

# Case Study: England Hockey Board



**Target:** National Governing Body, England Hockey Board, enlisted Promote to provide PR support for its Back to Hockey campaign; an initiative to encourage 15,000 women back into the sport over the next three years

**Timing:** July - September 2011

**Activity:** Raise awareness of Back to Hockey on a local and national level driving participation figures at the nationwide venues

**Results:** 58 pieces of coverage were generated in national and regional online, print and broadcast media

**EAV:** >£75,000

**Reach:** >13,000,000

**ROI:** 7:1



## Bid to get women to pick up their hockey sticks



THE England Hockey Board has launched a new campaign, which aims to increase the number of women playing the sport.

Back to hockey targets all women who have previously participated in the sport either at a recreational or competitive level and aims to inspire them to pick up their hockey sticks and 'relearn, refresh and replay'.

The scheme offers six to eight-week blocks of informal 60-90 minute sessions focusing on refreshing skills, fun and fitness in a social setting.

It is hoped the programme, which will be offered in hundreds of clubs and leisure centres across the country, will encourage over 15,000 women to get back into the sport over the next three years.



## Back to Hockey campaign

A grassroots campaign to draw women back to the sport of hockey launches this month.

Back to Hockey targets women of all ages and abilities who have previously played the game either at a recreational or competitive level. The nationwide initiative aims to increase participation figures by encouraging more than 15,000 women back into the sport over the next three years.

Back to Hockey offers six to eight week blocks of informal 60 to 90 minute sessions focusing on refreshing skills, fun and fitness in a social setting. Offered by hundreds of clubs and leisure centres across the country, the aim is to provide all the physical benefits of the game's full format, without the pressure of having to perform for team selection.



## New grassroots hockey campaign to launch

England Hockey Board (EHB) has revealed that it is to roll-out a new nationwide grassroots campaign - Back to Hockey - in September in a bid to increase participation numbers.

It is hoped that more than 15,000 women will be inspired to take up the sport by the

national governing body's programme, which will run over the next three years.

According to EHB, Back to Hockey will target women who have previously participated in the sport, offering six- to eight-week blocks of informal 60- to 90-minute sessions.