

CLUB LIFE

Empower, Engage, Sustain

Making your Hockey Club more visible in the local community

The growth and development of your club depends on how visible you are in the Community, especially if you do not have your own facility and hire a leisure centre or school site. Making yourself known to members of your community will help the club develop both in terms of membership, workforce, attracting those all-important volunteers or gaining some valuable sponsorship to help the club finances! This resource will give you some top tips and some obvious starting points you may not have thought about before. Implementing just two or three of these could dramatically improve the club.

Why do you need to make your club visible in the Community?

- Attract new members, coaches and volunteers.
- People will know that you exist!
- Attract potential new sponsors or partners.
- Raise the profile of the club.
- Help income via the promotion of events, festivals and open days.



For more information, visit:

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



Who is out there in the Community?

Who's out there?	What benefit might they bring?
Local Schools	Obviously a school is a really good place to start promoting the club and what you have on offer. Not only will you have access to hundreds of pupils who are potential members but you also have a wide range of other staff from teachers, lunch time supervisors, caretakers and governors – all of which could be potential members and helpers at your club. For more information on how to forge a really good relationship with your local school why not use the “Linking your Club to a Local School” CLUB LIFE resource.
Local Colleges & Universities	Similarly to Schools Universities and Colleges offer a huge amount of people to offer opportunities to. You can tailor some of your programmes around the type of college or university you have in your community. For example if you have a particularly ‘sporty’ college which offers sport related degrees and courses this may be a way of attracting existing players?
New housing developments	Housing developments spring up all the time which attract both existing and new people to neighbourhoods. Ensure your club is on their radar from the minute they sign for their new home.
Restaurants and Takeaways	In the UK an average of 12 takeaways are purchased per person per month! Although this is a shocking statistic capitalise on this by making your club known to those takeaway goers!
Shopping Centres	Hundreds and sometimes thousands in the bigger cities of shoppers regularly visit shopping centres each day why not capitalise on this market and promote your club to these happy shoppers!
Empty Shops	With the recession hitting small towns hard and a lot of empty shops in cities and towns up and down the country why not approach your Local Council to see if they have any schemes running which will allow you to populate these with advertising / activity.
Large Employers	Bigger towns and cities will have some large employers. For example, hospitals, universities, police stations and national companies and large supermarkets. Why doesn't your club put some specific packages together and target some of these employers. Your local authority will be able to provide you with a list of the largest employers in the area.
Hair/Beauty Salons	Hair Salons and Beauty Salons usually attract a lot of female customers, why not team up with the local salons to help promote the club and sessions and evenings suitable for females.
Other Sports Clubs	Don't think that you are the only club in your community, you are more likely to be amongst tennis clubs, rugby clubs, swimming clubs and so on all trying to do the same thing. Why not use this to your advantage and team up to get extra members, officials and volunteers.
Petrol Stations	Petrol Stations are a familiar sight on our high street and in our supermarkets. Why not take advantage of this and do some targeted marketing whilst people fill up their car!



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Ways of Engagement

Target	Method of Engagement
Local Colleges & Universities	<ul style="list-style-type: none"> ▪ Attend the University open days and fresher's fayre (usually around mid-September) ▪ Visit your local University (ies) on Wednesday afternoons – this is usually when all the sport and matches take place. ▪ If it is a sports College or University why not arrange to drop in on a lecture, students are often looking at ways in which to compete voluntary hours, you may also pick up a few new players. ▪ Offer a discounted student membership <p>N.B. Do you have a policy for those local students returning from University? They may not have the same support or money as they did when before attending University!</p>
New housing developments	<ul style="list-style-type: none"> ▪ If the housing company have a reception area why not ask to put some leaflets out. ▪ Think outside the box! If they have a show home why not ask if you can put some framed advertising up on the wall in the actual house – this would have to look very slick though! It would be recommended to get this professionally done. <p>Why not get some flyers ready for when new people move in, you may even want to offer them or the whole of the development an introductory deal. (for example 50% off membership for the first year, a free Hockey Stick for all new residents or just a free taster session at the club)</p>
Restaurants and Takeaways	<ul style="list-style-type: none"> ▪ Get the Take-Away to sponsor a team or section of the club. ▪ Discount on food for all members of the club. ▪ Posters and leaflets at the counter of the Take-Away shop ▪ Advertising on their menu <p>A Hockey Club meal deal! You could get the Take-Away shop to re-name one of their most popular meal deal as the 'Hockey Club deal of the week' for example!</p>
Shopping Centres	<ul style="list-style-type: none"> ▪ Arrange a Saturday pre-season to promote the club (or a particular session / open day) over the public announcement system. ▪ Do a leaflet distribution to shoppers during the day. ▪ Seek permission to have a stand in the shopping centre, although this is a bit radical it will certainly be very visual – you may even want to get some of your younger members to do some demonstrations and allow tasters ▪ Do you have anyone brave enough to walk-around the shopping centre with a sandwich board on with some club information on it?

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Ways of Engagement

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Empty Shops	<ul style="list-style-type: none"> Use the empty shop window to advertise some of the opportunities you may have going on at the club During the day, why not kit out the shop and let children and families come in and try out some tasters – you could put a small dribbling circuit together. <p>To keep the cost down why not team up with another club, sport or organisation?</p>
Large Employers	<ul style="list-style-type: none"> Approach large employers to see if you can populate their staff rooms with club information <p>Put together offers for employees from large companies. Maybe a corporate membership for the areas' top 10 largest employers, to promote this, speak to the companies directly as they are likely to advertise all company benefits to staff</p>
Hair/Beauty Salons	<ul style="list-style-type: none"> Ask some of the salons in your area if they can put up notices on their notice boards. Why not team up with the salon and ask them if they can offer some specific discounts to some of the ladies teams. <p>Collaborate to offer mutual discount for customers and members.</p>
Other Sports Clubs	<ul style="list-style-type: none"> Target a sports club that has a different season to you, you could offer joint membership or discover coaches and volunteers who can help in more than 1 sport. Why not develop a joint action plan – for example, you could take it in turn going into schools and promote both clubs (or more than two) <p>You could organise multi-sport days or sessions which you can use to promote all the sports on offer, this may enable you to engage with more children or adults using less resources.</p>
Petrol Stations	<ul style="list-style-type: none"> There are a number of companies that sell advertising space on petrol pumps and at petrol stations. You may think that this may be costly, however some companies will charge roughly £400 for 16,000 fill ups. What a great way to use as a promotional campaign for a specific project.



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Things to remember when promoting your club in the community

1. Make sure that you are confident that what you put up in public is a good representation of your club, of good quality, grammar is correct and that all details are relevant
2. Ensure that all the club know what you are doing so that if there are any queries these can be answered correctly and effectively
3. If you are referring people to social media make sure links are correct, and any further details on the internet are correct and up to date
4. Remember not to restrict any public information by dates and times, the longer things can stay up the better but make sure dates haven't been and gone!



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