



Stokesley Hockey Club – Club Development Plan 2025–2028

1. Introduction

1.1 This Development Plan sets out the vision, priorities and strategic objectives for Stokesley Hockey Club over the next three years.

1.2 The purpose of this plan is to:

- Support sustainable growth of the club
- Improve the experience for all members
- Strengthen the club's role within the local community
- Develop hockey opportunities for all ages and abilities
- Ensure the club remains financially and operationally sustainable

1.3 This plan has been developed using the principles promoted by England Hockey regarding what makes a successful and sustainable hockey club.

2. Club Vision

2.1 Stokesley Hockey Club aims to be:

“A welcoming, inclusive and sustainable hockey club that provides the best possible hockey experience for players, volunteers, coaches, officials and supporters of all ages and abilities.”

3. Club Values

3.1 The club will promote:

- Respect
- Inclusion
- Teamwork
- Sportsmanship
- Development
- Community
- Enjoyment
- Safety

4. Strategic Objectives

4.1 The club's strategic priorities for 2025–2028 are:

1. Strengthen club leadership and governance
2. Grow participation and membership
3. Improve player development pathways
4. Develop coaches, umpires and volunteers
5. Enhance the club's social and community environment
6. Improve sustainability and financial resilience
7. Strengthen safeguarding, welfare and inclusion
8. Improve facilities and hockey environment
9. Increase visibility and engagement within the local community

5. What Makes a Great Club

5.1 England Hockey identifies seven key elements that contribute to a successful club environment, including:

- Great leadership
- Sustainable facilities
- Effective people and volunteers
- Different ways to play
- A welcoming and social environment
- Strong community connections
- Development opportunities for players and volunteers

5.2 These principles underpin this Development Plan.

6. Needs Analysis

6.1 Current Club Strengths

The club currently benefits from:

- A strong community identity

- Established senior and junior hockey provision
- Dedicated volunteers and committee members
- Positive club culture and social atmosphere
- Strong links with local schools and community networks
- Committed coaches and captains
- A developing junior section

6.2 Areas for Development

The club has identified opportunities to:

- Increase membership numbers
- Recruit and retain more volunteers
- Develop coaching and umpiring pathways
- Improve communication and member engagement
- Increase sponsorship and fundraising income
- Improve succession planning for committee roles
- Expand social and recreational hockey opportunities
- Improve diversity and inclusion within participation
- Strengthen links with schools and local organisations
- Enhance long-term facility sustainability

7. SWOT Analysis

Strengths

Friendly and welcoming club culture

Strong local reputation

Established junior and senior hockey

Good community identity

Dedicated committee and volunteers

Weaknesses

Reliance on a small number of volunteers

Limited volunteer succession planning

Financial pressures on grassroots sport

Limited coaching and umpiring capacity

Limited marketing and social media resource

Opportunities

Growth in junior hockey

Increased local community engagement

School partnerships

Sponsorship and grant funding

Growth in recreational hockey

Increased visibility through social media

Threats

Rising facility and operational costs

Volunteer burnout

Competition from other sports and activities

Reduced player availability

Economic pressures affecting membership

Facility availability and costs

8. Strategic Priorities and Action Plan

8.1 Leadership and Governance

Aim

To ensure the club is well governed, sustainable and effectively managed.

Action

Timescale Lead

Review club governance structure

Year 1

Committee

Develop volunteer succession planning

Year 1–2

Committee

Recruit additional volunteers

Ongoing

Committee

Review club policies annually

Annual

Hon Chair / Committee

Improve committee communication with members

Ongoing

Committee

8.2 Participation and Membership Growth

Aim

To increase participation opportunities and membership across all sections.

Action

Timescale Lead

Increase junior recruitment

Ongoing

Junior Coaches / Committee

Promote back-to-hockey and social hockey sessions

Year 1

Club Captains

Action	Timescale Lead	
Develop opportunities for flexible participation	Year 1–2	Committee
Improve retention of junior players into senior hockey	Ongoing	Coaches
Promote hockey to underrepresented groups	Ongoing	Hon Chair / Committee / Coaches

8.3 Player Development

Aim

To support development opportunities for players of all abilities.

Action	Timescale Lead	
Develop structured junior pathway	Year 1–2	Junior Coaches
Support talent development opportunities	Ongoing	Coaches
Provide additional training opportunities	Ongoing	Coaching Team
Encourage player feedback and engagement	Annual	Committee

8.4 Coaches, Umpires and Volunteers

Aim

To recruit, develop and retain volunteers and officials.

Action	Timescale Lead	
Increase number of qualified coaches	Year 1–3	Coaching Lead / Committee
Encourage umpire development	Ongoing	Umpire Coordinator
Provide volunteer recognition initiatives	Annual	Committee
Support safeguarding and welfare training	Ongoing	Child Welfare Officer
Develop young leaders within the club	Year 2–3	Coaches

8.5 Community and Club Environment

Aim

To maintain a welcoming, social and inclusive club culture.

Action	Timescale Lead	
Increase social events across the season	Ongoing	Social Secretary
Improve communication with members	Year 1	Committee
Strengthen links with local schools	Ongoing	Junior Section
Increase visibility in the local community	Ongoing	Social Media Lead
Promote inclusive and respectful behaviours	Ongoing	All Members

8.6 Facilities and Equipment

Aim

To ensure facilities and equipment support safe and sustainable hockey activity.

Action	Timescale Lead	
Review equipment and replacement needs	Annual	Committee
Explore long-term facility options	Year 2–3	Committee
Seek external funding and grants	Ongoing	Treasurer
Ensure facilities remain safe and appropriate	Ongoing	Fixtures Secretary

8.7 Financial Sustainability

Aim

To maintain long-term financial stability and affordability.

Action	Timescale Lead	
Increase sponsorship opportunities	Ongoing	Committee
Develop fundraising initiatives	Ongoing	Committee
Monitor budgets and expenditure carefully	Ongoing	Treasurer
Review membership structures annually	Annual	Committee

Action	Timescale	Lead
Apply for grants where appropriate	Ongoing	Committee

8.8 Safeguarding, Welfare and Inclusion

Aim

To ensure the club remains safe, inclusive and welcoming.

Action	Timescale	Lead
Maintain up-to-date safeguarding policies	Annual	Child Welfare Officer
Promote equality, diversity and inclusion	Ongoing	Committee
Ensure DBS and safeguarding compliance	Ongoing	Child Welfare Officer
Deliver welfare awareness to volunteers	Ongoing	Child Welfare Officer

9. Monitoring and Review

9.1

The Club Committee will review progress against this Development Plan annually.

9.2

Progress may be monitored through:

- Membership numbers
- Volunteer recruitment
- Financial performance
- Participation levels
- Member feedback
- Coach and umpire development
- Safeguarding compliance

9.3

The Development Plan may be updated where:

- Club priorities change
- Funding opportunities arise

- England Hockey guidance changes
- New challenges or opportunities emerge

10. Conclusion

10.1

Stokesley Hockey Club is committed to building a sustainable, inclusive and successful future for hockey within the local community.

10.2

Through strong leadership, effective planning and the support of members, volunteers and the wider community, the club aims to continue developing opportunities for people of all ages and abilities to enjoy hockey in a safe, welcoming and ambitious environment.

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Approved By: Stokesley Hockey Club Committee

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