



WILMSLOW
HOCKEY
CLUB

2025/2026 Club Survey *Results and Actions*

27th Jan 2026





Summary: overall feedback is more positive than last year

- **More respondents this year** – more representative
- **Overall satisfaction (NPS)** – rated **very highly, higher** than last year
- **Adult team coaching/training** – rated **significantly lower** than last year
- **Adult team selection** – rated **slightly higher** than last year
- **Teas provision** – rated **significantly higher** than last year
- **Junior team coaching/training** – rated **highly, higher** than last year
- **Junior team matches/tournaments** – rated **highly, higher** than last year
- **Veo & live-streaming** - **positive** responses and many suggestions
- **Club Purpose adherence** – rated **highly, higher** than last year
- **Club Values adherence** – rated **highly, higher** than last year
- **Volunteers appreciated** – and several offers of help.



PROVISIONAL - PENDING FINAL REVIEW & AGREEMENT

Actions to be taken following survey results

Men's actions (MB)

- Continue search for a Men's coach for this season or at least next season
- Plan and share the rota for men's coaching volunteers
- Recruit several more players in time for next season – to enable a Men's 3rd team.
- Assess training timings and how to include our youngest players

Ladies actions (??)

- Continue to seek a new/interim Ladies Club Captain to aid leadership and communications
- Plan to help the L3s stay in their league – to avoid 3 of our teams being in the same league
- Consider if our teams would be better off next season in N rather than S Central

Juniors actions (DME)

- General: continue to do what we are doing – it's working and appreciated by most
- Non-hockey socials: plan a joint awards event at end of season; and at Christmas.
- Tournament locations: we will continue to host more tournaments to save travel
- Kit: investigate the concerns over kit quality/availability: look for solutions (with JG)
- Consider options for additional coaching sessions/duration and/or additional

matches/tournaments.

Umpiring actions (??)

- Plan and promote a new-umpire training programme – to inspire and train new umpires, including adults, juniors, parents.

Phoenix actions (JG to take to Phoenix)

- Repairs to the access road
- Consider ways to improve showers/changing facilities

Teas actions (JG)

- Variety: Introduce a 2-2-2 week cycle – alternating wraps with 2 curry/rice variants.

Veo actions (SD)

- Take up the offer from Veo of a free consultation – to see how other clubs use Veo
- Veo training session(s) for captains, coaches, enthusiasts – to discuss how best to use the features for performance improvement/coaching.

Purpose and Values actions (JG)

- Remind members of the Code of Conduct – Respect in particular; combine with notification of EH Misconduct policy and use of camera footage.

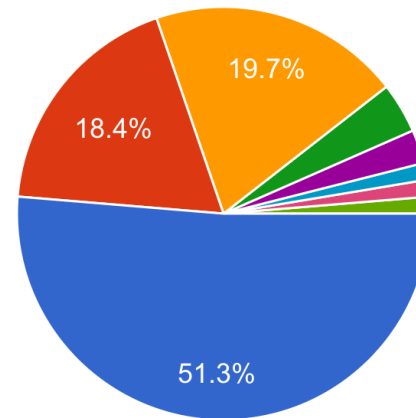
76 respondents (40 last year)

- Response rate of 39%*
- 51% playing adult members
- 18% parents/ guardians of juniors playing **adult** games
- 20% parents/ guardians of juniors playing **junior** games
- 4% social members

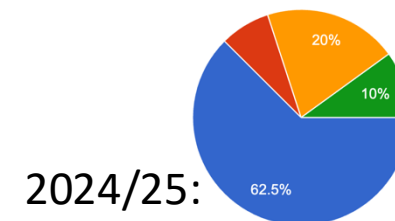
*193 paying members as of 15th Dec 2025

27th January 2026

Are you: (please chose the first option that applies)
76 responses



- An ADULT playing member? (also allows an ADULT member to feedback...
- A JUNIOR member (or parent/guardian) playing SENIOR hockey regularly (us...
- A JUNIOR member (or parent/guardia...
- A SOCIAL member?
- Parent
- Adult play and junior parent
- Junior Captain
- I also have 2 kids under 13

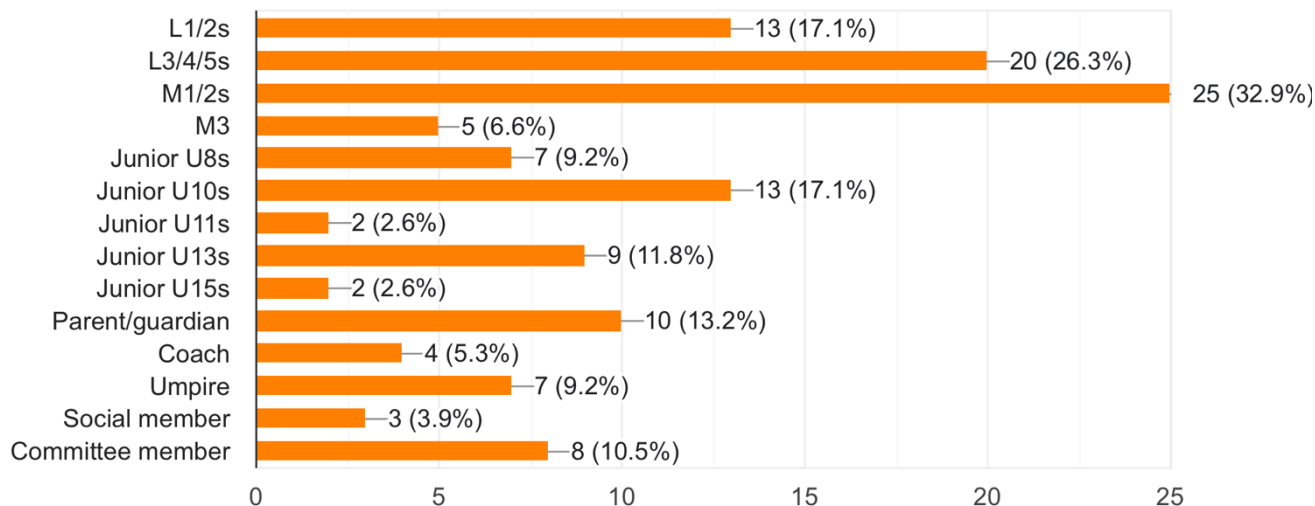




Respondent demographics

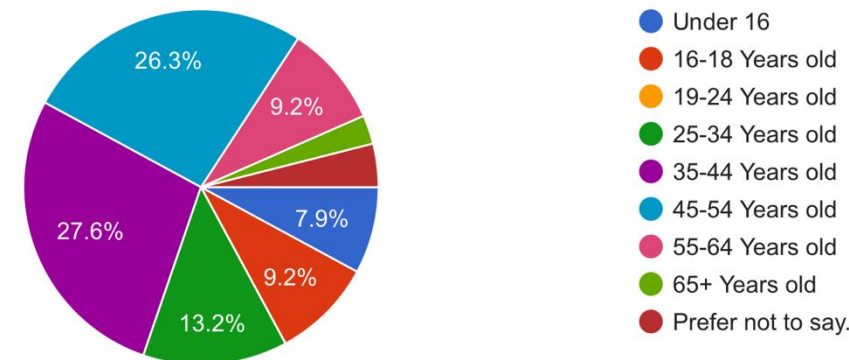
Which of the following groups do you (or your youngster) belong to at the club? (Tick all that apply)

76 responses



Please tell us which age category you belong to:

76 responses





Are there any **club volunteers** you would like to thank for their contribution (optional)? Why?

(24 responses)

- All our umpires, especially: Louise, Toby, Emile, Neil
- Junior coaches, especially: Holly, Dave, Roger, Jim
- Parent helpers, especially: Helen, Babs, Chloe
- Senior captains, coaches, especially: SophieC, Jenna, Caz, Louise, Sam, Charlie
- Senior team members: Steve, Ruth, Holly, Megan
- Committee, especially: SophieP, Sharon, Jim, Emma, Matt



Overall satisfaction

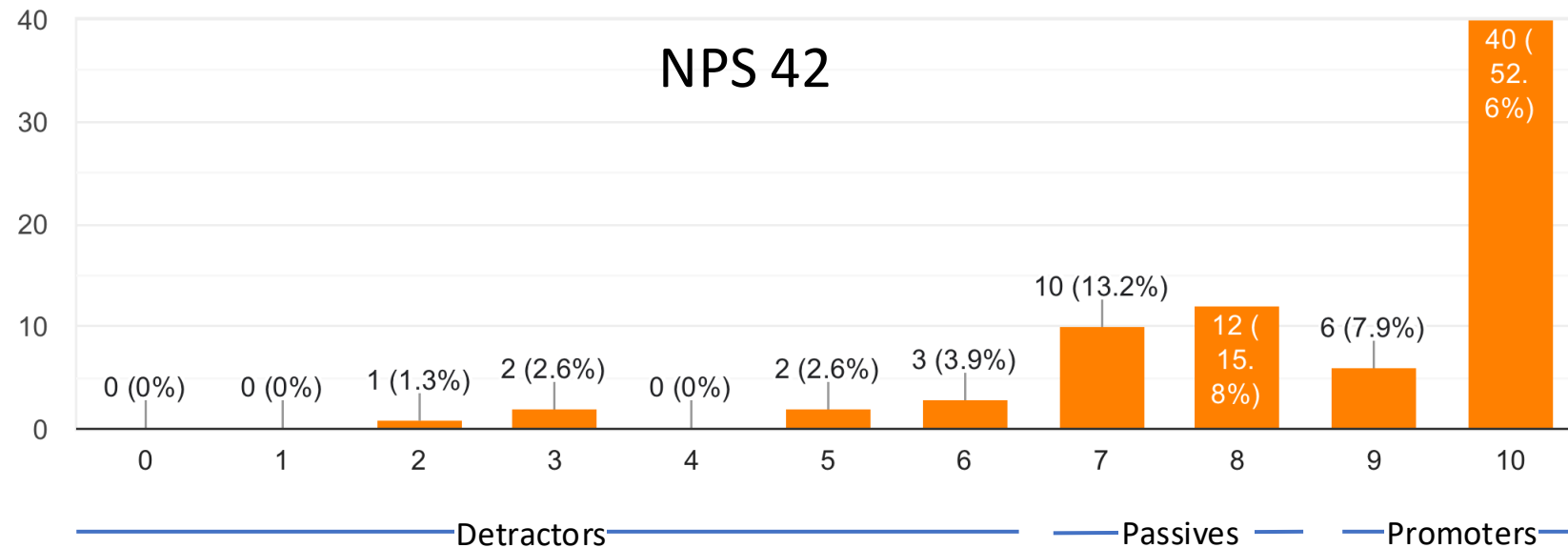
(All respondents)

Would you recommend the club to others?

(76 responses)

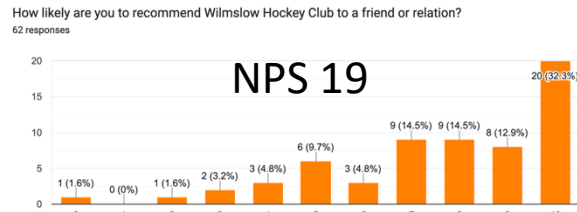
- **Net Promoter Score 42**
which is very good, and
better than last year (35)
- Promoters 52.6% (was 52.5%)
- Detractors 10.4% (was 17.5%)

How likely are you to recommend Wilmslow Hockey Club to a friend or relation?
76 responses

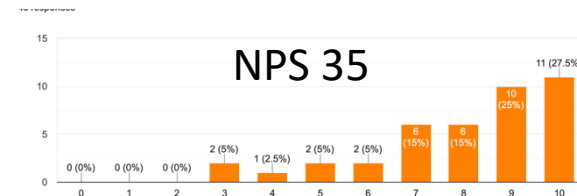


Net Promoters Score (NPS) = % Promoters - % Detractors
Score can range from -100 to 100. Score of 30-40 is excellent.
Companies aspire for 50+. Amazon consumer retail scores 55.

2023/24



2024/25





What do you most enjoy about belonging to the club?

(76 responses)

- **Community of friends** - family-friendly, social and welcoming to all players
- **Playing hockey with friends** – and the team spirit from being part of the team
- **Quality coaching** - and feedback from coaches
- **Junior development** – quality coaching, structured training and a fun, community feel.
- **Great facilities** – the pitch and the proximity to great clubhouse and bar

What's the one thing the club could do to improve your experience at the club (on or off the pitch)? Why?

(76 responses, summarised)

- **Facility improvement:** repair the access road and improve the showers/changing rooms to encourage people to stay after matches.
- **Participation:** more people to help run the club and bring new ideas and enthusiasm; and more participation at events and fundraising.
- **Men's recruitment:** fill the Men's coach vacancy to enable M1/M2s to move up the leagues, recruit players for a 3rd team.
- **Ladies team building:** clarify selection process and make decisions more transparent to avoid misunderstanding; encourage constructive discussion between teams and have a mature discussion about objectives for each team and the club for this season; better communication with members, after-match socials, and improved interaction between all sections/teams.
- **Ladies training:** practice set pieces as a squad, joint L1/L2s training, more pre/post game chats, Veo highlights etc.
- **Junior training:** additional training sessions, address discipline in U12s team and keep distracted younger players on point; junior socials.
- **Junior matches:** more advanced notice of tournaments, closer locations, and ensuring children experience all positions; coaches at matches [Ed: this isn't always possible due to other commitments of our coaches.]
- **Junior kit:** better quality kit with shorter delivery times.



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Playing experience in adult teams





Playing Experience (adult teams): Coaching & Training

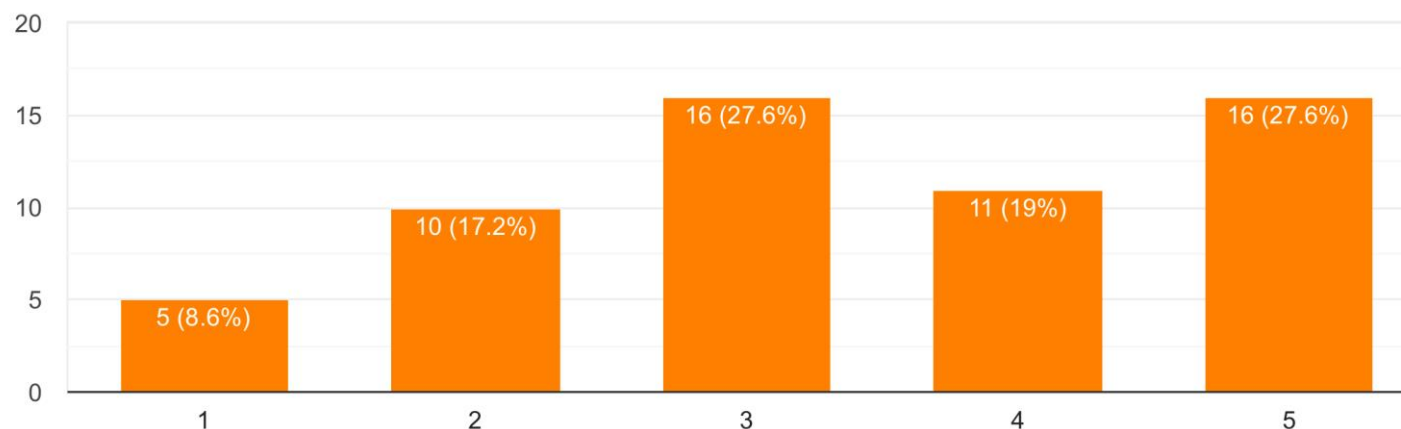
(58 responses)

Conclusions:

- Worsened from last year
- 47% positive (65%)
- 28% OK (25%)
- 26% negative (11%)

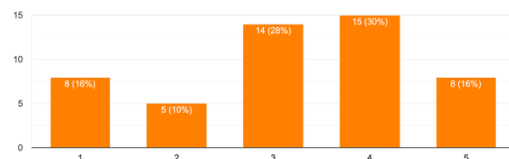
How would you rate the quality and benefit of coach(es) and training?

58 responses



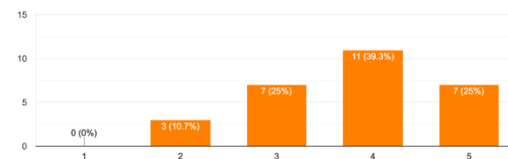
Dec 2023

How would you rate the quality and benefit of coach(es) and training?
50 responses



Dec 2024

How would you rate the quality and benefit of coach(es) and training?
28 responses





Playing Experience (adult teams): Selection Policy

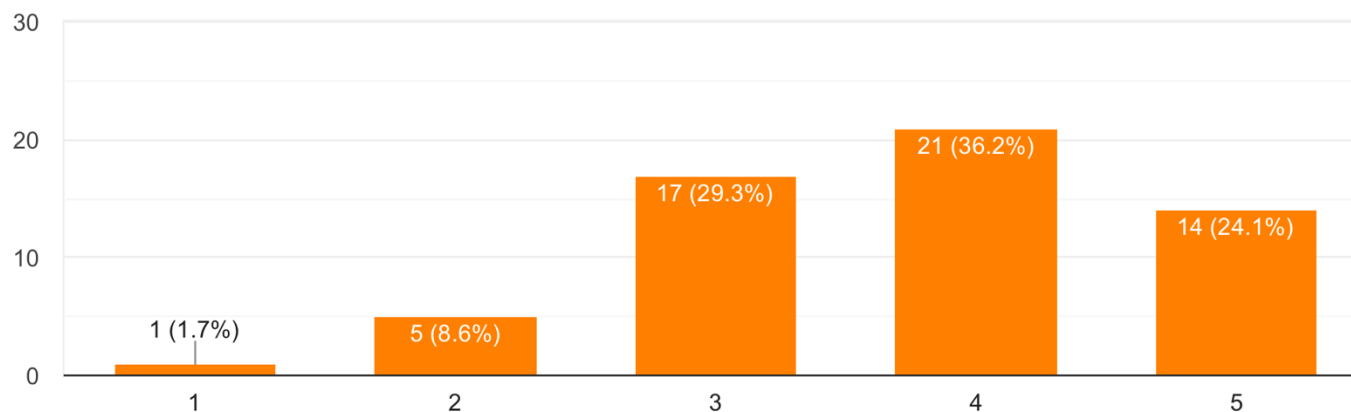
(58 responses)

Conclusions:

- Improved from last year
- 60% positive (57%)
- 29% OK (21%)
- 10% negative (21%)

How effective and fair is the application of the selection policy this season?

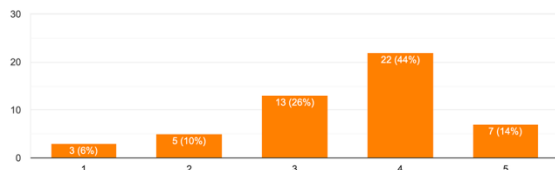
58 responses



Dec 2023

How effective and fair is the application of the selection policy this season?

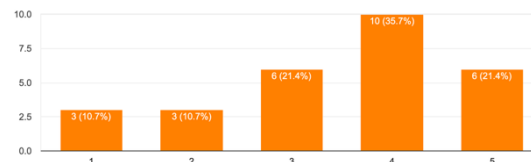
50 responses



Dec 2024

How effective and fair is the application of the selection policy this season?

28 responses



What do you **LIKE MOST** about senior training/matches (optional)?

(39 responses, summarised)

- **Positive matchday experience:** competitive hockey, winning (esp. mens), Veo camera
- **Strong team spirit:** friends, teammates, inclusive, supportive atmosphere
- **Effective coaching:** well-planned, pacey, and inclusive training sessions with good coaches – esp. L1s and L3/4/5s.
- **Development of young players:** supportive and encouraging.



What do you **NOT LIKE** about senior training/matches (optional)?

(40 responses, summarised)

- **Ladies**

- Mixed L1/L2s training requested
- Quality of coaching varies – need more focus on tactics and more individual feedback to players.
- Gaps in abilities between teams and low availability results in players dropping down
- Not taking advantage of Veo recordings for coaching

- **Men**

- Need a dedicated coach, although the players stepping up to coach have generally good reviews
- Transition from juniors to men's training is challenging – difference in ability from age 13 vs M1s and training ends late. Need an M3s team as a bridge.



Playing experience in junior teams



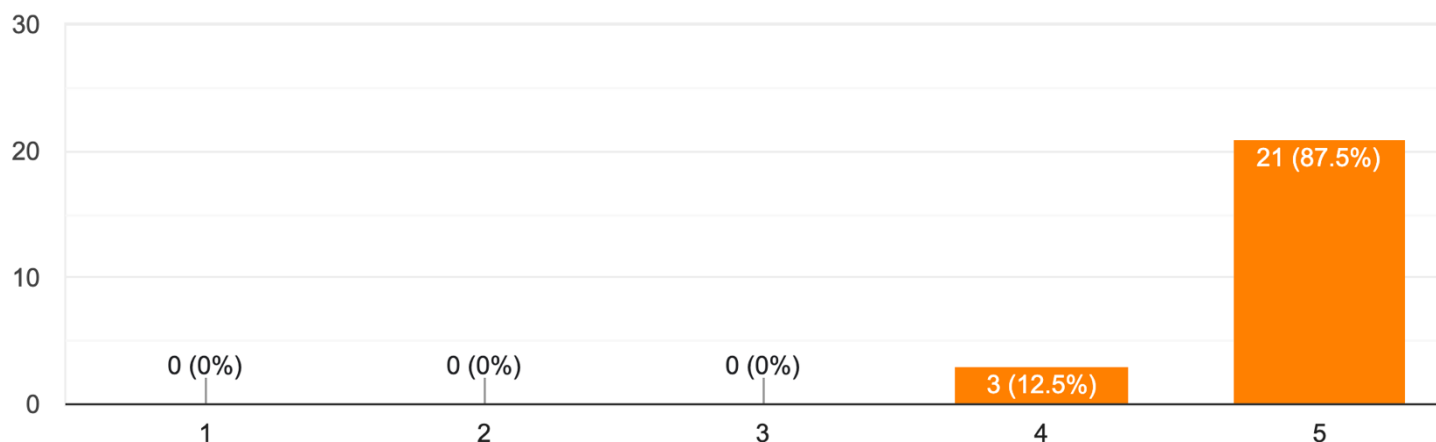
Playing Experience: Junior Coaching & Training

Conclusions:

- Strongly positive
- Improved from last year

How would you rate the quality and benefit of the coach(es) and training?

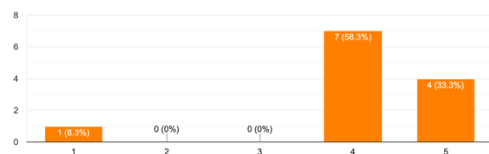
24 responses



Dec 2023

How would you rate the quality and benefit of the coach(es) and training?

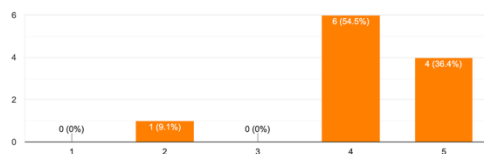
12 responses



Dec 2024

How would you rate the quality and benefit of the coach(es) and training?

11 responses





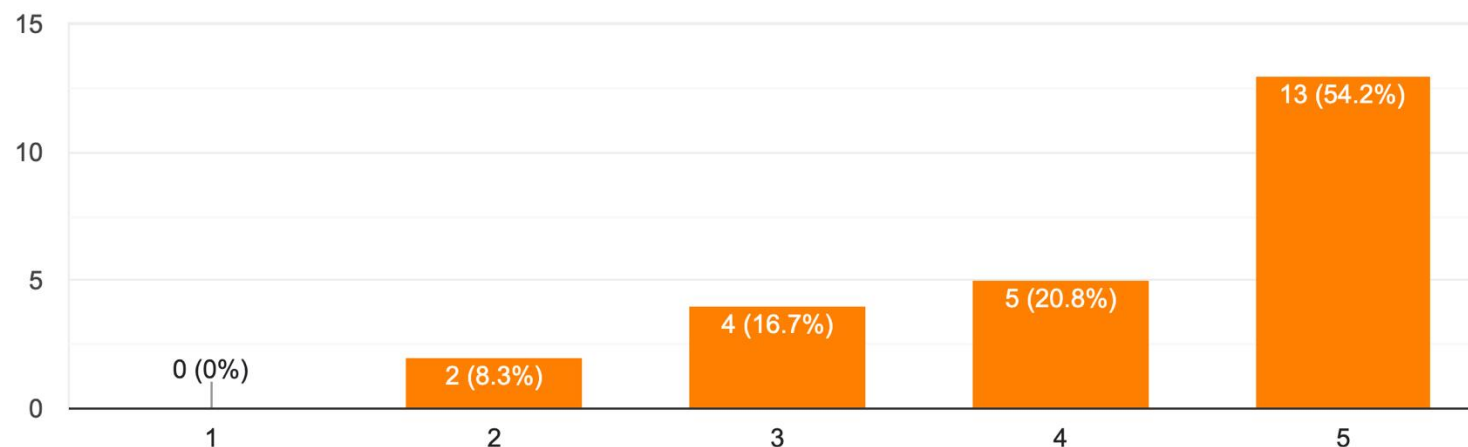
Playing Experience: Juniors matches/tournaments

Conclusions:

- Strongly positive
- Improved from last year
- 75% positive (63%)
- 17% neutral (27%)
- 8% negative (9%)

How would you rate the number/quality of junior matches (or tournaments)?

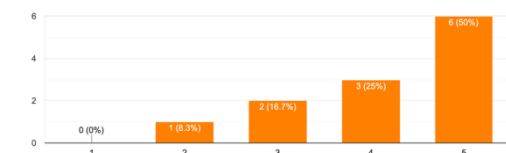
24 responses



Dec 2023

How would you rate the number/quality of junior matches (or tournaments)?

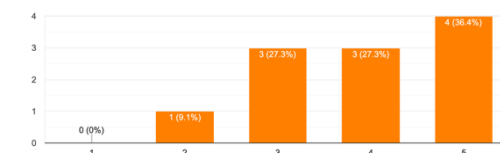
12 responses



Dec 2024

How would you rate the number/quality of junior matches (or tournaments)?

11 responses





What do you **LIKE MOST** about junior training/matches (optional)? (15 responses)

Effective coaching:

- Supportive coaching during games and training
- Seeing the kids adapt to competition on match days. Watching their skills and game-management improve.
- Training is excellent, players are engaged and I feel my child is in a safe environment. Register is done on arrival
- Atmosphere, encouragement, skills coaching
- Kids like the coaches
- Some tournaments coaches give great advice in the moment. I would like to see more of this.

Growth and inclusion:

- The young players support one another and are really coming together as a team.
- Well run. Great organisation. Good spirit amongst all junior teams at tournaments
- All can contribute. Inclusive.
- Everyone has the same chance to play
- Lots of enthusiasm and gives everyone opportunities

Atmosphere and enjoyment:

- The kids just love it, such a buzz about the club on training nights and tournament days
- Happy! Fun and kids always look forward to it
- Lovely atmosphere but children also pushed.
- Regular (weekly matches) playing on a full pitch.



What do you **NOT LIKE** about junior training/matches (optional)? (15 responses)

Need to teach game-play - positions, marking, set-pieces, tactics etc.

- Coaching is great! Keep giving direction and offer more insight into positions/markings to help better understand of the game.
- More strategic training, practice of set pieces would benefit the team.
- More structured coaching is required around positions and tactics

Difficult travel, logistics

- Tournaments not too far afield!
- Late finish of training - lack of game time
- Different times make it hard to plan/ fit in with other family commitments
- Probably the unnecessary drive of over an hour to Crewe/Treeton. Most parents groan at this. Surely there are multiple clubs within a 20-30 minute drive for friendly junior tournaments.

Better integration of boys/girls

- Boys don't integrate the girls, to improve team playing
- Sometimes daughter says mostly boys on the team but she is happy to play with them
- Maybe they need more rewards at matches like medals and certificates

More coaching and matches

- I don't think 1 hour a week is enough
- Not enough matches

Poor attitudes of some players

- Some of the kids have a poor attitude at times and I really feel they need to be pulled up on this by the coaching team. Parents need to be notified about their child if they are displaying a poor attitude.



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Home teas





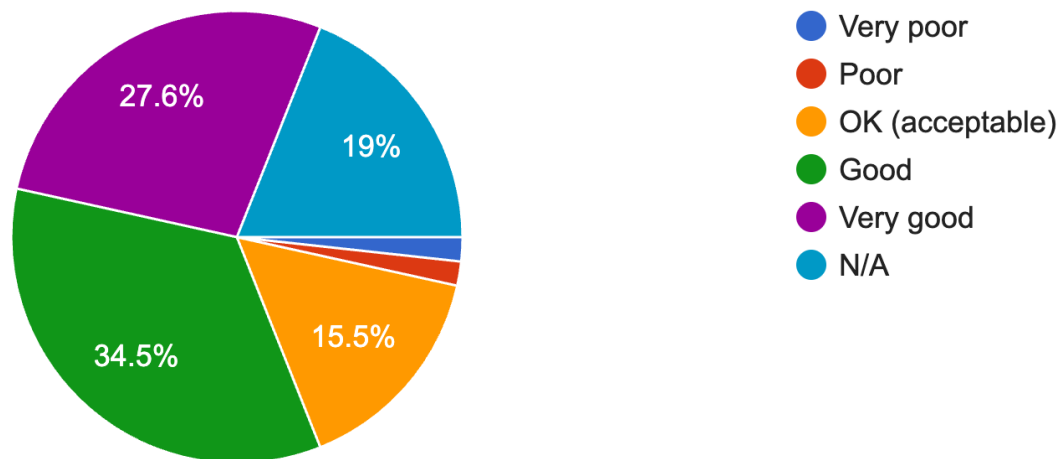
Quality/quantity of teas (this season from Potyo)

(58 responses)

Conclusions:

- Better than last season
- Of those who have ate the food, 76% rated it good/very good, 20% ok.
- 62% positive (43%)
- 16% ok (32%)
- 3% negative (7%)
- 19% not had (18%)

How would you rate the quality, quantity and presentation of food for home teas? (NB each portion costs just £3)
58 responses





Any comments on home matchday teas? (optional)

(28 responses, summarised)

- **Mostly positive:** majority are in favour of the current teas arrangement
- **Food Preference:** wraps are generally well-liked, while pasta and curry receive mixed reviews.
- **Variety requested:** many suggest more food variety over time.
[Ed: we have a plan to increase the variety a little]
- **But not everyone happy:** a small number prefer to revert to player-provided teas or alternative arrangements using our own facilities.



Veo camera & live-streaming





How do you think we can best take advantage of our Veo camera, recordings and YouTube live-streams? (33 responses, summarised)

- **Live Streaming and Recording:** Excellent for positive play analysis and player improvement.
- **Match analysis:** more match analysis for performance improvement and tailored coaching.
- **Match review:** monthly team meeting to highlight areas for performance improvement.
- **Advertising:** promote the club and sponsors on social media, share match links and clips. Put the score and advertised on the stream.
[Ed: these are possible in Veo, but needs each team to take the lead to appoint/find someone to do it]
- **Game access and sharing:** ensure all club members have access to games and utilise social media to share highlights and engage with the community.
[Ed: Our subscription limits us to 5 teams and 50 users. Increasing this would be a significant cost. But the majority of matches are visible on YouTube [@WilmslowHockey](#)]
- **Coaching App Investment:** Invest in coaching apps for video analysis and create highlight reels for social media promotion.
[Ed: Veo already has these capabilities. We need commitment from players/coaches to spend the time to find and make the clips.]



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Club Purpose & Values

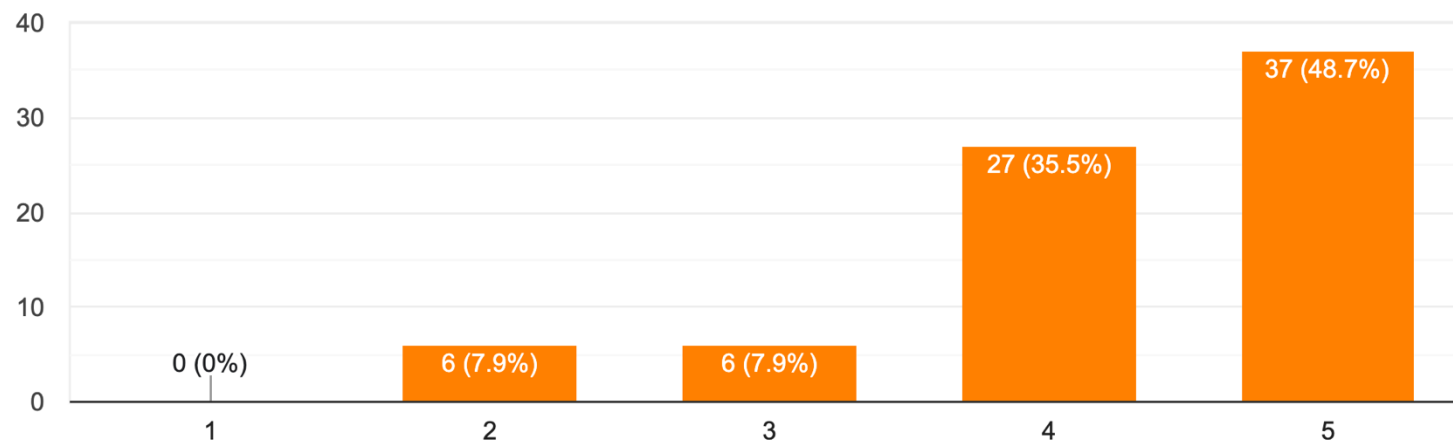


Adhering to Club Purpose

Conclusions:

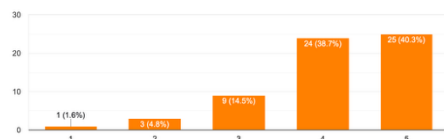
- Strongly positive
- Improved from last year
- 84% positive (75%)
- 8% neutral (12.5%)
- 8% negative (12.5%)

Club Purpose: members, coaches, captains and committee follow our Club Purpose
76 responses



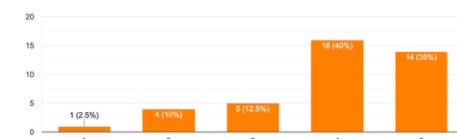
Dec 2023

Club Purpose: club committee, coaches, captains and members adhere to the Club Purpose
62 responses



Dec 2024

Club Purpose: members, coaches, captains and committee follow our Club Purpose
40 responses



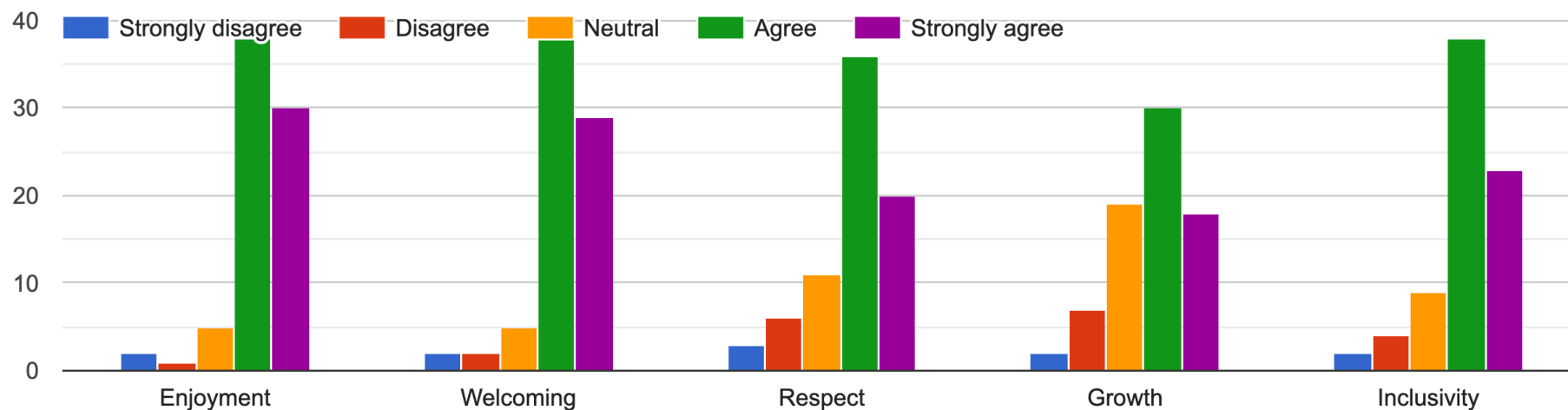


Adhering to Club Values

Conclusions:

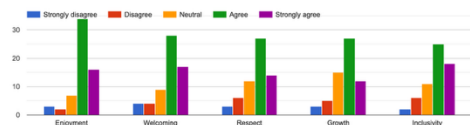
- More positive than last year
- Still several negative views
- **Respect** and **Growth** continue to be least positive

Club Values: members, coaches, captains and committee follow our Club Values



Dec 2023

Club values: club committee, coaches, captains and members adhere to the Club Values



Dec 2024

Club Values: members, coaches, captains and committee follow our Club Values

