



Harrow Hockey Club  
Development Plan  
2025-2028



# Vision Statement

To be the leading inclusive community hockey club in North West London.  
Offering excellence in playing opportunities, coaching, community  
engagement, across all age groups



# Objectives

- ▶ Foundation and Engagement
- ▶ Growth and Inclusion
- ▶ Performance and Structure
- ▶ Developing our key policies
- ▶ Financial security
- ▶ Publicity and Communication



# Foundation and Engagement

## ▶ Objectives:

- ▶ Strengthen club infrastructure
- ▶ Boost member retention and recruitment
- ▶ Improve visibility in the community

## ▶ Key Actions:

- ▶ Update and improve club website, with online registration, news, social updates – 2025/26
- ▶ Secure match day coach and or manager for all teams – 2025/26
- ▶ Use England Hockey “Team of the Year” award recognition within advertising – 2025/26
- ▶ Promote the diversity and inclusion of our club – 2025/26
- ▶ Further promote our successful “Back to Hockey” campaign for adults returning to sport – 2025/26
- ▶ Promote “Pick up a Stick” sessions being run, both Junior and Senior – 2025/26
- ▶ Partner with local schools for junior outreach – 2025/26
- ▶ Secure small local sponsorship deals (£500–£2,000) – 2026/27
- ▶ Secure “Player of the Week” sponsorship – 2025-26
- ▶ Apply for England Hockey ClubMark accreditation – 2025/26



# Growth and Inclusion

## ▶ Objectives:

- ▶ Expand Junior and Senior sections
- ▶ Improve Coaching standards and consistency
- ▶ Improve Umpiring standards

## ▶ Key Actions:

- ▶ Maintain U16 teams – 2026/27
- ▶ Actively recruit for new members, juniors and seniors, through advertising locally, social media, online presence - Ongoing
- ▶ Develop our training offer for youngsters during holiday period, be this in-house or working with an existing reputable coaching brand – 2026/27
- ▶ Introduce a mixed team – 2026/27
- ▶ Encourage club Coaches to upskill by taking advantage of the England Hockey courses – 2025/26
- ▶ Encourage club Umpires to upskill by taking advantage of the England Hockey courses – 2025/26



# Performance and Structure

## ▶ Objectives:

- ▶ Raise competitive standards
- ▶ Strengthen governance and sustainability

## ▶ Key Actions:

- ▶ Introduce a Director of Hockey – 2026/27
- ▶ Introduce performance squads for Men's and Women's 1st teams – 2025/26
- ▶ Following inception of Womens and Mens 3<sup>rd</sup> teams in 2024/25 sustain numbers and league performance – 2025/26
- ▶ Maintain all teams league positions – 2025/26
- ▶ Push for promotion for W1, M1, M2 – 2026/27 – **Achieved for M1 and M2 in 2025/26**
- ▶ Introduce a junior coaching framework – 2025/26
- ▶ Apply for local authority funding or Sport England small grants, to support holiday training offer for juniors – 2026/27
- ▶ Nominate juniors for London North area trials – Ongoing
- ▶ Promote London Masters to our Over 35 Members – Ongoing
- ▶ Reward performance with “Player of the Week” vouchers from sponsorship - Ongoing



# Developing our key policies

- ▶ Objectives:
  - ▶ To have relevant, up to date and accessible policies
- ▶ Key Actions:
  - ▶ Review and update policies as required – Ongoing
  - ▶ Update the website to ensure all appropriate policies are available and accessible to all members – 2025/26
  - ▶ Introduce any new policies required – review annually



# Financial security

▶ Objectives:

- ▶ To ensure our finances cover the costs of the club, generating a good balance for any one-off expenditures required season upon season

▶ Key Actions:

- ▶ Move bank accounts, to reduce or eliminate fees associated to our account, improve visibility of accounts – 2025-26
- ▶ Ensure we have both a current and savings account – 2025/26
- ▶ Encourage members to pay regular standing order – 2026/27

# Publicity and Communication

- ▶ Objectives:

- ▶ To maintain a presence both within the local community and online

- ▶ Key Actions:

- ▶ Ensure regular use of social media to highlight fixtures, news, socials, player of the week, successes - Ongoing
  - ▶ Regular monthly newsletters – Ongoing
  - ▶ Ensure website is informative, accessible (SEO), engaging – Ongoing
  - ▶ Club emails are monitored and responded to within a timely manner to enhance engagement with potential new members - Ongoing