

FURTHER INFORMATION TO SUPPORT THE APPLICATION OF MHC FLETIOMARE FOR EURO HOCKEY CLUB OF THE YEAR 2009

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Motivation for nomination:

MHC Fletiomare has experienced dramatic growth in the past few years. From a hockey club that ten years ago, with only 80 members, seemed to be destined for bankruptcy and closure, it has moved to an impressive new complex and has realised growth to 1600 members in 2010.

Despite the enormous growth, (which usually causes clubs to focus inward on internal management), the hockey club continues to see the importance of fulfilling external social responsible needs, as illustrated below:

With the inauguration of a new president in 2007, the board of the hockey club decided that a new mission and vision for the hockey club were necessary to manage the continuing growth in membership numbers. As input for determining the mission and vision, a membership survey was conducted and 25 active members and volunteers were also engaged to focus on its creation.

The Mission of Fletiomare is:

Fletiomare Hockey Club is the beating hockey heart of Utrecht West, where our values - *sportsmanship and respect, enjoyment, involvement with team, club and environment and offering inspiration and challenge* - are central to allow *everyone* to enjoy hockey in the broadest sense.

(Enjoy hockey in the broadest sense implies that this club is about everyone who is involved, including spectators, referees, volunteers, etc.)

Our Vision is:

Get the best out of yourself!!!

At Fletiomare an environment is created where *everyone* is inspired and motivated to get the best out of themselves. Both from a hockey technical perspective as well as an organisational one.

This is why Fletiomare aims to provide good quality training and coaching, to have a good quality organisation, to stimulate and to set the right example. The ambition is realised through organic growth, using professional volunteers within a transparent and open organisation, supported by state of the art facilities.

After formulating the mission and vision, the hockey club developed strategic goals for 6 key areas: hockey technical affairs, volunteers & organisation, marketing & communication, and a particularly important area for us is social responsibility (in

our membership survey 88% of the members of the hockey club said that the club should take a socially responsible role).

In the area of social responsibility, the hockey club has outlined the ambition to serve three main groups:

1. children - by offering "G-Hockey" (hockey for children with a mental handicap) and an open sports offering for children in the area (by means of a "combinatie-functionaris");
2. youth - by offering internships; and
3. adults - by offering "knotshockey" for 60+ year olds and organising special training groups for female immigrants.

Finally, and with a huge majority, our club emphasised the subject of our waiting list: 78% of the members were of the opinion that the hockey club had a responsibility to find a solution for the waiting list, at the time holding approximately 250 children (subsequently grown to 450).

Achievements:

Since approving the mission, vision and strategy as well as the ambition to expand our capacity (at the annual general meeting of June 2008), the club has achieved many things:

- a technical manager was appointed to manage the implications of the enormous growth for hockey technical affairs and to ensure that each team would get the trainer and coach appropriate to the level of the team; the technical manager has also, in cooperation with the key trainers in the hockey club, determined the profile of the hockey players (style of playing etc). Fletiomare wants to develop great hockey players and is now reviewing and rewriting the youth training plan to realise this;
- an in-house Jeugd (youth) Hockey Trainer education has been organised in the past season, that gives the hockey club access to an additional 9 new qualified trainers to realise our ambition in the hockey technical area; this will begin in the current season;
- the youth education is now of a sufficiently high quality that 10 of the youth teams from Fletiomare play top and first class;
- a volunteer commission has been installed to coordinate demand and supply of volunteer positions and to map the capabilities of the pool of potential volunteers (all senior members and parents of youth members);
- in the area of social responsibility, the club has found a partner in the childcare organisation NOKIK that operates an after school club (specialising in sport activities) in the clubhouse premises, since August 2009; in addition, for one year now, the club offers hockey for children aged 8-18 years old with a mental handicap (currently 11 children take part); for the youth a social internship coordinator has been appointed and Fletiomare is now an acknowledged "learning company"; since one year a "combinatie functionaris" has been working with schools and welfare

- organisations in the area to realise an open sports offering for children (stimulating the participation of children in sports);
- new (socially responsible) initiatives, in which Fletiomare would play a pioneering role, are currently being explored, for instance a special training for female immigrants and LED floodlights for pitches (to be realised in the summer of 2010);
 - a sportsmanship & respect commission has been installed to draw attention to this theme regularly in an informative and original manner;
 - recently we have appointed a “vertrouwenspersoon” (confidential support contact) to ensure a safe environment for the youth playing at the club;

In addition, the club has succeeded, in what initially seemed to be an extremely difficult challenge, to realise an extension to our capacity; in the summer of 2010 two extra pitches will be constructed (taking the total of astro-turf pitches to 5.5).

This extension is realised through the unique cooperation between Fletiomare, the City of Utrecht council, the Dutch Hockey Federation and the two neighbouring football clubs. The capacity (both current as well as future) of all three clubs was analysed by an independent agency and the club has offered various creative solutions to overcome the problem (extreme creativity was required as no extra land is available in the surrounding area!).

Eventually, through creating a win/win situation both football clubs were prepared to help MHC Fletiomare. After the completion of the replanning of the sportspark, extra capacity will be available for all three clubs, (including the conversion of grass to astro turf pitches for the football clubs).

With the capacity extension of two extra fields, Fletiomare can admit an additional 250 children in 2010.

Other information:

MHC Fletiomare is externally oriented and regularly we share our knowledge with other sport clubs - we were the engine behind the realisation of the After School Club that is now housed in the clubhouses of Fletiomare and the two nearby football clubs (offering places for 160 children on a daily basis).

We also have a good connection with an athletics club in Utrecht, with whom information and knowledge has been exchanged.

Fletiomare is involved, through offering advice, in the founding of a hockey department at sports club De Zwaluwen in Utrecht. The club is also involved in discussion with Utrecht City Council and hockey clubs in neighbouring villages to find solutions for the remainder of the waiting list for children.

Fletiomare offers knowledge and experience, developed during the building of a new clubhouse and the move to a new sports complex, to other sports clubs that are facing a new-build or move. Also during the National Hockey Congress each year in January, Fletiomare facilitates workshops on the same subject. Finally, Fletiomare's experiences will be published in a book by the KNHB, to allow other clubs to benefit.

Experiences in the financial management of a hockey club have been shared by one of the board members of Fletiomare with other sports clubs in a monthly column in the magazine "Sport Bestuur & Management" during the past two years.

We believe MHC Fletiomare is an excellent example of how a vibrant and engaging sportsclub can implement a positive change for growth in an inspiring way with full participation, effort, hard work and enthusiasm of many volunteers.