

BACK TO HOCKEY
BISHOP'S STORTFORD HOCKEY
CLUB



ENGLAND
HOCKEY

BISHOP'S STORTFORD HC'S BACK TO HOCKEY STORY

Bishop's Stortford HC first started to deliver Back to Hockey sessions in October 2011 and most recently took part in our Spring campaign 2014. Richard Temple the clubs Back to Hockey co-ordinator tells us the clubs story;

One of the biggest issues with getting people to take up sport is "ease". We organised our first Back to Hockey sessions alongside our junior coaching on a Sunday, which allowed parents who were dropping their kids off to just turn up and give it a go. These initial sessions created the 'family feel' that we have had at Back to Hockey.

We ran the sessions throughout the season and then to again coincide with the London Olympics throughout the summer of 2012.

With our junior section quadrupling in size we didn't have the pitch space to run during the 2012-13 season. However we resumed during summer 2013 and took part in England Hockey's national Back to Hockey campaign in Spring 2014.

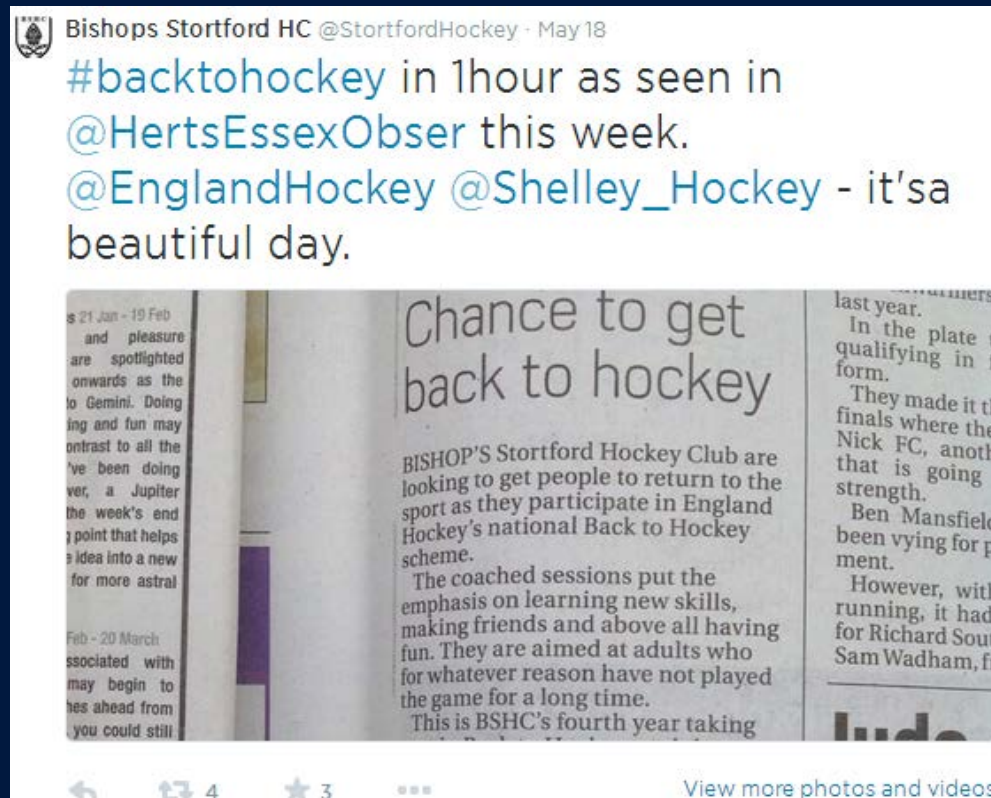


WHAT HAVE THE CLUB DONE?

72 people have attended a Back to Hockey session at the club.

We have never charged for this and we provide equipment with the club arranging a 'stick amnesty' for old and used sticks.

In addition to word of mouth to the parents of the juniors, the sessions have been promoted on Facebook and Twitter, flyers have been placed in local gyms/coffee shops, with a little bit of advertising in the Bishop's Stortford Flyer magazine all of which have contributed to the numbers.



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WHAT HAVE BEEN THE OUTCOMES?

The real success has been getting a load of new blood into the club who are willing to roll their sleeves up and get involved.

Financially, we have income from 20 former Back to Hockey players who now pay subs.

Socially, it has reinforced a family feel to the club, with some of the Back to Hockey players representing the club in Essex Mixed League hockey with their kids. There aren't many team sports where fathers/daughters and mothers/sons can play competitively within the same team.

We have also had a new source of volunteers, Lucy Carr who attended the very first sessions subsequently became a Level 1 hockey coach and Laura Shambrook captained our Ladies 4th XI for the 2013-14 season.



Laura Shambrook (left) captained L4s, Lucy Carr (right) Level 1 Coach

FURTHER SUCCESS – INCREASING MALE MEMBERS

Yes, men! To our surprise we found that ‘dads’ were attending along with ‘mums’ which we have never discouraged. The men who turned up were to become instrumental in maintaining our East League 6th XI in the 2012-13 season. Towards the end of the 2013-14 season the men’s league teams had 14 players who have attended Back to Hockey regularly.

Nick Budd who attended the Back to Hockey sessions also captained our Men’s 5th XI this season and is looking to take his Level 1 hockey coaching badge soon.



Nick Budd (right) captained M5s

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](#)

