**Club Development Report**

**AGM June 23rd 2017**

**MEMBERSHIP GROWTH**

* From 15/16 to 16/17 season our net growth was 20% or 78 members. Previous 3 years’ growth was between 1% and 8%.

**PLAYER RECRUITMENT**

**Schools**

* Solid schools program this year
* New plan that engaged kids through inspiring assemblies, fun coaching sessions & a new club run tournament and engaged parents through flyers and vouchers.
* Thanks to Richard Ross for delivering the coaching. Amanda Waite is going to take this over next year so we can continue this successful recruitment drive.

**Junior Camps:** Ran in August and Easter and they have helped attract some new juniors to the club

**Back2hockey:** Continued to bring in adult players including men and women which helped support the lower men’s and ladies’ teams

**Hockeyfes:** Successful open evening for players 13+ with GB men’s player also helped to attract a few players

**COACHING**

* Recruited Malique for the men’s 1s and given a significant loss of players the team played well to hold their position
* Were very lucky to have both Glenn and David to coach the ladies’ 1s and have a great impact on a young and developing squad. We had some young new recruits to the team as well, several from Framlington. Coach recruitment for 17/18 is in progress.
* Ladies 2s kept Marie as player coach but we were without a coach for the men’s 2s
* Senior club coach appointment was Tony Cole who has run club training with support from other such as Richard Ross, Paul S and Paul G.
* We have invested (but not spent all the budget!) in coach development this year with
  + 7 people on Engaging Games module (all junior coaches)
  + 7 people on Sessional Coaching course (mix of junior coaches, snr captains and snr coaches)
  + 1 person on Coaching for talent
  + 4 people on the Introduction to hockey course (all junior coaches)
* Richard R organised a coach development evening for all coaches & capatins with talks from Glenn and Tony Cole
* We aim to do another event next season with a focus on basic technical skills esp. for new parent coaches & also best practice match day coaching as these elements are missing from EH coaching courses

**UMPIRES**

* Thank you to all our umpires who have a thankless task and without whom we could not play
* We hosted an umpire course in October and are just about to run a second to recruit more
* Our umpire numbers are low given our extra teams but several people have signed up to the latest course.
* Bunny has done a great job in getting the umpires co-ordinated every week

**VOLUNTEERS**

* A a huge number of volunteers but always need more especially to help fundraise, run events and tournaments. The Guinness World Record however did have a positive impact on numbers and encouraged more people to get involved
* We have tried to recognise volunteers more this year through ‘volunteer of the month’ in the newsletter and a prize over the bar as well as a draw for free tickets to World League
* Going forward we intend to break down roles to make them easier to volunteer for

**COMMS INC. WEBSITE**

* We have tried to use multiple channels to get messages out to members: e-mails, social media, newsletters, via captains & coaches, team apps
* Website was re-developed to help find info and make it easier to manage. Fixtures have been and will continue to be optimised for next season
* The plan for next season is to have an online payment system for subs and tickets etc. and to scope out an online payment for match fees.

**PLAYER RETENTION**

* Although our net gain from 15/16 was 78 players….
* We actually recruited 118 new juniors and 44 new adults, 162 members in total
* Which means we lost 29% of juniors (53 players) and 18% of adults (31 players) - a total of 84 players

**Membership Satisfaction Survey**

* We had an opportunity to run a pilot with England Hockey to understand member satisfaction with the club and what made them more and less satisfied
* Great opportunity to understand issues, improve the club and improve retention figures
* Main learnings
  + Lots of positive comments about the atmosphere, friendliness, coaching
  + Coaching gaps: M2s, some jr groups U12 girls
  + Need for more stretch for higher ability U13s
  + Subs & match fees at a limit for adults but parents see the club as excellent value
  + More 121 feedback & tactical coaching across the board
  + Improve socials
  + Coach development opportunities: match day coaching
  + Clearer communication of junior selection policy and rationale
  + Don’t forget fun!