

***BACK TO HOCKEY CAMPAIGN  
SEVENOAKS HOCKEY CLUB***



**ENGLAND  
HOCKEY**

# SEVENOAKS HC'S BACK TO HOCKEY STORY

Sevenoaks Hockey Club had a fantastic 64 players attend their first Back to Hockey session of the campaign.

We caught up with Jacqui Hudson, the lead Back to Hockey coach for the club and Chair of their junior section, who tells us why they decided to take part in the campaign, how they attracted the players and to find out how the session went.

Also photos have been kindly provided by Michele Harvey from the club.



# WHY DID THE CLUB DECIDE TO TAKE PART IN THE CAMPAIGN?

After receiving notification that England Hockey were running a national Back to Hockey campaign, we thought a club like Sevenoaks should be offering the sessions to cater for women who wanted to return to the sport. So I approached the committee who were very supported and agreed we should take part.

Also this season we experienced a slight drop in the number of ladies playing at the club, so thought the sessions would be great stepping stone to attract players who want to join the club, but might feel too nervous or intimidated to turn up to a club training session. We hope through our Back to Hockey sessions to attract 5-10 players to join the club.



## HOW DID THE CLUB PROMOTE THE SESSIONS?



In addition to usual of methods of putting up the Back to Hockey banner and advertising on the clubs website, we gained the greatest interest from;

-Sending direct emails out to the parents of all our junior members and then spoke to them whilst they were stood on the sidelines watching their children play.

-The local coffee shop is always full of mums with their children so we put lots of posters up there and printed the Back to Hockey flyers to leave in the shop as well.

-There is a Sevenoaks Mums Facebook group, so a couple of our players kept advertising the sessions on the group.

-As a multi sport site a number of women from other sports and general users of the facility advised they saw our onsite promotion through posters, flyers and the banner.



# WHO WAS THERE AND HOW DID IT GO?

We had had enquiries from 78 ladies so I had hoped for a good attendance but you never know until they turn up for the first session and so I was chuffed to see so many actually coming along on the day!

There was a real mix of players and hockey experience; a third of the players were parents of our juniors, whilst half of them general public. 10 players were complete beginners, 20 had not played since school and further 10 had not played since having children.

Despite many of the players looking extremely nervous initially, once the session began the noise levels rose as confidence grew and it was so rewarding to hear laughter and see smiles as they realised how much they could still do and as they remembered what a great game hockey is!



# FEEDBACK FROM THE PLAYERS

*'I had the best fun in ages!! A very enjoyable evening that was well organised and run. Nice to see that just because we are older, we haven't lost our competitive streak... The coaches pitched it perfectly and I'm looking forward to next week already'*

**Anna - a junior parent who had not played hockey since having children 16 years ago.**

*'It was such fun to be able to play again, albeit rustily!! Great to learn some skills too, and to hear about some of the new rules. Looking forward to next week.'*

**Melanie - a member of the public who had not played hockey since school 18 years ago.**

*'Without this initiative I would never have come back to hockey. I thought those days were long gone; best left to a younger generation. The 'Back to Hockey' initiative has made me realise that hockey transcends generations rather than dividing them. It was great fun, and a fantastically rewarding experience. I was reminded of old skills and learnt lots of new ones in the space of an hour.'*

**Michele - a junior parent who last played hockey at school 25 years ago.**



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## WHAT ARE OTHER CLUB MEMBERS SAYING?

*‘Sevenoaks hockey club were absolutely delighted to welcome in excess of 60 ladies to our first ‘Back to Hockey’ session on Hollybush Lane astro. We had a number of volunteer coaches from the ladies section on hand to assist Jacqui who coordinated the whole session. We were particularly pleased to get so many mums of our junior boys and girls out on the pitch instead of watching from the stand! We hope to see everybody back again next week!’*

**Fran Walton, Club Treasurer**

*‘We are delighted to welcome players to the hockey family. Whether for the first time or coming back to the game, there is lots of fun and friendship in playing hockey at Sevenoaks.’*

**Iain Pearson, Club President**



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# TELL US YOUR BACK TO HOCKEY STORIES...

Is your club running Back to Hockey sessions? If so share your story with us!

- 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 [jason.ocallaghan@englandhockey.co.uk](mailto:jason.ocallaghan@englandhockey.co.uk), post them on our [Facebook](#) page or tweet us [@EnglandHockey](#)



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