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Chairman’s Corner – Roger Harris

Firstly, thank you very much for re-electing me as your Chairman at the recent AGM.

For some members of the club, summer is a time for having a break from hockey and recharging the batteries. For club officials however summer is a time for planning for next season and debating how the club can improve. Since the end of last season, over a dozen meetings of different types have been held. A number of these have seen the Management Committee develop a professional strategy to guide the club over the next few years.

This process has been led by Bob Fleck and thanks are due to him for using his expertise to keep us on track. He has summarised the resulting 9 key themes elsewhere in the newsletter. I very much hope that you will take the time to participate in one of the consultation sessions which we are setting up for Saturday 1st September and Wednesday 12th September. Within the 9 themes, 26 key actions have been identified and the following is a flavour of some of them.

Bob Fleck has recently held a meeting of captains and those interested in coaching to develop a comprehensive coaching plan for next season – details are included in this newsletter.

Negotiations with the Welsh Hockey Union (WHU) and Cardiff University HC have led to the WHU providing us with free pitch usage at WIS for joint 1st X1 training sessions with the University on Thursday evenings.

Jaime Hindle and James Gray are about to launch a new club website.

Negotiations with Whitchurch H.S. are almost complete to renew the artificial turf pitch agreement for the next 10 years.

Agreement has been reached with the WHU for Whitchurch to be recognised as a “Performance Club Development Centre”. The details are still to be finalised but it is hoped that this will lead to many of the top young players joining the centre at some stage in the future.

Although progress has already been made on a number of the strategic actions, the consultation sessions will point out that in order to achieve our targets we need more help from our members. Three examples are the appointment of Admin Co-ordinators for each team who will assist with cascading messages to members, the appointment of one or more Funding Co-ordinators to try to bring in increased income and the appointment of one or more Social Co-ordinators to assist with running our socials.

If you have any ideas for the new season to throw into the melting pot, please email me or give me a ring on 029 2076 6673 (answerphone always on!). Alternatively, if you are able to give a little of your time to the club, we can always do with more helpers – please give me a ring on the above number to discuss!

Lastly, congratulations are due to Joe Naughalty who has been selected to represent England Under 21 in their forthcoming tournaments.

I think that’s enough for one newsletter, more news in the next one!

Roger Harris

Subs for the coming season

Subscriptions for 2007 / 8

| Category | Full Rate | Reduced Rate* |
|----------------------------|-----------|---------------|
| Senior | £150 | £120 |
| Student / U21 / Unemployed | £80 | £60 |
| Associate / Umpire | £15 | n/a |
| Youth U15 | £60 | |

£30 for 2nd Child of Family, £10 for 3rd, 4th etc

*Reduced subscription rate applicable if payment made or arranged with Treasurer by 31st October 2007

Payments for the club can be made either in full, by Standing Order (forms available from your captains) or by post dated cheques (4 cheques of equal amounts starting October 07). If you have any problems with payment please contact me via email (mark.eggarr@itvwales.com) or on 07816 766546.

If you have either not paid or not contacted me by 31st October 2007, your fee will automatically be the full rate without exception. If you have not paid the full amount by 31st December 2007, you will not be allowed to play, until payment has been received.

Tuesday Coaching / Training

Club pre season training will commence at Whitchurch High School Tuesdays August 14, 21 and 28, all 6.30pm to 8.00pm. Thereafter from Tuesday 4th September times will then revert to the table below. Note that the 1s & 2s will train twice per week with one session being a joint venture with University Wales Cardiff. Youth training will start from September 4th.

Please note WIS training sessions are for the 1’s / 2’s squad. Other players should only attend WIS if they receive an invite from Tyrone or Jon Watts. If others want to observe coaching or playing to increase their personal knowledge then you are very welcome at the sessions.

| Whitchurch High School – 3 rd to 8 th XI Squads | | |
|--|-------|--|
| From | To | Who |
| 17.00 | 18.00 | U11 Boys & Girls |
| 18.00 | 19.00 | U13 Boys & Girls |
| 19.00 | 20.00 | U14 & Above Boys & Seniors |
| 20.00 | 21.00 | Seniors |
| Welsh Institute of Sport – 1 st & 2 nd XI Squads | | |
| 18.30 | 20.00 | 1 st & 2 nd XI Squads (Tuesdays) |
| 18.30 | 19.30 | 1 st & 2 nd XI Squads (Thursdays with UWC) |

www.whitchurch-hc.com

The close season has been fairly busy on the marketing front. The primary area of activity has been the revamp of the Club website. There will be a new look, new navigation & new features.

We have a new Webmaster, James Gray, a stalwart of the 7s – he is really enthusiastic about the potential for the new site and has some great ideas.

To date the website has been an under-used resource primarily because the content has not been attracting enough return visitors. This is a bit of a double edged sword – we need the membership to provide content or ideas for content that they feel would be an interesting read. This is a resource for the whole Club.

The new website will have far more information and will be updated far quicker and with more regularity. Club officers and Captains will be able to log in and edit parts of the site relevant to their areas of activity.

We also plan to have a “members” only forum where we can debate whether Phil Blight’s goal last week was from four or five yards out. Each team will have their own section – men’s, ladies and youth, where they can add match reports, photos, jokes, etc, etc.

We also plan to provide much more useful info in terms of fixtures, start times, meet times and possibly even selection.

Naturally there will be results and top scorer info as well.

Sponsorship

As ever we (on the Committee) have been toiling away, pedalling the commercial merits of the Club – but this is not easy with so many other Club tasks to complete. Some small in-roads have been made with continued support from Dominos Pizza, Williams Medical Supplies, Classic Sportswear & Sports Council for Wales. But further support is still needed to help remove some of the responsibility from the members financing the Club. A bit of a case of “can you help to help yourself”?

Everyone must know somebody who owns or works in business who may be able to lend some support, no matter how small.

The most significant development is the PrestonSkirrow venture set up by Dave Skirrow within the last month. This relationship, based on recommendation could generate significant funds for the Club. Read more in Dave’s article.

We are still looking for a **Sponsorship Manager** – a dedicated individual who will make the effort to contact, follow up and close deals to secure further funding. This person will get a direct cut of the funds they raise. This can be off set against, subs, match fees or just a plain and simple cheque in the hand.

Please contact me [Jaime Hindle - jhindle74@gmail.com] if you are interested in the role, or you know someone who is. Alternatively, if you have any potential sponsors please contact myself or our Treasurer, Mark Eggar [mark.eggar@itv.com].

Photography

Ceri Fido has agreed (health permitting) to be the official Club photographer. Ceri will aim to attend as many home games as possible to capture you all in action. She will provide evidence of bad haircuts, outrageous tackles and unofficial kit...so be warned!

The ambitions of many sports clubs can be curtailed through lack of funds. At WHC we have continued to realise our ambitions but have never really been able to reach our full potential due to financial constraints. I have been thinking of ways to overcome this for some years and have come up with an idea that I not only hope works for WHC, but for myself as well as I have committed my future to it by starting my own company to find out if it will work.

As many of you know, I work with cars and finance. My idea is to ask each member of a sports club to recommend one person per year to my company who will buy or fund a car through me. It doesn't have to be the member themselves just someone they know, and lets face it everyone knows someone in the course of a year who is buying a car. In return for the recommendation and subsequent sale, I will pay the Club a substantial Introducer Fee.

In all at WHC, I think we have in the order of over four hundred potential introducers when you take into account all senior members, past members and family of youth members. If just a quarter of these introduce one person to buy a car then I would anticipate paying over ten thousand pounds (£10,000) to the Club. If every member introduced someone then this figure would be closer to £50,000.

This sum of money would have a significant effect on the facilities and standard of hockey we could offer at Whitchurch HC and potentially lower the subs and match fees we all have to pay.

So what can I offer – all makes of cars either for outright purchase or on the finance package of their choice. With my contacts and experience I can offer ‘fleet’ size discounts on new cars to individuals and small businesses. I have a broad network of contacts for trade prices on cars up to 12 months old and can offer ‘business’ rates and styles of finance to individuals. Basically whatever you want to do with a car I can do it (or will know someone who can). And best of all I'll save them money.

This is what Ex Glamorgan Cricketer, Steve James, had to say when he took delivery of his new car:

"I would have no hesitation in recommending Dave Skirrow. I was having problems with another lease deal and wanted to move swiftly. Dave could not have been more helpful, answering all my questions and queries promptly. His advice was always useful rather than merely the usual 'hard-sell' stuff. And when I decided what I wanted he acted quickly and the car was ready in less than a week. What's more it was at a damn decent price!"

This is a great opportunity for me and the Club to demonstrate what can be done through the power of your referrals. All it needs is for you to pass on my details to someone you know who is in the market for a new car and give them the **Introducer Code...**

Dave Skirrow

WHC TV

The most cutting edge development will be the inception of WHC TV – the Club’s very own web-based TV channel. The channel will feature match highlights and interviews with players, coaches and maybe even the illusive umpires! I am currently in discussion with two media students who will be directly involved with production and editing.

We are aiming to kick things off in time for the first EHL game when we entertain Bromley at WHS, 16th September.

There are also plans to create our very own WHC TV sections on YouTube and Facebook – watch this space. For those over the age of 35 you'd better ask a younger sibling or child what YouTube & Facebook are!

If you do have any content ideas please send them to me at jhindle74@gmail.com

WHC 3 Year Strategy

During late May through to early July in the close season the management committee members have met on 7 occasions spending a total of more than 1.5 person weeks to develop a strategy document. WHY you may ask!! There were 3 key reasons:

- To develop cohesion of, and direction for, WHC and its Management Committee
- Provide an opportunity to engage members of WHC in the strategy implementation through effective consultation and
- Provide a professional document with which to leverage potential external sponsorship funding partners.

The model to the right was used to help the meetings have structure and focus on producing specifics driven by another model called **SWOT** that makes you think what the **S**trengths and **W**eaknesses of WHC are and then the **O**pportunities open to us to improve and the **T**hreats to us if we don't.



| Key Question | Output Example English Hockey Ltd |
|--|--|
| Where are we going? | "A dynamic vibrant successful sport for all" |
| How do we get there? | Single System Consultation GB Hockey Business & Performance Framework |
| What goals do we have to achieve? | •Bring more young people into the sport •Develop a broader income base |
| Are we on the right track? | Key performance indicators that show how we are doing i.e. nos of young players, P&L |
| What should we do to keep on track? | A Gantt chart or list of SMART actions with responsibilities |

91 individual **improvement ideas** were whittled down to a key 26 and these were categorised into 9 **Improvement Strategies**. If we together work on the improvement ideas linked to those strategies then we will succeed in achieving our **vision**.

The strategies and vision are reproduced below but do they sound like a load of management jargon?. In order to demystify the words and involve members in a process of consultation i.e. this is what our opinion was, what's yours?

2 meetings have been arranged. You are strongly urged to attend *one* of these in order to understand the vision, strategy and action plan and have your say about it. Only in this way can we make it happen together.

The 1 hour consultation meetings are on Saturday 1st September at 10.00am and Wednesday 12th September at 7pm, both at WRSSC. Please make every effort to attend.

Improvement Strategies

| Ltr | Category | Improvement Strategies Strap Line | Prime Mover |
|-----|-------------|---|----------------|
| a | Coach / Trg | "Enhance player & team performance through dynamic coaching & training" | Bob Fleck |
| b | Comms | "Ensure all members are aware of club activities and encouraged to participate" | Dave Skirrow |
| c | Ext Ptnr | "Work with external partners to benchmark & share ideas" | Roger Harris |
| d | Fnce | "Maximise financial self sufficiency" | Mark Eggar |
| e | Mgt Com | "Ensure cohesive management structure for the future" | Julian Halton |
| f | Mktg | "Add value to WHC through effective utilisation of appropriate marketing & advertising media" | Jaime Hindle |
| g | Plyg Mgt | "Effectively motivate & control the operations of teams & matches" | Jon Watts |
| h | Socl | "Improve social fabric using hockey and non hockey related initiatives" | Social manager |
| i | Yth | "Enhance integration between youth and senior sections" | Andy Gowman |

Improvement Strategies Distilled into the Vision

"Whitchurch Hockey Club -
dynamic, ambitious and inclusive"

Coaching / Training & Team Captains

One of the 9 Improvement Strategies that will move us toward the WHC vision is “**to enhance player and team performance through dynamic coaching and training**”. In order to start work on this a group of 20 WHC coaches and team captains met up on 17th July at WRRSC.

The notes and actions below summarise some of the things we discussed agreed to work to achieve this season. If you'd like to get involved, please call Bob Fleck on 0773 9855 921.

- Identify those coaches who have significant experience but no qualification that can gain qualification through Accredited Prior Experiential Learning (APEL)
- Need to increase numbers of youth & senior coaches and / or youth coach support roles – a Hockey Organisers Workshop (3 Hours) could assist this - if you are interested get in touch.
- Jon Elliott is completing his UWIC dissertation on Hockey Video by comparing & contrasting Elite & Club team performance. We need to maximise this opportunity for best mutual benefit
- Critical to cover the 17.00, U9 Youth slot with consistency – We have a parent willing to help here but need to develop a new set of WHC Hockey Activators aged 15 – 16 to support this session and they would need to attend the Hockey Organisers Workshop. If you are this age and interested get in contact with Bob or Vince
- The coach development process and courses via the WHU give us opportunities to improve – anybody wanting to do their Level 1 or 2 course should contact Bob
- The Long Term Athlete Development (LTAD) framework from WHU/English Hockey could provide a generic technical and tactical syllabus that could be applied to our needs without the need to reinvent the wheel. Once we have got this in a shape to it will be disseminated to the coaching & team captain group through the web site and / or email
- Coaching needs to be demystified as it otherwise sometimes frightens people off and prevents them gaining sufficient confidence to believe in their own abilities
- There needed to be a standardised basic knowledge of team plays developed predominantly in the class room (Hoppos sessions 2 seasons ago were very effective & Chris Marriott/Dave Griffiths sessions on presses last year excellent but with low attendance). Once this knowledge was present on a consistent basis through all teams then this would support youth integration and flow through the squads and adult team performance. Agreed to run some more this year.
- Goalkeeping coaching was a key area for focus to develop existing and new coaching resource using generic coach development activity and specialist goalkeeper courses
- Team Captains was considered a key role to assist “pull through” and direction of targeted coaching. There was a need to collate the key knowledge and skills required for a team captain and effectively disseminate this to current captains. This would give them maximum support and achieve further standardisation throughout all 8 captains and their deputies / assistants. A captains support pack is to be developed.
- Captains had a critical role to inform coaches for the focus required in sessions if we were to forward plan adult sessions to have a specific team theme i.e. 3s night that other teams would then automatically be involved in. It was better to adopt this dynamic approach than try to plan too far ahead specific session content and objectives (beyond that is core skills focus in pre season coaching)
- Need to highlight the basic fitness work that could / should be going on from July / August for various levels of age & performance expectations throughout the club. Provide this knowledge during pre season training.
- Performance Club Development Centres (PDCDC) are a new initiative from the WHU – in essence a Youth Development initiative to provide additional performance coaching by bringing together coaches from different clubs. WHC are interested in becoming one, a key issue being provision of additional coaching capacity – a common theme that needs your help by more people becoming involved in coaching. You don't have to do it every week. We want to establish a rota so that what you can commit can be planned in to best effect.
- Saturday late afternoon EHL games may be trialled this year if the oppo (Firebrands & Oxted) are interested. If they go ahead it provides (i) an opportunity to increase 1s match attendance from club members who have finished their games (ii) potential for coaches to view the EHL coaches in action thereby expanding their knowledge (iii) expand post match social (cross club) activity (iv) use 1s video analysis at these games for subsequent coaching input for all teams

Kit News

News on kit is the introduction of a new base layer for next season. We have standardised our playing kit and training kit and now certainly look good on the field. The only draw back to this is the wide variety and colour of base layer garments on display. I am working on this and should be able to offer a WHC branded base layer by the start of the new season.

In order to get the price right our manufacturer has asked if we can get an order together in advance so that we can get the numbers right. The product will be good quality and I am hoping to offer it for £15, similar products will be in sports shops and on the net for £25 - £30. Anyone interested could you please email me [dave.skirrow@prestonskirrow.co.uk] and let me know your chest size in inches please.

I will be in kit mode again from 15th August to take orders for existing items which will then be ready for delivery by the start of the season. Just to let you know what we have on offer;

| | | | |
|-------------------------------|-----|---------------------------------|-------|
| Playing Shirt (Blue or White) | £18 | Shorts (Blue or White) | £12 |
| Socks (Blue or Red) | £5 | Navy Socks with Logo (training) | £3.50 |
| Hoodie | £22 | Rain Jacket | £35 |
| Trousers | £18 | Cap | £8 |
| Umbrella | £12 | Polo Shirt | £12 |

Playing Committee Report

The playing committee has seen a whole-sale change in membership over the summer months with 7 of the 8 captains from the 2006/07 season stepping down. Only the ever present Mike Riches remains, a stalwart of the committee who now enters his 13th (?) consecutive year of captaincy!

I would like to welcome the following to the committee and look forward to working with them:

Tim Hingston - 2nd XI captain

Jack Walford – 5th XI captain

David Harris - 3rd XI captain

Martin Church – 7th XI captain

Andy King - 4th XI captain

Neil Hodge & Andy Canter - Joint 8th XI captain

Following the disappointment of being unable to implement the "squad system" last season due to the now much-published internal club problems the selection committee remains committed to trying to develop stability within sides and giving each captain the best chance of achieving the goals which they have set for the sides. It is for this reason that, following the success of two pilots in the 4th and 5th XI in the second part of last season, this year the selection committee will be rolling out its "5 named players policy".

Broadly speaking this means each captain will at two points in the season (September and January) select 5 players (not including himself, a goalkeeper or any U18's) who can only play for that side. Obviously those players who are "named" will have to also give their individual consent. This will ensure that in any given week a captain can guarantee he will have a core number of players without risk of losing them due to events which may be happening higher up the club.

The selection committee also hopes that this will, over the next few years, act as a useful transition tool in its ultimate aim of introducing a full blown squad system.

Umpiring is another remit of the selection committee, and this too will see some changes for the 2007/08 season. The clubs fixture secretary is currently in the process of finalising fixtures and allocating pitch time, when this is complete our appointments secretary Phil Blight and myself will then be contacting all registered umpires in the club to establish their umpiring intentions for the coming season. At this point we then aim to create a schedule for the whole season so that people are clear on when and when they wont be needed to officiate and also to try and avoid the huge difficulties that Phil so often faced last season in filling appointments at the last minute.

Other points worth a brief mention which you may or may not be aware of include:

- Training. This is no longer a remit of the selection committee, this has been moved into a management committee position in its own right which is now filled by Bob Fleck.
- Whilst the selection committee remains fully committed to on bringing Youth players who are ready to progress, the 3's will not this season be a development squad per se. Whilst last season proved a success, the committee needs to take time to evaluate this. The 5's will however remain a youth development side.
- Whilst there is no regional league re-structuring, the National league (NL) is going through a change over the course of the next two seasons. For this season four teams will go down from the 1st teams league compared to the usual two, with the winners of the regional league having to go into a play-off. The 2008/09 season then sees a change in structure with what will be fewer teams competing in the NL.

Good luck to you all in the coming season and may you have the success you deserve.

Jon Watts, Playing Committee Chair

Job reference request for Adam Place

DS was asked to write a reference for Adam Place for a job he had applied for. Not sure what to put, he sought advice from a few of his friends and team mates...

From an accountant

He's English, he's useless at drinking and gets very drunk, can't play hockey but is the ideal man if you're looking for someone to thumb a lift for you!!!

From a female admirer

Very good at helping little old ladies across the dance floor

From a fellow 4th teamer

A great crack of a geezer with tendencies to laughter and mortal hand injuries all in the cause of the greater good of the team. Reliability is inversely proportional to alcohol intake. Concerned that his hose size and shape may well be a disadvantage to becoming a fireman. [DS has apparently checked in the showers]

From a friend

Do not misconstrue Adam's previous 14 jobs as job-hopping, he has never quit a job in his life.

Adam has great team working skills...he works well when under constant supervision and when cornered like a rat in a trap.

Adam would be out of his depth in a parking lot puddle.

He sets low personal standards and then consistently fails to achieve them.

Thanks to Matt Rapson and Pro-Copy for kindly agreeing to print the newsletter again over the coming season



Pro-Copy

**Victoria Park Mazda
Celebrates its 25th Year**


New Whitchurch HC sponsor Victoria Park Mazda will be celebrating its 25th Anniversary in 2007.


The past 25 years have seen a number of changes for the company and these have enabled it to go from strength to strength and be able to be in the strong position it is in today.

Started back in 1982 by Tony and Diane Marshall, **Victoria Park Mazda** was in Cowbridge Road East in the Victoria Park district of Cardiff (hence the name **Victoria Park Mazda**). Then in 1986 the business was moved to larger premises in Bessemer Road and finally in 1992 the business was moved to its present site in Hadfield Road, Cardiff.

Over the past 25 years **Victoria Park Mazda** has gained a reputation for award winning customer service as well as having a loyal workforce. The Mazda product line up has a number of award winning cars in it including the Mazda2, Mazda3, Mazda 6, Mazda MX-5 and Mazda RX-8. Recent additions include the new BT-50 pick up and special edition RX-8 Nemesis.

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The official fuel consumption figures in mpg (l/100km) for the Mazda Range are: Urban 18.1 (15.4) - 25.3 (24.4), Extra Urban 32.2 (8.7) - 78.4 (4.8), Combined 25.2 (11.2) - 42.9 (4.5). The official CO2 emissions (g/km) are 119 - 284.

zoom-zoom

Sponsor Focus



WHC again thanks all its current corporate sponsors for their commitment to the development of our club and would urge all club members to maximise the use of the sponsors services.

Williams Medical Supplies

Tel: 0870 4444620

Proud suppliers of medical equipment to Whitchurch Hockey Club

www.wmsplc.org



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