

CLUB LIFE

Empower, Engage, Sustain

Linking your Hockey Club to a local School

What is a Club to School link?

Linking your Hockey Club to a local school is a great way of forming a partnership between your club and a local school or number of schools. There are many different benefits to both the club and school, you could even apply for a Community Chest Grant from Sport Wales to help fund your club to school link.

This resource will give you everything you will need to know about establishing an effective club to school link programme.

Why Create Club to School Links?

- 1) Make your club more visible in the community.
- 2) Gain more members.
- 3) Promote events, club nights and other opportunities.
- 4) Attract new volunteers.
- 5) Make the club sustainable for the future.

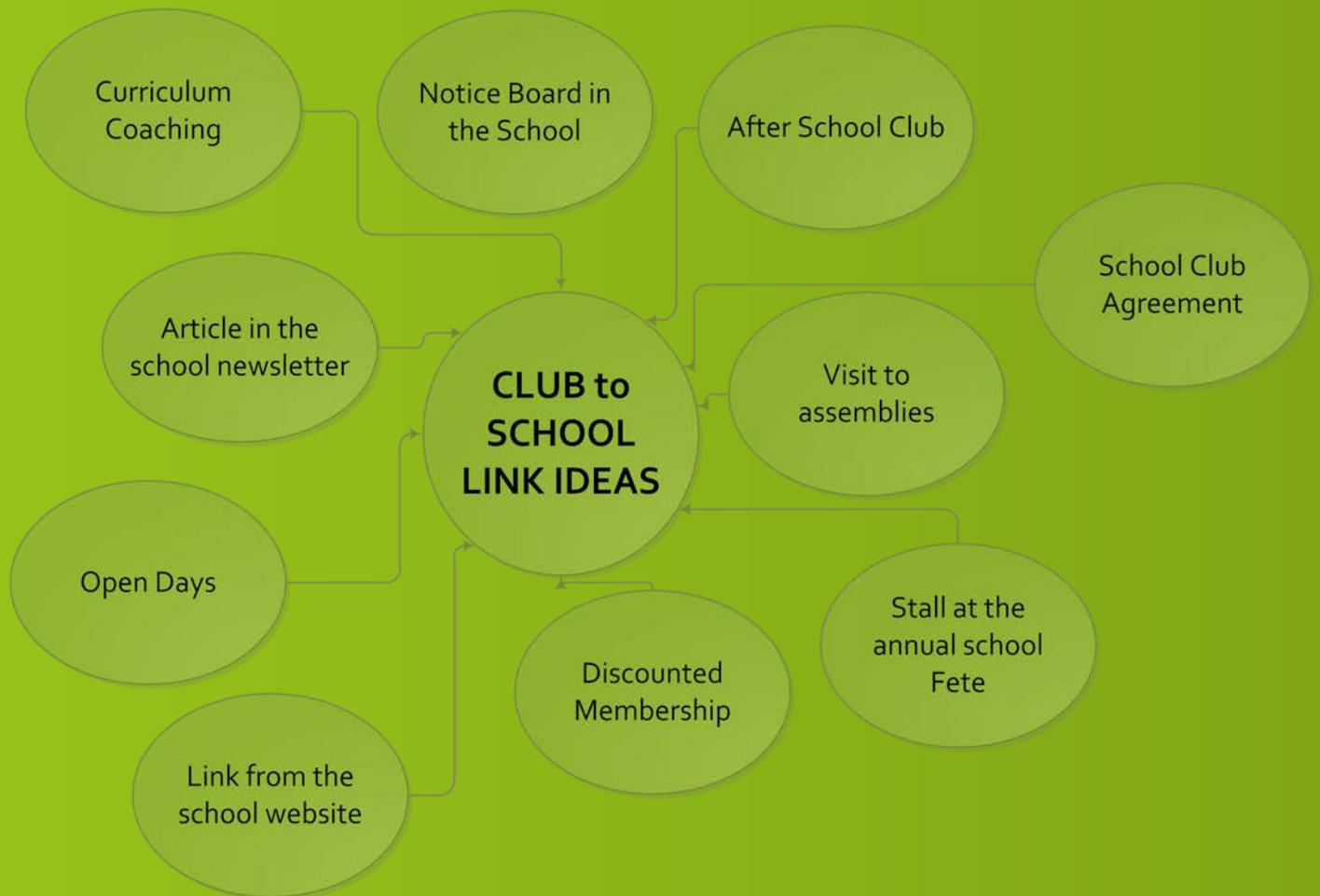


For more information, visit:

www.hockeywales.org.uk/play/club-life



Some Club to School Link ideas



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Club to School Link Idea	Bringing the idea to life
Curriculum Coaching	If you have suitably qualified coaches within your club you may wish to offer local Primary or Secondary Schools the opportunity to do some Hockey Coaching as part of their PE lessons. Schools are likely to ask club coaches for copies of qualifications, insurance and DBS. In order to portray a professional image and represent your club well ensure you have all these documents ready for when you meet the school for the first time.
Open Days	Why not schedule in a series of Club Open days and invite all the local schools to attend? This could be part of a wider series of open days or just a one off. On the day you could have certain 'sign up' offers such as discounted membership or some giveaways! Remember to try and capture some details of the people who come to the open days so that you can follow up with a 'thank you for coming along' and then some information about how they can carry on playing Hockey.
Link from the School Website	If you manage to agree a formal link with the school it could be worth trying to link your websites together. If you do this ensure that you have an up to date website with all the essential information. If your website needs some attention either leave this one use the supporting resource.
Discounted Membership	If you have a school club link you could decide to give members of that particular school a discount on their membership. This could also extend to family members to try and encourage adult members.
Stall at the school fete	<p>Most schools have an annual school fete. This is a great opportunity to stand out from other sports and offer some activities at this sort of event. Schools are always looking for community groups to support these type of celebrations and what a great way to help fill up the playground. You could also use this as a great way of recruiting volunteers.</p> <p>Once again don't forget some of the following;</p> <ul style="list-style-type: none"> - Plenty of suitable equipment - Flyers and information on club training nights - Freebies to give away - Plenty of helpers - A visual set up to attract people to your stall / area
School Club Agreement	Some schools like to be more formal than others, having a club to school link agreement will help you agree on some actions, timescales and responsibilities. See the supporting document as an example of a School Club Agreement.
Visit to assemblies	A great captive audience of potentially hundreds of children. A quick visit to the school in the morning could help promote your club to a huge amount of children. Don't forget follow up supporting documents like flyers, membership forms and other information. If you're not confident at public speaking why not get a Young Ambassador to do it all for you – make sure they have been briefed well though!



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After School Clubs	<p>If you have suitably qualified coaches within your club you may wish to offer local Primary or Secondary Schools the opportunity to do some Hockey Coaching after school. Schools are likely to ask club coaches for copies of qualifications, insurance and DBS. In order to portray a professional image and represent your club well ensure you have all these documents ready for when you meet the club for the first time.</p>
Notice Board in the School	<p>As part of your club to school link agreement you could ask the school if they could provide you with a dedicated notice board just for your club, if they don't have one you could offer to buy them one?</p> <p>Some top tips when creating your own notice board:</p> <ul style="list-style-type: none"> - Make sure it is situated in a place where a lot of people gather (e.g. near the school gates) - Try not to let it get too cluttered and messy - Only keep up to date information on it - Try and brand all the notices to ensure professionalism and consistency - Do not let other sport use your notice board! <p>If you do not visit the school that regularly this could be the job of one of the Young Ambassadors within the school – even better if they are a Hockey Young Ambassador.</p>
Article in the School Newsletter	<p>A great way of engaging with all the parents is to try and put information in the schools newsletter. Schools are usually keen to promote community opportunities. Keep the information jargon free and try and include some pictures and visuals.</p>



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Where to Start

DECIDE WHT TYPE OF SCHOOL YOU WOULD LIKE TO LINK UP WITH

PRIMARY SCHOOL

SECONDARY SCHOOL

SPECIAL SCHOOL

ALL / MIXTURE

MAKE CONTACT WITH THE SCHOOL

WHO TO CONTACT

PRIMARY AND
SPECIAL SCHOOL

SECONDARY
SCHOOL

HEAD TEACHER

HEAD OF
PHYSICAL
EDUCATION OR
PE
DEPARTMENT

MEET THE SCHOOL TO DETERMINE WHAT THE PARTNERSHIP WILL
LOOK LIKE (REFER TO THE MENU OF OPTIONS EARLIER IN THIS
RESOURCE)

DRAW UP AN ACTION PLAN OR A SCHOOL TO CLUB AGREEMENT



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