



WALKING HOCKEY

Australia, New Zealand, Dubai visit 2017



www.walkinghockey.com



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How Walking Hockey Started at Bromsgrove Hockey Club



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Alan Gormley

Head Development & Participation Coach
Ambassador for England Hockey

Sarah Gormley

Coach Juniors & Adult Participation
Ambassador for England Hockey



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“Hi Alan, I’m finding Back
To Hockey a bit too much.
Have you thought about
doing Walking Hockey?”



Liz Morris 24 October 2016



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Walking Hockey can give you the opportunity to grow hockey in your community by:

- Re-introducing hockey to those who thought their playing days were long gone ✓
- Giving those that do play the opportunity to play for many more years ✓
- Helping those who need to exercise or want to exercise for personal health and recuperation reasons or returning from injury ✓
- Letting social groups and families (and generations) play together ✓
- Creating a fun friendly social environment ✓



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Market Research

- Is anyone else doing it?
- Canvass club members
- Family and friends across social media
- Talk to Age UK
- National Health Service
- Slimming Club, Walking Clubs, Bowls Clubs etc.

Encouraging findings - Let's Do It!



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Marketing

- Facebook (personal, club, dedicated page)
- Club website
- Email (opt in club members and parents)
- Press (editors and sport)
- Twitter
- Radio

Continued on next slide



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Marketing (continued)

- Slimming World
- Age UK
- County Sports Partnership
- Local Sports Authority
- Village / Town Community social media
- Walking groups
- Bowls Clubs
- Senior Citizens groups

And keep on
Marketing regularly



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Walking Hockey

OVER 60 NEW PLAYERS IN TWO MONTHS

AGED FROM 11 TO 79



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Walking Hockey

Ann's Facebook Video — 47,500 views

"Oh Alan that is amazing thank you so much. I sincerely hope my story has helped to promote the sport and also inspires others to take it up.

The sport has been a lifeline to me and I'm truly grateful to you and Sarah for setting up the initiative. My cancer is not curable but I'm grateful for every good positive thing that comes my way - walking hockey is definitely up there. So THANK YOU."



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Walking Hockey

“It was great to get back to playing hockey despite being banned from running by my knee surgeon!”

“Thank you so much for getting me off the couch. Really enjoyed the hockey and now realise how much I needed the exercise. It is perfect for us oldies.”

“I really enjoyed it, which is something I never said about hockey when I was at school 30 odd years ago, last time I played.”



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Walking Hockey

- Fun
- Fitness
- Friends



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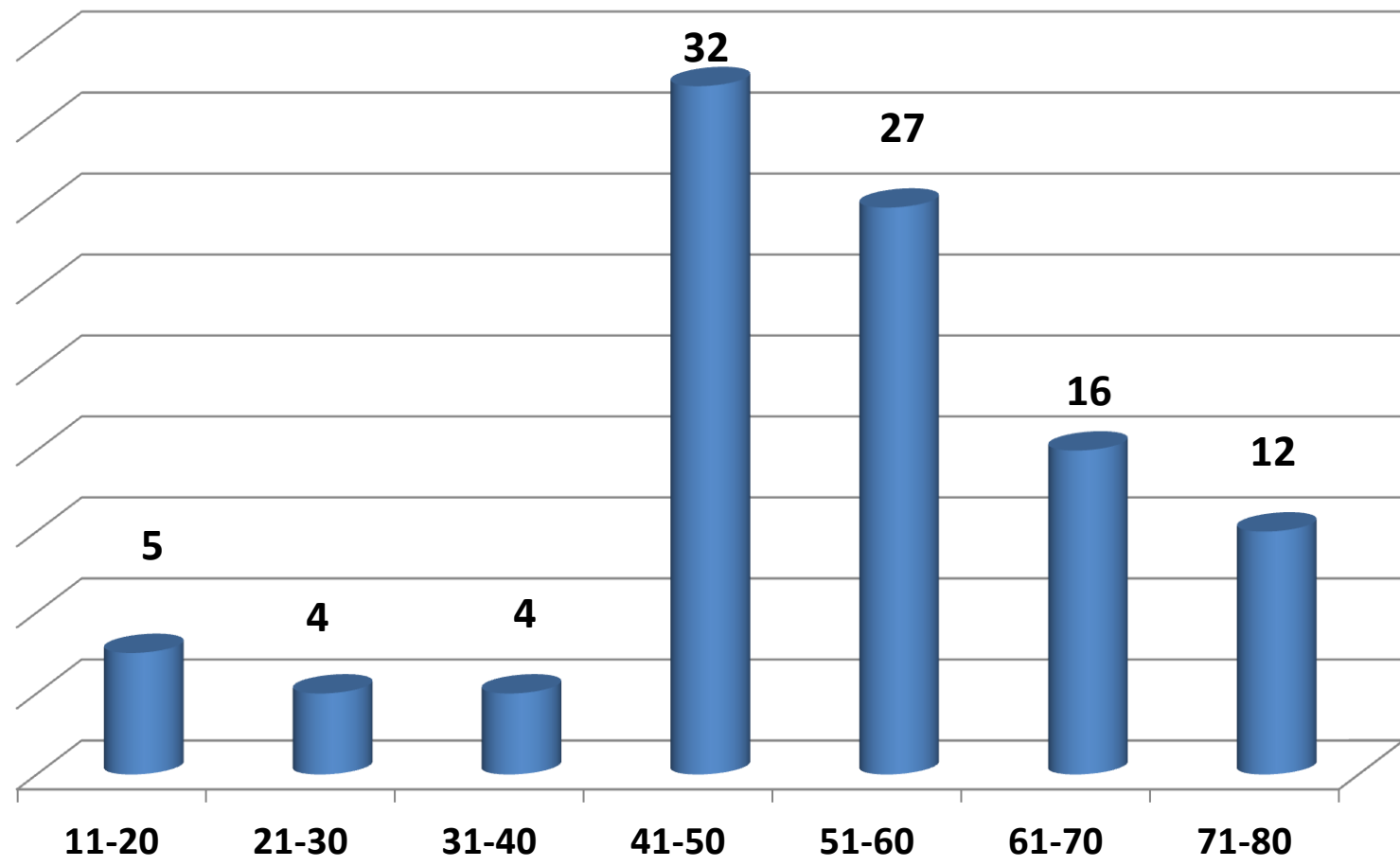
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Age Range %



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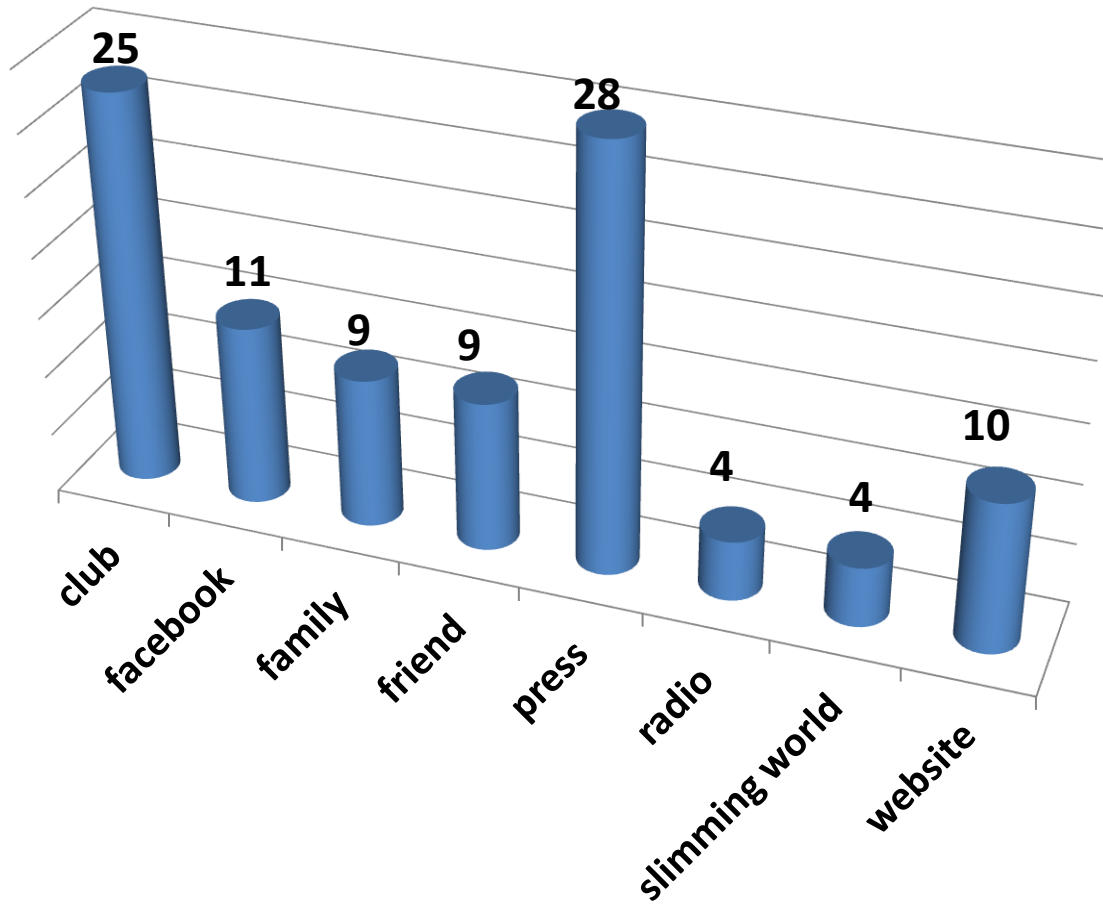


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How did you find out about us?



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Walking Hockey – Typical Session

- Greet new members
- Walk and Talk
- Basic skills and small sided games
- Matches
 - Competitive and Fun groups 5v5



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Walking Hockey – Rules are evolving

Currently:

- WALKING ONLY
- No Goalkeepers
- Ball below knee height
- No slapping / hitting
- Only score within 8 metres of the goal
- No physical contact
- All corners bought back to 8 metre line

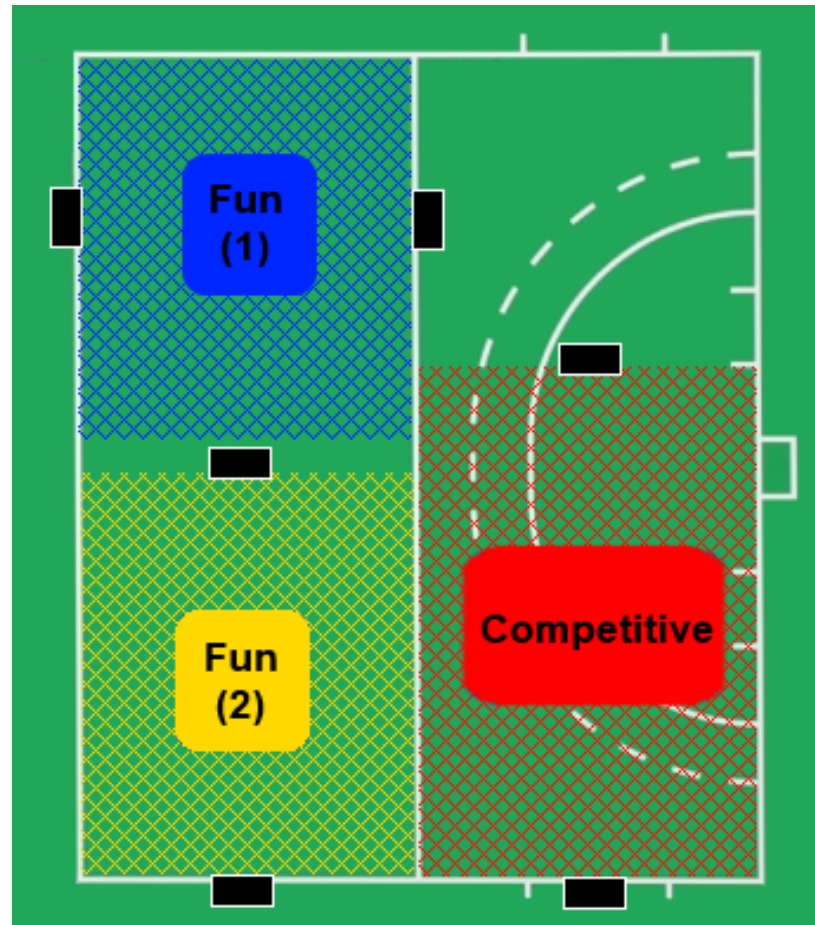
Note: Leniency on feet and back stick dependent upon experience of players.



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Walking Hockey - Pitch Sizes





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Walking Hockey – Team Size

- The number of players in a team is, at present, flexible based upon how many players attend and which group they fit into.

FUTURE?

- Each team could have two extra players who will act as an umpire and a coach. Roles rotated so everyone has a go at everything (if they can be encouraged to do so) thus ensuring everyone is actively involved throughout.



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Walking Hockey – Equipment

- Normal sticks with lots of long sticks to aid those with limited flexibility
- Quicksticks ball – larger, slower, softer
- Goals – New England Hockey ‘pop up’ goals that can have ‘goalkeeper effect’ added



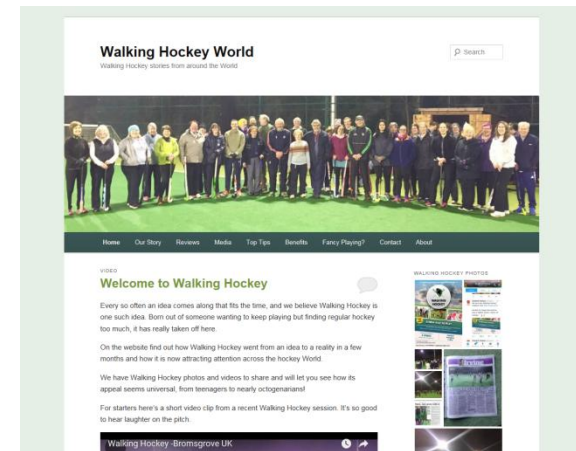
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Walking Hockey – Social connection

Communicate, communicate, communicate

- Weekly newsletter
- Dedicated website
- Fortnightly video
- Monthly ‘themed’ social and fundraising
- Bi monthly feedback survey – simple to compete
- Encourage feedback all of the time





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Walking Hockey – Other Key points

- Cost – Keep it affordable – we cover pitch cost and coach's time plus a small addition for equipment provision
- Timing – We run before our Back To Hockey sessions so that players can see the next step, if they want to develop
- Deliverers – Need coaches and support volunteers with the right personality and attitude - lively, friendly, relaxed
- Control – Have to be polite and firm with those who start 'showboating' or who do not realise they are moving too fast
- Players – vast range of expectations, nervous, apprehensive. Greet them individually and use Walk and Talk to integrate them quickly



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Walking Hockey

Winners

England Hockey Innovation Award 2017

Community Project of the Year 2017



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Walking Hockey – Enquiries and Interest



England Australia New Zealand Dubai India
South Africa Netherlands Belgium China
Ukraine Cameroon Wales Scotland
Ireland France Canada Germany USA
Zimbabwe Argentina Peru Spain Pakistan
Greece Portugal

* Updated 8 March 2018



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