

## **South West Federation Clubs' Zoom Meeting 8.2.22**

### **Croquet Matters: developing our clubs**

Around 22 SWF clubs were represented at this meeting and welcomed by our Chair, Tony Mayer.

Paul Francis, our Development Officer, outlined the improvement tool created by Sport England: Club Matters, which we refer to as Croquet Matters.

This is based on an honest self-assessment of how a club is performing against identified criteria, and enables the club to set realistic objectives over a 1 – 3-year timescale and points you in the direction of resources to help with this.

This meeting focused on just two aspects of this.

### **Strategy**

Being able to demonstrate your club has a strategy for continuing improvement is frequently an important part of any funding application.

The initial assessment establishes how your club is currently performing, enabling you to easily identify and set priorities. It is not an exercise for the committee alone – it is essential that members are informed and consulted effectively and that you are able to demonstrate this is happening and that views are taken into account.

Ways of informing people include posting committee minutes on the club website and sending round a Chair's newsletter after each committee meeting, summarising key points and soliciting feedback.

### **People**

This is a topic that has close links with marketing – which so many clubs find is most effectively done by word-of-mouth. So don't forget your best resources!

It is not just a question of recruiting new players – retaining them is vital and effort devoted to consistent coaching and making people feel a part of the club is not wasted.

It is helpful to think about what people get out of the club that is not purely croquet-focussed: good social network, pleasant surroundings etc can be just as important.

The whole process may be carried out independently but if any club would like support with this, they should contact Paul.

### **Jubilee Activity Fund**

And now for something completely different

Think about the target groups – the inactive and over 55s – croquet was just meant to be!

### **Bisque / Extra Turn Calculator**

Brian demonstrated this excellent tool which he has developed and made available totally free of charge. He welcomes your feedback.

## **Coaching 2022**

The approach we took last year to providing CTC coaching using blended learning techniques (Zoom plus real-life) has been endorsed by the CA Coaching Committee and we will be continuing this approach for the coming season. Paul and Roger are busy working on plans for this.

We know there is a demand in the area for graded coaches and we will be holding a Q&A session on this in a few weeks' time.

Several of last year's successful CTC coaches expressed dissatisfaction with how their qualification had been dealt with by the CA. Badges were received in (sometimes unsealed) envelopes, with no letter of congratulation or certificate. Paul will feed this back and let's hope for improvements for this year.

## **The future**

- Our next meeting will be Tuesday 8<sup>th</sup> March when we hope Brian Fisk will be talking about handicapping.
- We hope to welcome Beatrice Glen, Chair of CA Executive Board to our 12<sup>th</sup> April meeting.
- Additionally, John Reddish from the CA Exec, will be leading a webinar on legal structures for clubs. If you would like to know more about this, please let Paul know.

## **Links**

### **Club Matters**

<https://www.sportenglandclubmatters.com>

### **Sport England Jubilee Fund**

<https://www.sportengland.org/how-we-can-help/our-funds/queens-platinum-jubilee-activity-fund>

### **Brian Wainman's Calculator**

<https://chc.eu.pythonanywhere.com/>

### **Brian Wainman**

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