

GLOUCESTERSHIRE HOCKEY ASSOCIATION – COMMUNICATIONS

Feedback we've received, particularly at the last GHA Annual General Meeting, has told us that enhancing our communications approach with Clubs and Schools would be welcomed and very desirable. I've taken on the new Communications Officer role for the County, one which was established by England Hockey as part of the recent Governance structure changes.

So, as the new season gets underway, I'm writing to introduce myself and to ask for your thoughts and ideas on what we could do to develop and improve our communications approach to support you?

As a starter, we think there are four main areas to focus on:

1. Supporting our Clubs and Schools to help make sure key messages and information from England Hockey, the West Area and the County reach the right people at the right time.
2. Enabling an effective mechanism to give Clubs and Schools opportunities to feedback views and raise common issues back up through the organisational structure and to share challenges and good practice with each other.
3. Developing a wider and stronger social media presence for the County, particularly aimed at younger hockey players, and refining/developing the GHA website.

4. Helping to raise the profile of hockey within Gloucestershire by promoting the great work being done and success achieved across the County to our local media organisations.

I'd be very interested to hear your views on these or any other suggestions you might have, through my GHA email address shown below. We recognise the need to get the balance right with this though – making sure you get to know relevant information at the right time whilst avoiding overwhelming you with too much detail or duplication!

Understanding who the best points of contact are at your Club or School is also key to improving both the flow and targeting of information. So, it would be helpful if you could give me an indication of who the most appropriate person or people might be at your Club or School, and provide their contact details.

I look forward to hearing from you.

Regards,

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