

***BACK TO HOCKEY CAMPAIGN
WOOTTON BASSETT HOCKEY
CLUB***



**ENGLAND
HOCKEY**

WOOTTON BASSETT HC'S BACK TO HOCKEY STORY

Wootton Bassett Hockey Club ran three sessions during our Back to Hockey spring campaign. We went along to their final session to find out why they decided to take part and how they got on.



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

Pete Sammon, head coach, advised the club decided to take part as they wanted to attract new members.

In order to appeal to as many mums as possible the club offered to entertain young children brought along, removing the need to arrange childcare.

Word of mouth was key in promoting the sessions as current members spread the Back to Hockey message to family, friends and work colleagues (to name a few).



THE SESSION

Taking place on Saturday mornings, the pitch was a hive of activity with Back to Hockey at one end, junior development squad training at the other and the youngsters of the Back to Hockey mums in the middle.

This not only utilised pitch space and funding the club gained from the towns council, but also created a great family feel!

Each week the number of women attending the session grew, with 14 players attending the final session. It was also fantastic to hear numerous players asking how they could continue to play at the club.



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FEEDBACK FROM THE PLAYERS

After the session we caught up with Cathie who found out about the sessions through a work colleague.

Cathie had not played hockey since school where, by her own admission, she tried to get out of PE lessons whenever possible.

'I have enjoyed it a lot more than I thought! It has also been pitched really well by the club with the progressions over the three weeks. It has also meant for the players who haven't been to all of the sessions they are able to join in and still feel part of the group.'



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, post them on our [Facebook](#) page or tweet us [@EnglandHockey](#)



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