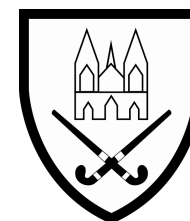


# LICHFIELD HOCKEY CLUB

## DEVELOPMENT PLAN

SEASON 2022/23



LICHFIELD  
HOCKEY CLUB



ENGLAND  
HOCKEY



# Lichfield Hockey Club Development Plan 2022/23

## Introduction

Lichfield Hockey Club, formed in 1961, has grown to become one of the biggest clubs in the Midlands. This development plan details some of the proposed actions targeting short, medium and long term goals. This plan has been created and is monitored through the club committee with regular reviews taking place. This plan will help the club work towards its vision, which is to be an open, inclusive and friendly club providing all members with the opportunity to play and enjoy hockey whatever the age, gender or ability.

The club's objectives are as follows:

1. To encourage, promote and develop hockey in Lichfield and its surrounding areas, being inclusive and actively encouraging all aspects of the sport of hockey.
2. To provide quality structured hockey and coaching for all abilities, ages and genders without prejudice developing opportunities for juniors, seniors and masters.
3. To be the leading club in the area for junior development, nurturing the talent and ambition of the individual to reach their full potential and feed into senior hockey.
4. To provide a social hub for all our members.
5. To work in partnership with the local community, local schools and other sporting organisations.
6. To ensure a duty of care to all members of the club.

The club was recently re-awarded its England Hockey Clubmark accreditation which demonstrates that the club operates to a set core criteria and has good practices in place to ensure that we deliver quality hockey in a sustainable and vibrant club environment.

## Our position today - August 2022

The club has the number of members as shown in the table in Appendix 1. *(Note: These figures are from the club's website however some, especially junior members, are still yet to register as members on this new system.)*

Through the winter season the club runs 6 men's teams, 7 ladies teams, a development (Badgers) team, junior age group teams from under 8 to under 18 and a number of masters teams. Our Men's first team plays in the National League and our women's first team plays in the Midlands Premier Divisions, with aspirations of promotion to the National League. During the summer months the club runs 6 summer league teams as well as a number of holiday camps for junior members. Lichfield Hockey Club members have achieved recognition at both regional and international level with players representing their countries in World and European championships from age group to masters level.

Coaching sessions, run by our coaching team, take place throughout the week on our club pitch based at Lichfield Sports Club. Weekends are fully taken with hockey games and junior development sessions and tournaments. During the day the pitch is used by Lichfield Cathedral School whilst in the evening junior football takes place when not used by hockey.

The club pitch remains a fantastic asset to the club and wider Lichfield Sports Club (of which LHC is a member). Plans to replace the surface are being developed alongside plans for a second pitch. Car Parking has recently been improved following the installation of a second car park following funding from HS2 and much work by some members. Work is currently also being done to try to install a path between the clubhouse and pitch. Changing facilities and the clubhouse remain good however we are conscious that additional changing rooms would be greatly beneficial.

We are currently working through an application to become an England Hockey Talent centre. A Talent Centre club is a club that provides high quality provision for players at early talent development level (Talent Foundations). This provision will be embedded within the club's junior programme. Talent Centre accreditation recognises the quality of a club's talent development environment and provision, not individual players.

England Hockey will recognise, through accreditation, environments within the Talent System that provide high quality talent development. In time, EH envisages the operation of around 100-120 Talent Centres so that every child should have reasonable access to one or more of these opportunities if they wish to and if it is right for them.

The club has aspirations in the longer term to become an England Hockey Talent Academy, these are intended for the highest potential 15 – 18-year-old players.

The club has recently appointed a new chairman following the retirement of the previous one after 28 years and the process of embedding a new committee has begun. Work moving forward will focus around this development plan with this document being updated annually.

## Development Plan

This development plan focuses on 8 Key areas as highlighted below:

### Key Focuses

Key Focus 1 - Developing our playing programme

Key Focus 2 - Developing our people

Key Focus 3 - Developing our key policies

Key Focus 4 - Developing our facilities and equipment

Key Focus 5 - Developing our finances

Key Focus 6 - Developing our publicity and communication

Key Focus 7 - Developing our social offer

Key Focus 8 - Developing our external links

### Key

NC - Neal Critchley, DE - Dave Eastland, DW - Dave Willenbruch, TW - Tony Wilmott, LJS - Lindsey Johnson-Smith, NMCG - Neil McGregor, MS - Mitch Smith, AH - Alida Hill, CM - Carl Mears, RB - Roger Beaney, CR - Carol Rodgers, AM - Ange Mason

## Key Focus 1 - Developing our playing programme

Key Actions	Lead Person	Timeline and RAG		Success Criteria	Monitoring and Evaluation	Cost and Support
<input type="checkbox"/> Adapt training times to allow for better progression of players. <i>Age group - General Training - Performance training.</i>	NC	Aug 22		<input type="checkbox"/> More members attend training. <input type="checkbox"/> Clarity of progression		Training costs
<input type="checkbox"/> Introduce masterclass sessions for members to work on specific skills.	NC	Oct 22		<input type="checkbox"/> Masterclass sessions booked and advertised.		Coaching costs
<input type="checkbox"/> Introduce a mixed team.		Oct 22		<input type="checkbox"/> Mixed team fixtures are played.		Pitch hire
<input type="checkbox"/> Organise a two day open age summer mixed tournament.		Mar 24		<input type="checkbox"/> Tournament organised and completed		
<input type="checkbox"/> Expand Masters provision by introducing more teams.	TW	Sept 23		<input type="checkbox"/> Additional Master team introduced.		Cup entry fees
<input type="checkbox"/> Organise an annual two day summer masters mixed tournament.	TW	Mar 23		<input type="checkbox"/> Tournament organised and completed		
<input type="checkbox"/> Introduce a player mentor programme to help develop our members and help progression.	NC	Sept 22		<input type="checkbox"/> Player mentors appointed and working with players.		
<input type="checkbox"/> Hold regular Back to Hockey sessions throughout the season.	DW	Sept 22		<input type="checkbox"/> Back to hockey sessions planned for the year, advertised and completed.		Pitch and coach
<input type="checkbox"/> Rebrand our junior training programme.	NC	Aug 22		<input type="checkbox"/> Junior training advertised.		Printing costs
<input type="checkbox"/> Launch a regular coaching programme in primary schools.	NC	Sept 22		<input type="checkbox"/> Primary programme introduced and completed in primary schools.		Programme costs
<input type="checkbox"/> Look into starting Flyerz hockey (Disability hockey programme)	TW	Jan 23		<input type="checkbox"/> Plan for the introduction of Flyerz hockey completed and discussed with EH.		Pitch, coach, equipment
<input type="checkbox"/> Apply to become a Talent Centre.	DW	Oct 22		<input type="checkbox"/> Application completed		
<input type="checkbox"/> Look at what the club needs to do to become a talent academy	NC	Oct 22		<input type="checkbox"/> Plan formalised as to what steps the club need to take.		
<input type="checkbox"/> Develop our training offer for youngsters during holiday periods.	DW	Dec 22		<input type="checkbox"/> Holiday camps planned and advertised.		Video system
<input type="checkbox"/> Look at the facilities for video games.	NC	Sept 22		<input type="checkbox"/> Regular videoing of games.		
<input type="checkbox"/> Introduce the role of club captains.	NC	Aug 22		<input type="checkbox"/> Club Captains introduced.		

## Key Focus 2 - Developing our people

Key Actions	Lead Person	Timeline and RAG		Success Criteria	Monitoring and Evaluation	Cost and Support
<input type="checkbox"/> Introduce a consistent approach to paying coaches based on qualifications and experience.	NC	Aug 22		<input type="checkbox"/> Clear structure mapped out and communicated with coaches.		Coaching costs
<input type="checkbox"/> Encourage club coaches to upskill by attending EH courses and be part of the single system.	DE	Oct 22		<input type="checkbox"/> Coaches sign up for training.		Course costs contribution.
<input type="checkbox"/> Investigate coach mentor programme using more experienced club coaches.	NC	Sept 22		<input type="checkbox"/> Coaches feel supported in the end of year review.		Cost of mentors
<input type="checkbox"/> Increase the number of qualified coaches in the club.	DE	Jan 23		<input type="checkbox"/> Number of coaches in the club increases.		Course costs contribution
<input type="checkbox"/> Encourage more members to achieve their Level 1 umpire qualification.	DE	Jan 23		<input type="checkbox"/> Number of umpires in the club increases.		Cost of course
<input type="checkbox"/> To reward captains and encourage others to be available to Captain.	LJS	Apr 23		<input type="checkbox"/> 15% rebate made at the end of the season to all Captains.		Cost of refund
<input type="checkbox"/> To create a captains handbook to ensure Captains know what is expected and what is available to them.	NC	Aug 22		<input type="checkbox"/> Handbook shared with captains and coaches.		
<input type="checkbox"/> To encourage more club members to attend regional and national trials at all levels.	NMcG	Apr 22		<input type="checkbox"/> Trials advertised and numbers tracked		
<input type="checkbox"/> To ensure all welfare officers are suitably upskilled.	DW	Sept 22		<input type="checkbox"/> Training recorded centrally.		Training costs
<input type="checkbox"/> To encourage all committee members, captains and coaches to complete the EH Inclusion and Diversity course.	NMcG	Oct 22		<input type="checkbox"/> Training recorded centrally.		
<input type="checkbox"/> Renew, as required, DBS checks for coaches, captains and volunteers.	NMcG	Oct 22		<input type="checkbox"/> Central DBS records updated.		DBS costs
<input type="checkbox"/> Ensure all appropriate people complete the EH Safeguarding course.	NMcG	Oct 22		<input type="checkbox"/> Training recorded centrally.		Course cost (£10pp)

### Key Focus 3 - Developing our key policies

Key Actions	Lead Person	Timeline and RAG		Success Criteria	Monitoring and Evaluation	Cost and Support
<input type="checkbox"/> Review and update policies as required <input type="checkbox"/> Update the website to ensure all appropriate policies are available to members. <input type="checkbox"/> Update policies relevant to the Talent Centre application.	NC	Sept 22		<input type="checkbox"/> All policies updated		
	NC	Sept 22		<input type="checkbox"/> Website shows all relevant policies.		
	DW	Oct 22		<input type="checkbox"/> Talent centre application completed		

### Key Focus 4 - Developing our facilities and equipment

Key Actions	Lead Person	Timeline and RAG		Success Criteria	Monitoring and Evaluation	Cost and Support
<input type="checkbox"/> Work towards the surface replacement of our existing pitch. <input type="checkbox"/> Continue to seek funding for a second pitch. <input type="checkbox"/> Install a walkway between the clubhouse and the pitch. <input type="checkbox"/> Prepare a maintenance plan for the pitch. <input type="checkbox"/> Look to develop additional storage areas. <input type="checkbox"/> Develop and enhance the pitches refreshment offer. <input type="checkbox"/> Repair boards around the pitch. <input type="checkbox"/> Formalise sponsorship boards/banners around the pitch. <input type="checkbox"/> Look to get an online calendar with pitch bookings on. <input type="checkbox"/> Investigate options for installing some seating at the pitch. <input type="checkbox"/> Work towards renewing kit offer for 2023. <input type="checkbox"/> Create a standardised set of kit for coaches.	NC	Sept 24		<input type="checkbox"/> Plan in place with JMC to replace surface, ensuring all funding is available as required.		Cost to JMC of resurfacing.
	DW	Sept 25		<input type="checkbox"/> Plans for second pitch progressing.		Cost of pitch
	NC	Nov 22		<input type="checkbox"/> Walkway installed.		Cost of walkway ~£13k
	DW	Oct 22				Maintenance cost
	CM	Oct 22		<input type="checkbox"/> Plan created and shared		Containers/ Conversion ~£5k
	CM	Oct 22		<input type="checkbox"/> Additional storage area created.		
	NC	Oct 22		<input type="checkbox"/> Plan for creating refreshment are finalised.		
	NC	Oct 22		<input type="checkbox"/> Boards around the pitch repaired.		Repair costs
	NC	Oct 22		<input type="checkbox"/> Banner around pitch updated and new ones added.		
	NC	Oct 22		<input type="checkbox"/> Online calendar visible to all members.		
	DW	Dec 22		<input type="checkbox"/> Plans drawn up and discussed with the committee		Seating cost
	NC	Mar 23		<input type="checkbox"/> Outline plans discussed with committee		
	NC	Nov 22		<input type="checkbox"/> Kit plan shared with committee and coaches.		Kit costs

## Key Focus 5 - Developing our finances

Key Actions	Lead Person	Timeline and RAG		Success Criteria	Monitoring and Evaluation	Cost and Support
<input type="checkbox"/> Create a sponsors and partners brochure highlighting opportunities to work with LHC. <input type="checkbox"/> Review and develop our finance systems and policies. <input type="checkbox"/> Arrange to start using appropriate accounting software. <input type="checkbox"/> Investigate employing a bookkeeper to help simplify the job. <input type="checkbox"/> Purchase a square reader to enable electronic payments at the pitch. <input type="checkbox"/> Continue to develop our use of Clubbuzz to ensure ease of collecting subs and match fees. <input type="checkbox"/> Increase the number of juniors using Clubbuzz. <input type="checkbox"/> Use gift aid more to ensure maximum funding.	NC  LJS LJS LJS LJS AM CM/RB LJS	Aug 22  Dec 22 Oct 22 Oct 22 Sept 22 Aug 22 Oct 22 Oct 22		<input type="checkbox"/> Sponsors brochure created and shared with members.  <input type="checkbox"/> Systems reviewed and recommendations made to the committee. <input type="checkbox"/> Software being used  <input type="checkbox"/> Bookkeeper investigated and recommendations made. <input type="checkbox"/> Square reader purchased  <input type="checkbox"/> More players sign up to Clubbuzz and clarity given to all how it works.  <input type="checkbox"/> Most juniors use Clubbuzz for match fees.  <input type="checkbox"/> All donations make use of gift aid		Software costs  Bookkeeper costs  Square reader cost ~£150

## Key Focus 6 - Developing our publicity and communication

Key Actions	Lead Person	Timeline and RAG		Success Criteria	Monitoring and Evaluation	Cost and Support
<input type="checkbox"/> Introduce a communication secretary as part of new changes to the club structure. <input type="checkbox"/> Ensure regular use of social media to highlight news stories and successes. <input type="checkbox"/> Introduce a regular club newsletter to link more closely with members. <input type="checkbox"/> Introduce a weekly results sheet showing results and scorers for all teams. <input type="checkbox"/> Update club branding. <input type="checkbox"/> Update the website to ensure as much	NC  NC NC NC	Sept 22 Sept 22 Aug 22 Sept 22 Aug 22 Aug 22		<input type="checkbox"/> Communications secretary appointed  <input type="checkbox"/> Regular social media stories posted.  <input type="checkbox"/> Newsletter created and regularly sent to members. <input type="checkbox"/> Results sheet distributed weekly.  <input type="checkbox"/> Clarity on club branding. <input type="checkbox"/> Website shows up to date information about the club.		

information as possible is available to members.						
<input type="checkbox"/> Create a members area on the website where videos of games can be shared so all members can access them.	NC	Sept 22		<input type="checkbox"/> Members area created and used.		
<input type="checkbox"/> Promote being a vice president to keep people involved with the club.	TW	Sept 23		<input type="checkbox"/> Number of VPs increases.		

### Key Focus 7 - Developing our social offer

Key Actions	Lead Person	Timeline and RAG		Success Criteria	Monitoring and Evaluation	Cost and Support
<input type="checkbox"/> Look to build a regular social offer across the season of a variety of events to engage all members of the club.	NMcG	Oct 23		<input type="checkbox"/> Social events planned across the year and information shared with members.		
<input type="checkbox"/> Develop a set of membership benefits through links with other organisations		Dec 22		<input type="checkbox"/> Document shared with members highlighting partnerships and benefits.		

### Key Focus 8 - Developing our external links

Key Actions	Lead Person	Timeline and RAG		Success Criteria	Monitoring and Evaluation	Cost and Support
<input type="checkbox"/> Develop our relationship with England Hockey.	NC	Mar 23		<input type="checkbox"/> Regular contact maintained with England Hockey.		
<input type="checkbox"/> Complete Talent centre application.	DW	Oct 22		<input type="checkbox"/> Talent centre application completed.		Coaching costs
<input type="checkbox"/> Launch a regular coaching programme in primary schools.	?	Sept 22		<input type="checkbox"/> Coaching programme in Primary schools relaunched.		
<input type="checkbox"/> Establish a firm presence in secondary schools in our wider area, including private schools, to raise the clubs profile.	DW	Oct 22		<input type="checkbox"/> Clear structure of presence with secondary schools created.		Coaching costs
<input type="checkbox"/> Create a sponsors and partners brochure highlighting opportunities to work with LHC.	NC	Aug 22		<input type="checkbox"/> Sponsors and partners brochure created.		
<input type="checkbox"/> Look at options to host regional and national events with associated social events.	TW	Oct 23		<input type="checkbox"/> Regional or National event held at club		Cost to put on event.



## Appendix 1

### Member statistics

*Data from club website membership 18/8/22.*

Age Group	2021 - 2022 season			2022 - 2023 (Current - August'22)		
	Male	Female	Total	Male	Female	Total
Under 6	1	1	2	1	1	2
6 - 7	6	3	9	6	3	9
8 - 9	7	10	17	7	10	17
10 - 11	4	11	15	4	11	15
12 - 13	13	16	29	13	16	29
14 - 15	16	25	42	16	26	42
16 - 17	17	21	39	18	21	39
18 - 19	10	9	19	10	9	19
20 - 29	38	32	74	38	36	74
30 - 39	16	23	43	17	26	43
40 - 49	13	18	32	13	19	32
50 - 59	13	13	29	15	14	29
60+	12	9	21	12	9	21
TOTAL	166	191	357	170	201	371

*\* Additional work needed to ensure all juniors are signed up.*

*\* 9 members no age added*