

THE UKPA'S PLAN FOR THE DEVELOPMENT OF POLOCROSSE IN THE UNITED KINGDOM

| Ref | AREA | BASIC AIM | SUB-SECTION | ACTION | COMPLETED TO DATE |
|-----|------------|------------------------------|-----------------------|--|---|
| 1 | Membership | Increase membership Numbers. | 1.1 Improve retention | <p>1.1.1 Surveys – Carry out a survey (using Survey Monkey)to ascertain why players are leaving and consider how this can be addressed</p> <p>Likely reasons for leaving;</p> <ul style="list-style-type: none"> a. No horse – contact polo yards etc. to find places who would hire out horses b. University – continue work on uni clubs c. Cost – consider areas where cost may be reduced by the UKPA or with the UKPA’s assistance d. Displeasure with the UKPA – identify areas and address as necessary | <p>1.1.1 A survey has been available on the UKPA Website since 8th July. To date 81 responses received.</p> <p>Once completed the results will be collated and presented initially to the Executive and a summary to the membership, probably within the AGM report.</p> <p>Thank you to Polocrosse Extreme for sponsoring the Survey racquet prize.</p> |
| | | | | <p>1.1.2 Communications – improve communication with the membership</p> <p>1.1.2.1 Newsletter</p> <ul style="list-style-type: none"> a. Improve the regularity and content of the newsletter b. Include tournament reports etc. c. More of a magazine format eg. ISSUU type | <p>1.1.2. Lots more action on Website blog including tournament reports.</p> <p>Monthly update on upcoming events is sent at the end of each month now so will add on past news links as well.</p> <p>Mailchimps used to communicate on key points or news pieces. Facebook being used to good effect and more content going through it than ever before.</p> |
| | | | | <p>1.1.3 Improve the UKPA ‘Community’ –</p> <ul style="list-style-type: none"> a. Merchandising – clothing, calendar, car stickers etc. (See ref 2.3) b. Provide support to clubs to improve their ‘community’ c. Provide better ‘Welcome’ packs to new members. Encourage clubs to do the same. | <p>1.1.3.</p> <ul style="list-style-type: none"> a) Clothing being done for Nationals via Beewear to see if there is market for it. A Tournament Calendar being considered for 2016. b) Barry available to support/ answer questions if asked but so far community idea has not been proactively pushed c) To be developed |

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| | | | | 1.1.4 Tournaments a. Improve quality of tournaments (see ref 3.1) b. More one day tournaments c. Survey to find out what people want to see in tournaments | 1.1.4. a) see 3.1 b) Ran one day arena tournament in April. Lيمemere Sparks ran one day tournament. c) Survey – Main survey includes prompts on tournaments |
| | | | 1.2 Improve new player numbers | 1.2.1 Spread the word – Improve the visibility of polocrosse 1.2.1.1 Provide support to clubs and encourage clubs to spread the word a. Liaise with local newspapers – gather details on local newspaper contacts b. Provide flyers etc. c. Obtain Club SD (CSDO) contact for each club d. Keep CSDOs up to date with what other clubs are doing etc. | 1.2.1.1. a) Local and National coverage for Early Season Tournament, Great Northern Tournament, Lيمemere Sparks one day and a number of player and club articles – see appendix 1 for all press coverage – considered a significant improvement on previous years b) Flyers available to clubs at Celyn, Midlands and Nationals. c) We have names from 11 clubs, awaiting responses from others d) To progress once we have a complete network of CDSO |
| | | | | 1.2.1.2 Riders – a. Livery Yards – I. Set up database of livery yards around clubs and contact them with leaflets etc. II. Supply details of club contacts for coaching etc. III. b. Pony Club I. Maintain close links with pony club through area reps etc. II. Make sure UKPA accessibility for pony club branches is well publicised | 1.2.1.2. a) Database created and livery yards contacted. Coaches informed of this and encouraged to follow up with local establishments b) Links maintained via committee and joint hosting of home nations. Possibly need a more formal meeting to discuss 2016 plans and dates and also to think about best way to deliver more polocrosse to pony club members |

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| | | | | <ul style="list-style-type: none"> c. Riding clubs <ul style="list-style-type: none"> I. Set up a database of riding clubs around clubs and contact them with leaflets etc. II. Supply details of club contacts for coaching etc. III. Possibly arrange contact between riding clubs for matches. Provide support. d. Riding schools <ul style="list-style-type: none"> I. Set up database of livery yards around clubs and contact them with leaflets etc. II. Supply details of club contacts for coaching etc. III. Possibly arrange contact between riding schools for matches, provide support e. General 'Public' Riders <ul style="list-style-type: none"> I. Regular articles for equine magazines – H&H, Horse and Country, Your Horse II. Increase UKPA visibility at tournaments <ul style="list-style-type: none"> a. Encourage clubs to advertise events in local newspapers etc. b. Encourage clubs to cater for spectators c. UKPA Provide flyers d. Particularly at Nationals III. Equine Events – Your Horse, HOYS, Badminton etc. <ul style="list-style-type: none"> a. Demos b. Stand - Purchase (?) pop up stand, banner, audio visual media, flyers etc. | <p>c) Work in progress –British Riding clubs (BRC) will have an article in their next issue of the newsletter due out in March 2016</p> <p>d) as per point a)</p> <p>Articles will be in upcoming BHS and ABRS newsletters to schools</p> <p>e) I. Regular articles and news pieces in a number of magazines and online (we should <i>attach as appendices?</i>)</p> <p>II. Flyers and posters have been produced for Nationals. They are being distributed through Onley. We are setting up a public car park to manage the spectators.</p> <p>III. SDWG have not specifically sought out events to attend as not considered a top priority. Previous experience of demos has shown they are a lot of hard work to do well and have had little effect. However if good opportunities arise they will be looked at and local clubs are possibly the best people to be doing demos at local events</p> |

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| | | | | <p>1.2.1.3 General Public</p> <ul style="list-style-type: none"> a. As for 1.2.1.2 (e) above b. Possible TV coverage via Horse and Country TV c. Tournament reports in local (non equine) papers | <p>1.2.1.3. a) see 1.21.2 (e) above b) H&C TV were due to come film at Midland Camp but couldn't make dates work in the end. They are keen to do something next year c) Achieved on a couple of tournament (see press coverage appendix 1)</p> |
| | | | | <p>1.2.2 Coaching – increase number of coaches available to go out to train non members (see Ref 3.3)</p> | <p>1.2.2. UKCC coaches continue to be developed currently 17 number qualified and 39 number on the pathway. See 3.3 for more details</p> |
| 2 | Income | Increase UKPA Income | 2.1 Increase membership numbers | See Ref 1 | |
| | | | 2.2 Sponsorship | <p>2.2.1 Sponsorship 'Packages'</p> <ul style="list-style-type: none"> a. Identify what the UKPA can do for sponsors and produce professional package for dissemination to potential sponsors <ul style="list-style-type: none"> I. Advertising in UKPA documents <ul style="list-style-type: none"> i. Rulebook ii. Umpires' Manual iii. Coaching Manual iv. Field Marshal Manual v. Website vi. Mailchimp vii. Tournament flyers viii. Banners at UKPA tournaments ix. Sponsors' lunch at Nationals b. Identify likely sponsors <ul style="list-style-type: none"> I. Red Bull II. Swatch III. Countrywide Farmers | <p>2.2.1</p> <p>a) Ideas developed for sponsorship of National Championships and sponsors pack produced and distributed to likely sponsors.</p> <p>I. Sponsors also sought for other specific publications but we have had no responses for advertising in the documentation</p> <p>b) Game needs to be considerably larger and more high profile to attract large scale sponsors. Given everyone's time is limited it is felt to be wise at the moment to not spend</p> |

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| | | | | <ul style="list-style-type: none"> IV. Baileys Feeds V. Spillers Feeds VI. Equine insurers – Petplan, SEIB, E&L, Shearwater, KBIS, Horse insurance.co.uk, insuremyhorse.co.uk etc. <ul style="list-style-type: none"> c. Personal approach to each potential sponsor to adapt the packages to suit. d. Invite potential sponsors to Nationals for free lunch etc. <ul style="list-style-type: none"> I. More pro-active and 'aggressive' II. Provide high quality documentation of sponsor package opportunities. | <p>too long trying to identify and attract high profile sponsors but instead concentrate on developing a strong infrastructure for the game and bringing about growth. Sponsors will be far easier to attract when the membership is 4000 rather than 400.</p> <p>c) Reflected in sponsors pack</p> <p>d) Done</p> |
| | | | 2.3 Merchandising | <p>2.2.2 Improve layout of Website to better suit sponsors</p> <p>2.3.1 Produce Merchandising for sale to members - This is likely to be of limited income due to the small membership. However, it should improve visibility of the sport and the 'community' aspect.</p> <ul style="list-style-type: none"> a. Calendar - using photos from the membership b. mugs c. Clothing such as caps and T shirts d. car/lorry stickers | <p>2.2.2 Website still needs further work</p> <p>2.3.1 Clothing for Nationals/ UKPA to be done in conjunction with Beewear. Beewear have sourced suitable logos for the clothing. Some clubs still to provide suitable logos.</p> <ul style="list-style-type: none"> a. Requests have gone out for member photos. Calendar to be ready by AGM. b. Small run of mugs being made for sale at Nationals. Also to be used as prizes. c. It was decided that more wide spread merchandising for members was not a viable option at the moment d. Car/lorry stickers are provided to players at EST and Nationals. |
| 3 | The Game | To improve the quality of the game of polocrosse. To increase retention and new member | 3.1 Tournaments | <p>3.1.1 Quality of Management</p> <p>3.1.1.1 UKPA Control</p> <p>Continue and improve monitoring of tournaments to ensure quality of;</p> <ul style="list-style-type: none"> a. communication b. paperwork c. Order of play | <p>3.1.1.1. The tournament paperwork databases (PIR, DVR etc.) has been set up and data are being updated after each tournament. Tournament organisers are being informed of which horses are presently banned under a DVR. The DPR database will also allow monitoring of players who repeat offend.</p> |

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| | | <p>numbers by making the game more attractive. Make it more presentable to potential sponsors etc.</p> | | <p>d. Facilities</p> <p>3.1.1.2 UKPA Support Identify areas where the UKPA can provide support to tournament organisers (particularly new ones)</p> <ul style="list-style-type: none"> a. management of paperwork - offer paperwork packs b. improve tournament pack to include further guidance a. Correlate 'tips' from experienced organisers c. telephone support | <p>Some tournament organisers have been asked to provide an action plan for their next tournament as the paperwork/management from previous events was not up to expected standards.</p> <p>The survey invites comments on various aspects of tournaments.</p> <p>3.1.1.2. Tournament packs revised and improved for 2015</p> <p>Barry available to support new tournament organisers (such as Great Northern Tournament). GNT ran successfully and support for Limerere Sparks one day tournament also given. Support has been provided for tournaments on request to deal with queries and problems regarding player gradings, Green horse cards and team list/orders of play issues etc.</p> |
| | | | <p>3.2 Umpiring</p> | <p>3.2.1 Training - Upgrade training system.</p> <ul style="list-style-type: none"> a. Include more training days with practical sessions and sessions more in line with the Australian training recently attended by Debbie Harris. b. Produce Powerpoint (or similar) training programme to allow more Exec umpires to present the course both at tournaments and within clubs. c. Produce better training pack to go along with Powerpoint presentation d. Complete and distribute Umpires' manual to provide a reference document e. Encourage clubs to mentor their own umpires. Provide support paperwork for feedback forms etc. | <p>3.2.1.</p> <ul style="list-style-type: none"> a) Training day with practical session run at Midland. Earlier one cancelled due to lack of attendees b) and c) Updated umpires training course produced and available for exec umpires to use if they are going to run the training. However, Barry has actually run the umpire training at nearly all the tournaments this year d) The umpire manual is now issued but is a working document. It will need to be kept up to date with changes in rules and interpretations. Copies to be issued to all Exec umpires, to replace rulebooks with the Field Marshals and to all new umpires and on request. |

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| | | | | <p>3.2.2 Mentoring - Improve mentoring system.</p> <p>a. Continue development of exec umpire system for mentoring of umpires. Formalise the system to try and cover as many new(ish) umpires as practical throughout the year.</p> <p>3.2.3 Upgrade System - Improve Umpire upgrading system</p> <p>a. Review current status of umpires to identify who can be moved up the grades (concurrent with 3.2.2(a) above).</p> <p>b. Set up procedure for upgrading through exec umpires etc.</p> | <p>e) Still to be done</p> <p>3.2.2. There has certainly been a greater readiness to ask for help amongst the lower level of umpires. There have been a few suggestions as to how umpires can be monitored which can be implemented next year.</p> <p>There has been mentoring of some specific lower graded umpires to bring them on, particularly to act as referees at Nationals.</p> <p>3.2.3. A lack of time makes watching umpires difficult as they are also watching players for gradings. Needs more thought.</p> |
| | | | 3.3 Coaching | <p>3.3.1 Coach Numbers - Continue progression of UKCC system to grow the number of UKCC coaches in the UKPA.</p> <p>a. Advertise UKCC to the membership</p> <p>b. Encourage clubs to identify potential coaches</p> <p>c. Encourage clubs to mentor their coaches</p> <p>3.3.2 Manual</p> <p>a. Produce Coaching Folder to assist coaches in preparing and presenting quality sessions. To include;</p> <ol style="list-style-type: none"> I. Pro-forma Session plans II. Exercise details III. Safeguarding requirements IV. H&S requirements V. Other items pertinent to coaching | <p>3.3.1. 17 people are UKCC qualified and a total of 39 on the pathway. Clubs and members still be encouraged to sign up. Specific Pony Club polocrosse coaching CPD day to be run on Friday at Nationals</p> <p>3.3.2 Coaches Folder is now finished and copies produced to be given to new UKCC level 2 coaches on completion of the course. Basic Polocrosse Booklet now in hand to include some of the exercises from this folder. Possibly to be sold to less experienced and possibly non polocrosse specific riding instructors as a resource of exercises and skills knowledge to allow them to run basic sessions when a polocrosse specific coach is not available (for example in Pony Clubs when a polocrosse specific coach might visit every</p> |

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| | | | | <p>3.3.3 Coaching Database - Set up a more formalised database of UKPA UKCC coaches</p> <ul style="list-style-type: none"> a. For better control of coaches by highlighting due dates for requalification etc. b. Website coach page to be updated to allow better access to coaches. | <p>month but the Pony Club want to hold fortnightly practices – the intervening practise session could be planned using the exercises from the book and a riding instructor could supervise it)</p> <p>3.3.3. Coaching database established and Ursula Scott using it. Development of a 'private' page on the Website for coaching info. in hand. Also need to make sure the coaches are on Pony Club coaches database – to be done in conjunction with Pony Club polocrosse committee. Session to be provided at Nationals to brief potential Pony Club Coaches.</p> |
| | | | 3.4 Grading System | <p>3.4.1 Continue The Development Of The Grading System</p> <ul style="list-style-type: none"> a. Set up 'absolute' system and distribute to clubs with support documentation. | <p>3.4.1 Regular updates of the grades have been produced and Exec umpires have been providing feedback on identified players. a. Benchmark system may be used instead using certain players as standards against which to compare other players.</p> |
| | | | 3.5 Field Marshal | <p>3.5.2 Develop Training for Field Marshals – Improves safety and the professionalism of the game. Will also attract more marshals.</p> <ul style="list-style-type: none"> a. Review present training pack and update/upgrade as necessary b. Contact present marshals to obtain feedback on the pack | <p>3.5.2 a. Developed and released – Hard copy packs provided at most tournaments and training package is available off the Website including a Powerpoint based course. Clubs to provide training to their members. Tournament organisers have been reminded of the need to provide trained and suitable FMs. This will be an ongoing process.</p> |

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| | | | 3.6 Goal Judges | <p>3.6.3 Develop Training for Goal Judges – Improves safety for the judges and improves quality of judging.</p> <ul style="list-style-type: none"> a. Develop training pack – make pack available at tournaments for new judges b. Encourage clubs to train their judges | <p>3.6.3. Goal judge training information is now available in the tournament pack. Clubs need to be informed of the need to train their members.</p> <p>Specific goal judge pack not completed as yet but possibly would be better as a small piece on the Website.</p> |
| | | | 3.7 Miscellaneous | <p>3.7.1 Primary Junior Grade Awards – Roll out the grade awards programme to encourage more PJ players and to improve their enjoyment of the sport.</p> | <p>3.7.1. Details have been issued to clubs and directly to PJ parents.</p> <p>We have not received many requests for certificates, but they have been produced by the clubs themselves.</p> |

Appendix 1 to UKPA's Plan for Development of Polocrosse

MEDIA ARTICLES 2015

Horse and Hound; News item regarding World Cup Team (Mag)
Your Horse; UK Squad team announcement (Website)
World Cup article 17 July (Website)
Horse and Countryside; Six page article (Mag)
Early Season Tournament Article
Great Northern Tournament (Website)
Stratford Herald; Limerere Sparks One Day Tournament (Website)
All Horse; EST Article (Mag)
Article about Maeghan Brown (Mag)
Native Pony; Article about Maeghan Brown (Mag)
Northern Horse; Article about polocrosse in the North and item about Max Pedley (Mag)
Horse and Country TV; UK Squad team announcement (Website)
Debbie Harris blog for World Cup (Website)
World Cup Article (Website)
Article on Debbie Harris as Captain of UK Squad (Website)
BEF News; UK Squad team announcement (Website)
Pegasus Magazine; UK Squad team announcement (Website)
Jeannie's equestrian World; UK Squad team announcement (Website)

PLANNED FUTURE ARTICLES

Horse and Countryside; Focus on Polocrosse including World Cup Report
British Riding Clubs Newsletter
BHS Approved Establishments Newsletter
ABRS Approved Establishments Newsletter
Nationals Articles in various magazines/Websites inc. H&C TV and Horse & Countryside magazine
Veterans' European Tour (SAGA Magazine!?)
Your Horse and Countryside Magazine (2016)
Horse and Country TV were unable to attend Midland camp as initially agreed, but they are keen to do some reporting on polocrosse in 2016, perhaps Nationals.