



## History

In 1897, an advert appeared in the Loughborough Echo announcing that: "The newly formed Hockey Club for Loughborough will hold a practice match this afternoon at Shelthorpe at 3 o'clock to which all interested in the game are invited". It was after that practice match that Loughborough Town Hockey club was officially formed.

From the late Victorian period, hockey became popular with men who wanted to play games simply for the challenge of vigorous exercise and team camaraderie. LTHC membership increased, the club became more successful and eventually after WW2 became the premier club in Leicestershire. When Loughborough Aerodrome on Derby Road was decommissioned early in the 1960's the local Borough Council used the level airstrip to develop sports pitches that were ideal for Hockey. An old prefabricated unit was transformed into a much prized clubhouse. Members now had wonderful grass pitches, changing rooms, hot showers and once refreshed players could relax in their own bar, socialise with each other and, entertain guests after matches!

The grass pitches of Loughborough Meadows were gentle on the joints but in winter when it rained or snowed or froze, they became unplayable, sometimes for weeks on end. In the 1980's, Loughborough University began to expand their sporting facilities and constructed an Astroturf. This was a solution that was generally weather proof and the grass pitches were abandoned. Hockey played on Astroturf was a different and much faster game. It required different skills so coaching and training in the evenings under floodlights became essential. LTHC were now running 6 men's teams and it was becoming hard to find fixtures for them all. To meet the increasing demand for fixtures MRHA established a league structure. All teams could now play competitive hockey.

It took a long time, but eventually in 2004, LTHC welcomed women club members and a Ladies team was formed. The club's social life improved considerably. Both sections of the club then combined to develop a Junior Coaching Policy. This has been hugely successful and now boys and girls age 8 to 18 play in Junior competitions and can progress into the senior teams as they get older.



## Where are we now?

### Participant Offer

Membership Type	Members 2019-2020 Season	Aimed for Members 2024-2025 Season
Mens	54	54
Ladies	59	59
Juniors	72	144
Back to Hockey	0	15
Flyerz Hockey	0	10

### Junior Section

	% of Membership	% Male	% Female
5-11 Years Old	44	33	67
12-18 Years Old	56	88	12

### Workforce

Area / Level	Unqualified	L1	L2	L3 (or above)	Total
Coaches	8	2	4	0	14
Referees / Officials	2	11	0	1	14
Team Managers					1

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Committee Members		19
Other volunteers		
Total		48

### Facilities

Facility Name	Facility Type (e.g. 5 a side pitch, 4 court hall etc)	Usage (e.g. training/matches)	Day(s) Used	Hours Used	Cost per hour	Notes (E.g. level of usage, issues, opportunities)
Loughborough University EHB Pitch	Hockey Pitch	Training and Matches	Wednesdays Saturdays	3 Training 3 Matches	£56	
Loughborough University Water-Based	Hockey Pitch	Training and Matches	Tuesdays Wednesdays Saturdays	3.5 Training 3/ 4.5 Matches	£62	
Loughborough Grammar School Foundation Pitch	Hockey Pitch	Training and Matches	Sundays	1.5	£35	
Loughborough Grammar School New Pitch	Hockey Pitch	Matches	Wednesdays	1.5	£45	

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## Finance

<b>Membership Income</b>	£36,427.27
<b>Sponsorship</b>	
<b>Grant Income</b>	
<b>Other Income</b>	£2,018.34
<b>Annual Expenditure</b>	£40,889.62
<b>Loans</b>	
<b>Assets</b>	
<b>Reserves</b>	£20,701.32
<b>Savings</b>	£12,322.10

## SWOT Analysis

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Good access to local pitches and players from Endowed schools and University.</li> <li>• Growth of ladies section.</li> <li>• Enthusiastic core of volunteers.</li> <li>• Recent strengthening at top of mens section.</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• No home base and lack of club house.</li> <li>• Lack of volunteers, particularly umpires.</li> <li>• Transient nature of player base- very few local players who aren't students or attending school.</li> <li>• Lack of ethnic diversity.</li> <li>• Lack of route from junior hockey through to ladies hockey.</li> <li>• Poor coach development.</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Build on recent growth of the sport and our on-pitch successes.</li> <li>• Improve our communications strategy through increased use of the website and social media.</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Expansion/ of local clubs- Carillon, Leicester City and Loughborough Students.</li> <li>• Uncertainty regarding students and Covid situation - loss of player base.</li> <li>• Limited numbers of volunteers.</li> </ul>

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<ul style="list-style-type: none"> <li>• Build up links with local schools and increase size of junior section</li> <li>• Finance- club in good financial position, have money to spend if required.</li> </ul>	
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## Aims

### Club Vision

Loughborough Town Hockey Club will provide high quality hockey sessions for young people and adults. This will be achieved through a progressive programme that provides recreational and competitive hockey opportunities for all ages and abilities. The club will also provide a pathway of performance for players interested in competing at a county, regional and national level.

### Key Objectives

- Double our number of junior players.
- Recruitment of more permanent senior players.
- Recruitment of more volunteers.
- Explore options regarding pitch hire/ facilities.

### Workforce

Objective	Actions	Resources	Lead	Timeline/ Deadline	Progress
Ensure that our coaches have the skills they need to run engaging, progressive sessions.	Run at least one 'community of practice' per year for our club coaches.		Section Leads	Review August 2021	
	Ensure that all coaches are aware of development opportunities.		Section Leads	Review August 2021	

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Double numbers of regular club umpires	Host an 'umpiring day' at least once per year to give club members an opportunity to umpire in a no-pressure environment.		Umpire Secretary	Review August 2021	
	Highlight junior matches to newer umpires- particularly U8s/U10s/U12s.		Umpire Secretary	Ongoing	
Committee diversity	Make committee members and key committee highlights more visible through social media.		Website Officer	At start of each season	

## Facilities

Objective	Actions	Resources	Lead	Timeline/Deadline	Progress
Explore pitch options to secure additional pitch space for the club as it continues to grow.	Continue discussions with Charnwood College.		Development Officer	Ongoing	

## Juniors

As a junior section we aim to provide hockey for children and young people of all ages and abilities from the local area. In addition, the club aims to provide its junior members with opportunities to develop as umpires, coaches, captains and managers, developing their individual interests and talents and gaining transferable skills.

Objective	Actions	Resources	Person Responsible	Timeline/Deadline	Progress
	Ensure that we are delivering fun sessions that stretch our players.		Junior Co-ordinator	Ongoing.	

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Double the number of members we have over the next five years.	Sign up to and deliver England Hockey initiatives aimed at increasing player numbers, such as Hockey Heroes.		Junior Co-ordinator/ Hockey Heroes co-ordinator	Ongoing. Hockey Heroes delivery to begin September 2021	
	Offer discount on membership fees/ equipment for those juniors in receipt of pupil premium funding.		Junior Co-ordinator	Ongoing	
Increase the number of formal school links we have by one per year over the next five years.	Run Quicksticks festivals to provide additional playing opportunities for local schools.		Junior Co-ordinator/ Quicksticks co-ordinator	October 2021	
	Provide coaching into local schools to provide more state schools with the opportunity to play hockey.	Need a coach that is able to carry out coaching within schools.	Junior Co-ordinator/ School link co-ordinator	September 2021	
Have players developed through the junior section playing in every single team within the club.	Design a training programme that promotes skill and decision-making development for all age groups.	Creation of junior coaching plan/ playbook	Junior Co-ordinator	Junior coaching plan/ playbook to be developed by September 2021	
	Continue to offer Badgers hockey as a stepping stone between junior and senior hockey.		Junior Co-ordinator	Ongoing	
	Ensure that we enter our junior members into as many matches/ competitions as		Junior Co-ordinator	Ongoing	

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	possible to give them as many opportunities to play as we can.				
	Provide more ability specific training and opportunities, particularly for our more advanced junior members.		Junior Co-ordinator	First masterclass to run November 2021	
	Increase the number of juniors successfully selected for the England Hockey Player Pathway, by ensuring that we signpost those juniors we think should be involved in this to these sessions.		Junior Co-ordinator	September 2021	
	Increase the number of girls we retain at 11+.		Junior Co-ordinator/ Ladies Club Captain	Ongoing	
Support the personal development of our junior members.	Establishing a programme of opportunities to introduce juniors to umpiring, coaching and team management that can be access by all junior players.	Linking, where appropriate, with Midlands Young Umpires and England Hockey Coach development opportunities for Young Leaders.	Junior Co-ordinator	Set up formal young leaders program by April 2023	
Increase integration between junior section and rest of club.	Highlighting specific senior matches throughout the season, such as mixed cup matches, to junior members as matches where there will be high quality		Junior Co-ordinator	Ongoing	



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	hockey on display for them to watch and support.				
	More interaction between players playing at high levels and the juniors, for example through the running of masterclasses demonstrating specific skills.		Junior Co-ordinator	First masterclass to run November 2021	
Increase parental engagement with the club.	Run at least one parents meeting per season to set out aims, expectations and plans for the season.		Junior Co-ordinator	Start of each season, next one September 2021	
	Hosting an end of season party for the juniors.		Junior Co-ordinator	June 2022	

## Senior Section

Objective	Actions	Resources	Lead	Timeline/Deadline	Progress
Promotion and then consolidation of mens 1s in National League.	We will aim to do this by building on the successful core we currently have and increase our player recruitment via contacts within the local area and exposure to our world class facilities. We will look to build on the current level of coaching and support we offer players and would look to increase contact time with the squad if NL status was achieved		Mens Club Captain	Ongoing.	
Continue to ensure that there is support for junior	Priority will be given to junior players were opportunities to increase development		Mens Club Captain	Ongoing	

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development, from the mens 5s upwards.	arise, such as exposure to high standard of hockey in training or games. We will endeavour to both push and support our younger players to enable them to improve their ability at a level they are comfortable with. When ability is equal, junior players will gain priority. We will also look to ensure early integration into mens teams is well supported and players feel comfortable with each 'jump' in level by offering advice and support appropriate for that stage in their development.				
Work towards a ladies 4 <sup>th</sup> team to provide an entry point into ladies hockey for junior girls.	Increase numbers at training		Ladies Club Captain	Ongoing	
Push for promotion with ladies 1s and ladies 2	Provide consistent, quality coaching.		Ladies Club Captain	Ongoing	
Ladies to develop the reputation of being the largest, most welcoming club in Loughborough.	Provide quality coaching for all. Encourage those with a desire to umpire and coach within the club.		Ladies Club Captain	Ongoing	
Video technology	Develop our use of video technology to provide our players with better feedback from match days.		Section Leads	Ongoing	

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### Marketing/ Communications/ Social Media

Objective	Actions	Resources	Lead	Timeline/ Deadline	Progress
Player recruitment	Continue to recruit high class players- use our new video technology to advertise the club on social media.	Youtube, Facebook, Twitter, Instagram, Website.	Website Officer	Ongoing	
	Offer a discount for those players who bring a friend to hockey.	Committee		October 2021	
Improve club communication by having a main clear communication channel	Ensure all members are signed up to the website	Committee, especially team captains.	Website Officer	December 2021	
	Have a consistent social media strategy	Committee		Agree social media plan for next season by August 2021.	
	Summary of committee meeting on website	Club Secretary	Website Officer	Ongoing	
	Match reports posted on website and sent to the Loughborough Echo weekly.	Team Captain to coordinate them to be written after matches Loughborough Echo	Press Secretary	December 2021	
	Yearly newsletter	Committee	Website Officer	End of September 2021	

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Kit	Have all teams within the club playing in the same kit, so the club has a uniform look.		Section Leads	October 2021	
	Move to a model where players are encouraged to buy their full kit.		Section Leads	October 2021	

## Finance

Objective	Actions	Resources	Lead	Timeline/ Deadline	Progress
Ensure club finances are sustainable	Use grants where required for large purchases.		Treasurer	As required, highlight each year in budget (May 2021).	
	Maximise income through other methods such as sales of teas and coffees at matches/ training sessions.	Access to tea and coffee making facilities	Committee	Plan for this to be created by September 2021.	
	Run at least 2 fundraising socials each year		Social Secretary	December 2021	

## Member Satisfaction

Objective	Actions	Resources	Lead	Timeline/ Deadline	Progress
Increase integration within the whole club.	Highlight important matches on social media.	Website, Facebook, Twitter & Instagram.	Website Officer with Club Captains	Ongoing	

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		Team Captain's to highlight matches.			
	Ensure match reports are also published on the club website.	Team Captain to coordinate them to be written after matches	Website Officer with Team Captains	December 2021	
	More socials that are suitable for all club members (and parents).		Social Secretary	Club social by November 2021	
	End of Season members survey	Committee to agree content	Website Officer	May 2022	

## Welfare and Safeguarding

Objective	Actions	Resources	Lead	Timeline/ Deadline	Progress
Ensure that the club continues to offer a safe playing environment for all members, but particularly junior members.	Create plan for ongoing safeguarding training.		Welfare Officer	Dec 2021	
	Review how the club can go above and beyond the basic welfare/ safeguarding requirements.		Welfare Officer/ Junior Co-ordinator	Dec 2022	