

Executive Committee **Meeting Minutes**

Meeting: Exec Meeting

Date: Wednesday, 1 July 2026

Time: 19:00 BST

Attendees: Martin Pellow (Chair), Louise Bell, Nick Kendall, Chris Jones

1. Welcome and Apologies

- **Martin Pellow** welcomed the committee, noting that attendance was lower than usual likely due to conflicting football matches.
- **Louise Bell** was officially welcomed to her first executive meeting as the newly appointed Seniors Welfare Officer.
- **Apologies:** Richard (Treasurer); Keith Walters; Annette Pellow; Wendy Smith; Pete Waker.

2. Matters Arising from the AGM

- **Welfare Team:** The club now has a full complement of welfare officers: Louise Bell (Seniors), alongside Sam Millard and Tim Bateman (Juniors).
- **Louise Bell** has initiated contact with England Hockey (Sarah Davies) regarding training and is following up on her DBS check requirements via the update service.
- **Martin Pellow** and Louise recently met with Jo McDermid to review transition materials and established monitoring/tracking admin protocols.

3. Marketing and Club Survey

- **Andrew Phillips** is leading the development of the club's marketing plan and has been consulting stakeholders across the organisation.
- A **Club Survey** is finalised to go out at the end of the week to capture member experiences, strategic priorities, and retention indicators for the upcoming season.
- Adverts for **Social Media Officers** will be posted next week, targeting students or individuals across performance, men's, women's, and junior training sections to enhance the club's "one club" storytelling narrative.

4. Administration & Fixtures Update

- **Admin Officer Vacancy:** Emelia Sowell has unfortunately stepped down from the Admin Officer role due to personal circumstances. The committee will need to re-advertise the vacancy and re-engage previous applicants.
- **GMS Role:** Ben Redwood has formally agreed to handle all GMS responsibilities separately from the main admin role (including player transfers, fixture additions, contacts, and Teamo uploads).
- **Fixtures:** The Ladies' first three games of the season were auto-allocated as away matches due to software carrying over parameters from last year's pitch resurfacing. Nick Kendall noted West League fixtures are expected by mid-July. Pre-season-friendly fixtures for September are mostly complete.

5. Coaching & Playing Committee Roles

- **University/Ladies Coaching:** The university has appointed Harvey as a part-time assistant coach who will additionally lead the Ladies' 1st Team. The committee acknowledged reservations from within the women's section regarding this appointment but noted his coaching presence at junior match days improved consistency last year.
- **Recruitment:** Adverts for remaining vacant senior coaching positions will be redistributed. Martin to connect with Sally Potter for network contacts. Nick suggested building a pipeline to transition qualified university student-coaches from the junior section into senior player-coach roles over time.
- **Hockey Committee Chair:** Nick emphasised the urgent need for a dedicated Hockey Coordinator/Chair to run the playing committee (captains, fixtures, etc.). The role will be added to the upcoming volunteer vacancy postings.

6. Finance & Membership Fee Proposals

- **Affiliation Fees:** England Hockey fees for the season are confirmed at £16.50 per player and £10.50. These will be billed to players as a distinct add-on to keep tracking explicit.
- **Fee Structure Simplification:** Martin presented a modeled proposal to level adult fee to a uniform £200 flat fee for both seniors and students. The change is intended to simplify administration, offset a deficit in senior members, and remain highly competitive for university graduates. Payments will be spread across four monthly installments instead of two, pulling the bulk of revenue in before Christmas. Pro-rata fees will be introduced for mid-season joiners.
- **Junior Fees:** Proposed to reduce junior fees from £300 to £250 for Under-16s, while introducing a separate match-fee framework so members only pay when

they play. Modeling shows this will safely yield higher total income for the club while lowering upfront barriers.

- **Graduate/+23 Incentive:** The AGM-approved free/discounted membership promotional campaign targeting 23+ players will be heavily marketed.

7. League AGM and Strategy Appeals

- **West League Appeal:** The club's appeal against the relegation/positioning of the Ladies' 4th team failed. They will compete in West 2 this season.
- **League Restructuring:** Nick noted that the West League remains geographically unviable (spanning Truro to Swansea). He plans to reignite historical governance proposals to split lower tiers into definitive North and South divisions.

8. Club Integration & Social Strategy

- The committee discussed launching regular monthly mixed-social hockey events (Sundays or Wednesdays) to weave sections together.
- Strategy ideas include organising dedicated "Super Saturdays" at the university pitch when multiple home fixtures line up, seeking collaboration with the Student Union bar, and utilising National League game schedule swaps to optimize spectator turnouts.

9. Kit & Merchandising Contract

- **Y1 Kit Contract:** The club has reached the end of its 5-year cycle. Y1 has offered a highly favorable 3-year renewal package that includes £2,500 annually in gifted kit. This allocation will be utilised to cover the entirety of the balls and coaching gear budget, reducing the club's direct kit expenses to zero. **The committee approved moving forward with this 3-year term.**
- **Club Shop Web Visibility:** Nick raised concerns regarding the visibility of merchandise on the website. Martin noted that the shop links had been inadvertently hidden in dropdowns and committed to restoring the Club Shop prominently to the top navigation banner and a main homepage tile ahead of the season.

10. Any Other Business

- **Teamo Auto-Pay Glitch:** A technical error by Teamo mistakenly initialised a £149 auto-charge alert to members. The provider quickly took responsibility and issued explicit retractions/apologies via email and app alerts.
- **West AGM (8th July):** Nick Kendall is unavailable to attend due to holiday. Martin Pellow agreed to attend as the club's representative.

- **University Partnership Review:** The club is chasing a firm date for a meeting with the University Sports Department regarding pitch hire overheads and coaching budget allocations. A pre-meeting will be arranged to align the executive team's negotiating boundaries.

Action Items

Action Item	Owner	Deadline
DBS Check & Training: Follow up with Sarah Davies (England Hockey) to complete registration and clear DBS status.	Louise Bell	ASAP
Member Survey Deployment: Issue the club marketing and strategic survey to the membership base.	Martin Pellow / Andrew Phillips	End of week
Volunteering Advertisements: Publish club ads for Social Media Officers (targeting sections) and a Hockey Committee Coordinator/Chair.	Martin Pellow	Next Week
Admin Officer Recruitment: Re-engage previous applicants and re-post the Admin Officer vacancy following Amelia's resignation.	Martin Pellow	Next Week
Fixture Allocation Spreadsheet: Compile all home fixtures on a master spreadsheet for coordinated pitch bookings once West League releases data.	Nick Kendall	Mid-July
Coaching Outreach: Connect with Sally Potter to leverage external networks for filling remaining coaching staff vacancies.	Martin Pellow	Mid-July
Membership & Fee Rationale: Circulate the proposed fee structure briefing detailing the £200 flat	Martin Pellow	Next Week

Action Item	Owner	Deadline
fee, junior adjustments, and installment models to the full Executive Committee for sign-off.		
Targeted Marketing Mock-ups: Draft tailored promotional materials for Facebook (older/returning players) and Instagram (23+ university grads).	Martin Pellow / Andrew Phillips	Mid-July
Y1 Contract Execution: Formally sign and process the 3-year Y1 kit renewal contract.	Martin Pellow	ASAP
Website Optimisation: Reinstate the Club Shop banner to the primary top navigation layer and position a promotional tile on the homepage.	Martin Pellow	Pre-season
West AGM Representation: Attend the online West AGM on behalf of the club.	Martin Pellow	8 July 2026
University Liaison: Chase the University Sports Department for available meeting dates and organize an executive pre-meeting.	Nick Kendall / Martin Pellow	3 July 2026