

South West Federation Clubs' Zoom Meeting 9.11.21

Instagram

Around 20 clubs were represented at this meeting which heard an excellent presentation from Andrew Willis (Bath CC) on how they have been using Instagram to promote the game in their area.

The key aim for Bath is to increase recruitment and this has been successful with several people coming along for a free trial session as a result of Instagram postings. The age profile of Instagram users is higher than you might expect – so well worth a go.

Easy to use it nevertheless requires a bit of work to keep the profile going – following other users is a great way of promoting awareness; and using it in tandem with your Facebook page might also increase your range.

His slides are attached.

Breakout sessions

These gave everyone an opportunity to share their experiences and ideas. The themes included:

- Keeping play and social activities going through the winter
- Encouraging competitive play outside of the club – look out for more on this in Cygnet
- Leatherjackets – probably a topic for a future Zoom

Funding

Paul talked about some aspects of funding / fundraising, highlighting Active Together which is a Sports England funding stream for clubs who are struggling with returning to play.

It is targeted at several scenarios but is relevant to our sport where:

- There has been a loss of club income which is impacting on the ability to survive
- There is a need to undertake essential maintenance

The links take you to Sport England for more information on the fund and how to carry out a crowd funding project. Two croquet clubs have been successful in raising funds, the Nottingham and Hamptworth exemplars are included for your information.

If you need any more information, please contact Paul Francis by email at paulwfrancis@icloud.com

And here are some more useful links:

<https://www.sportengland.org/how-we-can-help/our-funds/return-play-active-together>

Nottingham:

<https://www.crowdfunder.co.uk/triple-a-peel>

Hamptworth

<https://www.crowdfunder.co.uk/hamptworth-croquet-club-safe-storage/comments#start>