



HOCKEY WALES
HOCI CYMRU



OUR GAME PLAN

Delivering World Class Hockey Experiences

THE JOURNEY

Hockey Wales are excited to launch their strategic intent. For the past two years, we have consulted members and engaged citizen journalists who tested a new story telling approach to enable us to gain member insight. Members were asked three questions that prompted them to write a story. They were then encouraged to place significance on that story, to help Hockey Wales understand what motivated them, what inspired them, who influenced their story, the frequency of the experiences in their story and whether their experiences had encouraged them or stopped them from continuing with hockey.

From the investigation several key themes were highlighted: People, Learning, Environments, Success, Achievement, Enjoyment, Engagement. As a result, we realised the vital importance of this consultation exercise which has enabled us to better engage and understand our members and provide us with an exciting opportunity to change our approach. This has resulted in us developing an evolving, person centred, dynamic and learning led strategy.

Our strategic intent has been developed to reflect those priorities. It is designed to encourage our members and those who are involved in hockey to play an active role in ensuring we deliver world class hockey experiences. We are also aiming to ensure the organisation is continuously striving for improvement and reflecting on our achievements aligned to the strategic intent.

Our outcomes are not an exhaustive list. We will demonstrate our success through operational delivery, evidence and impact. Through learning we want to be adaptable, flexible and amenable to change, actively encouraging our hockey family and participants to collaborate with Hockey Wales in showcasing our learning and successes.



OUR MISSION

DELIVERING WORLD CLASS
HOCKEY EXPERIENCES

STRATEGIC INTENT

Continuously
engage
with current and
potential members

Develop
partnerships
to increase our
capacity to
promote, grow and
deliver hockey

Create
opportunities
to participate
for all

Create
**thriving
environments**
to ensure positive
experiences

Help people
achieve
their
potential





OUTCOMES

Current and potential members needs and motivations are understood

Strong partnerships are created and sustained enabling us to deliver hockey

People feel supported and encouraged to achieve their potential



A range of opportunities for people to experience hockey have been facilitated

Guidance and expertise in the strategic placement of hockey facilities are provided

Strong, supportive and active workforce

Clubs receive bespoke, needs driven support

Players are enabled to transition into GB programmes



A thriving player pathway that facilitates our international aspirations

Sustaining and improving our world level performance at international level

Appropriate versions of the game are promoted

Initiatives are person centred

YOUR EXPERIENCES

Your stories helped shape our strategic intent.



"Pool matches in North Wales were not attended by Hockey Wales."

"Boys hockey is almost non-existent and completely overlooked in certain areas of Wales. Young talented boys have to travel considerable distances to play as local provision is few and far between. The interest is definitely there and it's paramount the sport is available to those who may not enjoy taking part in football and rugby."

"I joined the walking hockey group as I wanted to improve my fitness. What I got out of it was so much more - it's so much fun, one hell of a workout with fantastic people, relieves tension and brings out a competitive side of me I didn't know I had."

"360 and Aspire needs to be more challenging."

"I am incredibly disappointed to see that within Aberystwyth and Ceredigion there has been no serious consideration to invest in the sport. I would like to see Hockey Wales step up their game and think about the country as a whole instead of focusing all of their funding in a new water base in Cardiff/Swansea."



"As the grand age of 50 passed a few years back and the body was calling out for some sort of exercise I decided to investigate walking hockey. I had great fun and one of the coaches asked me if I would like to join their ladies hockey club. I realised just how fast this game is on the new playing surface as I last played at school 40 years earlier on grass. Needless to say I am still with the club and signed on as a member, the club has made me feel very welcome and I am glad that I have found them, they are all lovely and I would like to thank Hockey Wales for my opportunity."

"My daughter loves being a part of the National Age Group squad. She loves every minute on camp and really feels like the staff help her to improve."

"Being a Hockey Young Ambassador has given me countless opportunities to get involved in volunteering in many different aspects of hockey. One in particular is my involvement in Flyerz hockey. The children who participated in the day began the day with little to no hockey experience, and some of them didn't want to get involved. However, by the end of the day, every child had the biggest smile on their face and wanted to continue to play more. The fact that these children don't often get to participate in sports made me realise how lucky I am with the opportunities available to me, and that I should continue to work towards improving the inclusivity of the sport I am most involved in, which is hockey."

"I am grateful for the workshops provided by Hockey Wales; I have applied the attacking principles and it transformed my coaching and the team's performance."



"The Hooked on Hoci programme kick started my after school hockey club which is now a regular part of the extracurricular activities in my school."

WHAT WE DO



Facilitate the delivery of walking hockey through the development of resources and upskilling of partners

Hockey
YOUNG
AMBASSADORS

Provide development, training and mentoring opportunities for young people. Empowering them to shape hockey and inspire the next generation



Support sustainable development of primary school hockey through education and the creation of school-club links



Facilitate the delivery of Flyerz hockey through the development of resources and upskilling of partners



Co-ordinate and deliver participation focused tournaments



Provide community groups with appropriate resource, knowledge and training to make hockey accessible



Provide volunteering opportunities at Hockey Wales events



Deliver a high-quality performance pathway

WHAT WE DO

Courses

Coordinate and deliver courses to ensure a strong, competent and skilled workforce supports the growth of hockey.

Provide high performance environments and opportunities for players aged 13 to 18 years to play international competition.

National
Age
Groups

Coach Development

Help support and develop coaches across Wales within club and performance pathway.

Provide high performance environment for senior international athletes.

Senior
International
Squad

Club Development Support

Provide bespoke, 1 to 1 development support via our club development to aid growth, sustainability and viability of clubs.

Support clubs to becoming well governed, viable and sustainable through several learning platforms.

Development
Groups

Development Centres

Provide strategically located opportunities for young hockey players to access additional high-quality sessions.

Provide high performance environment for under 21/23 international athletes.

Under
21's/23's

Holiday Camps

Coordinate and deliver hockey activity during school holidays.

Coordinate and deliver a range of competitive hockey opportunities.

Competitions

Masters

Encourage players to continue to play and compete at the highest level possible, for as long as possible.

WHAT DOES THIS MEAN FOR ME?

We have listed some examples of what our strategic intent may mean to you and we welcome the opportunity to engage and further discuss our intentions with you.

Parent/
Guardian

We will ensure clubs are supported to create safe and enjoyable environments for children.

Club

Hooked on Hoci will improve primary school links, strengthening the growth of youth hockey in your club.

Walking Hockey
participant

An alternate version of the game will be available to ensure there are no barriers to you participating.

Primary School

We will help you to ensure hockey is sustainable and children in your school are given the opportunity to experience hockey.

Coach

You will be supported to improve and progress, through a range of developmental opportunities.

Aspiring
international

A thriving performance pathway will ensure you achieve your aspirations to represent Wales.

Masters player

You will be promoted and celebrated, and we will support you to thrive in a safe environment.

Partner

Be part of our team and mutually benefit from investing in or endorsing one of our exciting programmes.

**This list is not exhaustive.*





HOCKEY WALES
HOCI CYMRU

Thank you to our staff, partners, stakeholders and members who helped shape our strategic intent. We have learned from Vision 2020 and will be embarking on this journey with our members for the foreseeable future.

Hockey Wales kindly thanks Sport Wales and GB Hockey for their continued support for hockey in Wales.

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