

***BACK TO HOCKEY CASE STUDY
TEDDINGTON HOCKEY CLUB -
ELDERFLOWERS***



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HOW DID THE ELDERFLOWERS BEGIN?

Two years ago the Elderflowers were stood on the sideline watching their children play hockey.

One mum, Cathy Withycombe, had the idea of starting a new group to attract women back to/into hockey in a fun, social environment. The 'Elderflowers' Back to Hockey group at Teddington Hockey Club was formed.

Many of the women had never played hockey before and others not since school. However they kitted themselves out by borrowing sticks and kit from their children.



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HOW HAVE THE ELDERFLOWERS DEVELOPED?

The women have been encouraged by Teddington Hockey Club, which offers them the Ladies 1st XI players and a coach for their weekly training sessions.

Last year the women, mostly in their forties and fifties, were invited to take part in the Ladies 5th XI, in which they ended up forming the whole team.

Over 35 ladies took a turn at playing for the side and every week they thoroughly enjoyed getting their first taste of competitive hockey. They regularly took the maximum of 16 players (5 subs) to matches to allow as many people as possible to have a go.



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WHAT'S NEXT FOR THE ELDERFLOWERS?

Membership of the Elderflowers continues to go from strength to strength. In its first year more than 76 women turned up to the £5 “pay per play” Saturday sessions.

30 new participants turned out for the first Elderflowers training session of this season. With more than 70 on the email group, numbers are expected to continue to grow for the foreseeable future.



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TELL US ABOUT YOUR BACK TO HOCKEY STORIES...

Is your club running Back to Hockey sessions? Tell us your Back to Hockey story and it could feature as one of our Back to Hockey case studies!

- Perhaps you have a great story about an individual player who's joined your Back to Hockey sessions?
- Maybe you've found a unique way to promote your sessions which other clubs could replicate?
- Have Back to Hockey sessions increased the number of women at your club?

Send us your stories and accompanying photos, videos and press clippings to:

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