 Developing the Playing Programme

| No | SUB HEADING | OBJECTIVES | WHEN | WHO | BUSINESS PLAN | MARKETING PLAN | ACHIEVEMENT INDICATORS | REVIEW DATE |
|----|--------------------|--|---------------------------|--|------------------------------------|--|--|--------------------|
| | Junior Competition | U11 to play in local leagues. U13, U15 play in local leagues. Over 13 play in senior teams as appropriate. Promote better juniors to senior teams by dropping senior players Umpires and assistant managers needed Get parents involved | Every month Every week | Junior coordinator to supervise | | Need to make club members aware by e-mails and social media. | Position in league | End of each season |
| | Adult Competition | Aim for promotion for all teams once new league structures are in place for 2021 season Division gaps between teams to be smaller to enable easy transfer. Rotate some players in higher teams to help with lower teams. Ladies Vets entered in EH competition Have O35 as well as O45 teams Mixed hockey in summer games at club | 2020 onwards | Ladies/Mens Club Captain Junior coordinator Captains | Members pay match fee for sessions | Talk to them at training, e-mail courses to members E-mails, Facebook, Twitter | Number of volunteers Promotion of teams | End of each season |

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| | Training | A specific slot for U15 not on Tues or Wed so that they can train together and also go to senior training. | To be sorted asap | 2021 | | | Improved standards of members of all ages | Beginning of each season and at Xmas |
| | | Specific training slot for U11 and U13 players | U11 and U13 Tues 5.45–6.45pm | 2020+ | Coaches pay from subs Paid for by subs | | Being able to increase numbers in 4 th Ladies and 5 th Mens' X1 | |
| | | Girls U15 training | Tues 6.50 – 8.00pm | | | | | |
| | | Training separated into squads 4 th and 5 th | Ladies Tues 7.00 – 8.15pm | | | | | End of each season |
| | | 2 nd and 3 rd team – use this time to bring on younger members of the club | 8 – 9.30pm | 2021 | | | | |
| | | 1 st team This is not ideal and a slot should be found on the normal training day. | Monday 9 – 10pm | | | | | |
| | | Training separated into squads Boys U15, over 15, Mens 3s – 5s Mens 1 st and 2 nd | Men Wed 7 – 8.30pm 8 – 10pm | Devel Coord and level 2 coach | | | | End of season |
| | | GK coach for all teams | Wed 7.00pm | | | | | |
| | Back to Hockey/ RUSH Hockey | Encourage Back to Hockey in normal training sessions. No success in daytime sessions | Tues 7.00 – 8.15pm | | | Advertised in local shops, libraries, doctors surgeries, pubs and radio | | Some ladies coming to training |

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2.0 Developing People/Volunteers

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|----|------------------------|--|---|--|--|---|--|--|
| | Knowing your community | <p>Develop relationship with main local high school and others in vicinity Target local state and independent junior – diverse community from very affluent to local council estate. Transport to venue slightly difficult – by car. Main competitor is the other local hockey club in Alderley Edge.</p> <p>Good relations with Running Club. Advertise in local senior and feeder schools.</p> <p>Weekly match reports to local press and social media to raise the profile of the club in the local community.</p> <p>Continue to widen recruitment area</p> <p>Find an extra junior coach to go into schools</p> | <p>Early Sept each year</p> <p>Each summer / autumn</p> | <p>Devel Officer</p> <p>Captains</p> <p>Devel Coord Club Captains/Head coach</p> | <p>Help with Running Festival to raise money</p> | <p>Word of mouth through juniors Email to the club</p> <p>Email and flyers</p> <p>Advertise in local paper and social media</p> <p>E-mails, flyers Social media</p> | <p>Money raised for the club.</p> <p>New members recruited during season New recruits</p> <p>New members</p> | <p>After each event</p> <p>End of season</p> <p>Beginning and end of season</p> <p>End of season</p> |

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| | | Promote club day on EH | 2021 | | | | | |
| | | Promote the club with new pitch by using it for EH events | Each year as they arrive | Devel Coord/Club Captain | | | | |
| | Players | All players attend training sessions. Good movement to better teams as players improve (See above) Juniors are put forward for to local development centres, JRPC etc Players given feed-back continuously at training Recruitment from local schools (see above) | | Selection meetings between captains Coaches | Training costs from subs | | Improved standard Some Juniors reach a high standard in JRPC | End of season |
| | Coaches | Interested players encouraged to obtain level 1 coaching qualification. (Junior assistants) Need more level 2 coaches The senior ladies' coach to attend matches on Saturdays when available Develop or recruit coaches for juniors and co-ordinated liaison with senior squads. Encourage coaches to attend EH workshops as they are advertised | 2020+ 2020+ 2020+ 2020+ | Senior coach Senior coach/Club Captains | Apply for awards to help towards cost | | New coaches qualified New level 2 qualified Improved match results | End of season End of season End of season |

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| | Umpires | <p>Umpiring course at club</p> <p>Identify umpiring development co-ordinator</p> <p>Encourage young leaders to umpire at tournaments and to obtain a qualification as soon as possible</p> <p>Some umpires offer help with other clubs</p> | Beginning of each season | | | | <p>Increased number of umpires</p> <p>Also get help in return</p> | End of season |
| | Team Managers | Look for team managers for each team/ help with substitutions | 2020+ | Club Captains | | | Managers appointed | End of season |
| | Admin | <p>Develop a knowledge bank of member skills.</p> <p>People approached well before end of each season to fill jobs next season.</p> <p>Job descriptions available for recruits</p> | Each season | Membership form | | | | |
| | Volunteer Coordination | <p>See admin</p> <p>Be aware of training opportunities for volunteers – devel officer forwards any</p> <p>Approach parents to help management of junior teams</p> <p>Better relationship with parents of juniors so they feel more engaged in the club and want to come along (especially to away matches) to support (and drive!) Encourage Junior members to</p> | | Volunteer coord | | | Parents feel more involved. | |

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| | | <p>have parents as social members automatically so they feel part of the club</p> <p>Job descriptions on website for all volunteers</p> <p>Volunteers nominated for local county recognition</p> | | | | | | |
| | Welfare Officer | <p>Welfare officer to review all safeguarding , DBS, and First Aid Qualifications</p> <p>First aid course set up</p> <p>Method of reporting concerns on website.</p> <p>Establish a club policy of best practice for players to have Astro trainers, shin guards and mouth guards. There will be a “disclaimer” in the membership terms stating that the club will not be liable for injuries if players choose not to protect themselves.</p> | <p>Beginning of each season</p> <p>As required</p> <p>2021</p> | | Send those in need to courses | | | |
| | General members | <p>Information collected on membership system</p> <p>Have good social programme of events. Appoint social rep each AGM</p> | Ongoing | Social rep | Use as fund raising | E-mails and social media | | Beginning of each season |

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3.0 Policy Development

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|----|-------------|---|-------------|-------------------------------------|--|----------------|------------------------|----------------------------------|
| | Insurance | Club has EH insurance including insurance for non-members Coaches who coach externally have their own insurance Assistant coaches are all members of the club Members are solicitors who can assist | Each season | Devel Officer/Secretary | External coaches pay for their insurance | | | Beginning of each season |
| | Admin | The club has adopted EH policies and also has its own specific policies where appropriate. Members' data is recorded on membership data base using ClubBuzz. Medical information is available to coaches and to Welfare Officer under DP guidelines | | Devel Off Membership Officer | | | | Beginning of each season |
| | Equality | The club has adopted the EH Equality Policy. Coaches are sent to equality training | As required | Volunteer Coord | Cost from devel fund | | | Certificates checked each season |
| | Welfare | The club has adopted all the appropriate policies from EH regarding 'Proud to Protect' Safeguarding and Protecting, "Respect", DBS checking. Welfare Officer to go on Time To Listen | | Welfare Officer | | | | |

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|----|--------------------------------|---|-------------------------|---|---------------|----------------|-------------------------|---|
| | | <p>(TTL) Safeguarding training is arranged every 3 years for those needing the main course. On line course available for those who need it: a)All coaches who are assisting the main leaders b)All team captains. c)Umpires and other volunteers Coaches, players, parents etc are aware of reporting procedures. Policies are available on the website for all members. Membership form requires them to have acknowledged reading and accepting them.</p> | When required | <p>to arrange Volunt Coord to check certs every season</p> | | | | <p>Certificates checked each season Reviewed each season</p> |
| | Disclosure and Barring Service | <p>The club is registered with EH's DBS All coaches and some volunteers are DBS checked. DBS's will be renewed every 3 years as necessary</p> | See Welfare action plan | DBS coord / Welfare Officer | | | | <p>Each season Each season</p> |
| | Ethics | 'Respect' Code of Ethics Behaviour has been adopted | | | | | All EH policies adopted | Each season |
| | Health and safety | <p>The club has an emergency procedure. Further First Aiders trained each year Risk Assessment is assessed each year</p> | | | | | | Reviewed at beginning of season |

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4.0 Facility & Equipment Development

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|----|--------------------------|--|---------|--------------------------------------|---|----------------|------------------------|--------------------|
| | Club House | Rebuild clubhouse – plans drawn up to provide extra facilities Separate Committee room within the clubhouse | Future | Development committee | The building plan depends on the Phoenix parent club | | | |
| | Floodlighting | Replacement of flood lights with LED technology More keys made for team captains | 2021 | Pitch managers | Budget ~£30k | | | Each season |
| | Coaching and Playing Kit | Seek sponsorship for adult kit | Ongoing | Person i/c sponsorship | Approach known contacts | | New kit | Review each season |
| | Second astro pitch | Seek sponsorship and investigate the planning for a second pitch | 2021+ | WHC, WPAL, WPSC, Lacrosse committees | Approach known contacts, EH, local building planners, East Cheshire | | | Ongoing |

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5.0 Finance Development

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|----|---------------------------|--|--|---|---|---|---|--|
| | Day to Day | Ensure all members have paid subs in September – increase if late Payment by internet banking Have registration on ClubBuzz website Ensure all match fees are paid in regularly Ensure all costs are carefully controlled and justified | September 2020+ Ongoing Ongoing | Membership secretary Captains Captains/Treasurer Committee | Only those who have paid play after Oct 1 | | Improvement in payment of subs Few debtors | Club committee each month End of season |
| | Fundraising & Sponsorship | Plan and run wider range of fundraising social events and other revenue generating initiatives - Comedy night Ladies social Oct Curry night Xmas meal Quiz Umpa band Dinner dance Half marathon Race Night Look for sponsorship for 1 st teams Try to get more banners round pitch | Ongoing | Social secretary/ Volunteer coord Person i/c sponsorship | | Communicate with Lacrosse and Cricket Posters, flyers, e-mail, facebook Advertise in local papers | Profit made on events | Beginning of each season |

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6.0 Developing the Club PR & Communicate

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| | Players | <p>Develop better system of match reporting – appoint player in each team</p> <p>Develop online membership booklet</p> <p>Develop structured approach to team-based social media channels e.g. WhatsApp</p> <p>Review potential to use apps such as Teamo It could help significantly with match fee collection/tracking, membership payment/registration, reduce the admin committee volunteers and also deliver a more polished experience for club members.</p> | <p>Sept each year</p> <p>Sept each year</p> <p>2020</p> | <p>Captains</p> <p>Club Captains</p> <p>Committee/Membership sec/Secretary</p> | | <p>E-mail, social media</p> <p>Link given when membership fee received</p> | | <p>Beginning of each season</p> <p>Feb 2021</p> |
| | Committee | <p>All communications from East Cheshire and EH forwarded to committee</p> <p>Committee meets each month</p> | As required | Secretary | | | | |
| | Parents | Develop social media engagement for parents as part of overall club communication strategy | | Junior Coord | | | More parent involvement | |

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|----|-------------|--|---|--|---------------|---|------------------------|-------------|
| | | Send e-mails to parents to tell them when junior teams are playing. Ask parents if they will help with subbing in senior teams Send general e-mail asking for help Send emails about social events | Each month As required As required | Secretary | | | | |
| | Members | E-mail each week with teams and update website news pages E-mail any news items of interest – EH news letters, courses Use social media - Club Captains are administrators Use Twitter to inform members of updates | Each week As they arrive | Club Captains Secretary/Devel off Captains Captains | | | | |
| | Public | Local high school to put up posters Local feeder school to be sent flyers at beginning of season. Match reports to be sent to local paper Join in the BBC “What to do” website Join in “Activity Maker” website Use pitch for local tournaments and | Sept each year Every week July/August | Devel Officer Press officer Devel Officer Devel Officer | | Flyers in all local juniors schools, senior schools | More players | |

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|----|-------------|---|------|---------------|---------------|----------------|------------------------|-------------|
| | | JDC Use social media to maintain contact with local clubs. | | Press Officer | | | | |

7.0 Developing the Social Aspect

| No | SUB HEADING | OBJECTIVES | WHEN | WHO | BUSINESS PLAN | MARKETING PLAN | ACHIEVEMENT INDICATORS | REVIEW DATE |
|----|--|---|--|---|----------------------------|---------------------|------------------------|-----------------------------|
| | Building a Family Environment | Club day at start of each season – plan previous season Junior training takes children from 5+ Easy access for all | September | Club Committee | Some cost from development | E-mail, local press | Success, new members | September committee meeting |
| | Improve Relations Between Teams and Sections | Social hockey club days Some friendly matches with mixed ability teams Mixed and ladies summer hockey league Social events for all teams both men ladies and juniors Some events with different sections – lacrosse and cricket Social secretary to co-opt members to help Develop better communications with | Beginning Christmas, end of season May Throughout season Ongoing 2020+ | Club Captains to organise Social rep | | E-mails and posters | | Beginning of season |

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|--|--|--|--|----------------------|--|--|--|-------------------------|
| | | Phoenix so we feel like an amalgamated sports club and work together for the common good. Tour at Easter Vets tour at May bank holiday | | Tour rep Tour rep | | | | AGM previous year |
|--|--|--|--|----------------------|--|--|--|-------------------------|

8.0 Developing Links

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|----|------------------------|---|-----------------|---|---------------|----------------|------------------------|-------------|
| | CSP & LAs | Continue to use East Cheshire Club Development Officer and East Cheshire and Warrington for funding and information about courses, volunteering etc | Each month | Devel Officer | | | | Each Sept |
| | Single System pathways | To continue to be involved with single system – junior coordinator is a coach at JRPC Players put forward for higher level coaching Offer facilities for coaching and tournaments | 2020 + | Junior coordinator | | | | Each season |
| | Links with schools | Continue to liaise with Wilmslow High School Find coach specifically to go into schools to give coaching sessions | Ongoing 2020 | Devel Officer Junior coordinator/Club Captains | | | Interest in WHC | Each Sept |



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| | | Send flyers to all local junior schools Extend area for recruitment | July for September Jan for following Sept | Devel Off | | | | Sept/Oct |
| | | Investigate offering astro to local primary schools free. | Sept | Schools Coord | | | | Sept |
| | England Hockey Board, Regional and Counties Associations | Club reps attend county development meetings Club Captain is on county committee | Half yearly | Junior coordinator or Club Captain | | | | |
| | | Use the pitch for county tournaments | As required | | | | | |