



GUILDFORD HOCKEY CLUB

AFFILIATED TO SURREY HOCKEY ASSOCIATION AND ENGLAND HOCKEY
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AGM 2022 – Partnership Programme Report – 2021/22

In my first season heading up the Partnership programme at GHC, I have been struck by how rich in potential it is to attract and retain exciting partnerships as well as ongoing investment. This season I have set a strategy for future success and this coming season I will be very much looking to capitalise on the wide range of fantastic Club assets and to drive further revenue for the Club. Achieving this will be a team effort as you would expect from a sports club, so if you are able to assist in any way whether it be with your time or financially, I'd love to hear from you.

The partnership programme aims to provide a valuable boost to club income, to ensure the Club remains a Great Place to Play and to keep pace with the development plan for the benefit of every member at whatever level they enjoy their hockey. Following the successful addition of the practise area this season, top of the current shopping list are cameras to record home games, an upgraded sound system and scoreboard as well as ongoing investments in kit and equipment. Longer term, we aim for the addition of another balcony to the Clubhouse, enabling spectators to watch activity on the green pitch and the practise area from the comfort of the Club, as well as further renovations and improvements.

Covid has brought the importance of community to the forefront of many people's minds and even in these times of financial uncertainty, the fact the Club has remained so well financially supported by our fantastic partners is testament to the positive impact it has on so many and the hard work of my predecessor James Relph. Once again, we were proud to have been supported by Silent Pool Gin, with their logo featured on both first team's kit as well as the women's indoor kit, in what proved to be an exceptionally successful season for both teams. We were delighted to host Silent Pool for a pop-up event on what was a glorious day both in term of weather as well as action on the pitch, and I know many supporters enjoyed sampling their products, learning more about the locally-produced gin and utilising our discount code!

Life Made Simple Physio has provided invaluable support for the Club this season. Lucy Blick has done a sterling job ensuring players of all ages and levels can operate at peak performance throughout the season and kindly supplied the girls U12 training tops.

We are grateful to Natilik for their continued engagement with the Club and we welcomed their purchase of both vets and U10 tops, in addition to their new banner pitch-side.

The green pitch had a very welcome upgrade this season thanks to Tiger Turf, who have also laid the pitches to be use for the Commonwealth Games hockey tournament this summer in Birmingham. The new pitch has provided members with a second top quality playing surface and we thank them for their support.

Digital Sign Services are our supplier for the smart new pitch-side banners both Club branded and for our partners. Thank you to Genie Ross for the ongoing assistance.

The Club is also fortunate enough to benefit from the financial support of some generous members and associates. We are indebted to Lynn Fordham for her ongoing commitment to the Club, in particular her valuable support for the Flyerz disability hockey programme and the purchase of additional Women's match shirts.

Nigel Sturgess has been a superb pitch-side supporter this season and we are very grateful to him for his notable contributions.

Geoff Tonks continues his long-standing association with the Club as a player and a benefactor, thank you Geoff for your support.

Relationships with schools continue to flourish and we are delighted to have long-standing partnerships in place with RGS and Charterhouse. New RGS banners are imminent, and we are looking forward to displaying them pitch-side.

Guildford Business Park continue their association with the girls U14's and we are grateful to them for supplying warm up kit for this season.

Hydralyte kindly provided product to ensure our teams maintained tip-top condition during the long season.

Seymours Godalming generously supported the U12A girls in their successful season, they sported their branded kit with pride at the SE finals and the Canterbury tournament.

We'd like to extend a huge thank you to all our generous partners for this season, your support makes an enormous difference to the Club and ensures that it continues to be a *Great Place To Play* for so many people – for that we are very grateful. We look forward to another successful season, with some new partner initiatives to come!

Emily Smith – Partnership Programme Lead
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