

Development Officer's Report – 2021

A number of clubs have been able to increase their membership since our last AGM on the back of the favourable publicity croquet has received as a Covid-safe sport. One club that deserves special mention is Rother Valley which as a result of a carefully thought out marketing plan had recruited 30 new members on a trial scheme by the end of the season. An article on the considerable efforts they made will be included in a forthcoming Gazette and will be well worth your attention.

Littlehampton is in the process of applying for a grant from the CA towards the cost of its intended lawn improvements but otherwise it has been a quiet period for undertaking major improvements to lawns and buildings.

Some of the clubs in the Federation have used Croquet Matters to review how they are run and how to increase their membership. Croquet Matters is a powerful tool based on a Sport England process through which clubs can look at their marketing, finances, use of volunteers and other aspects comparing where they are with where they would like to be and then developing a plan to bridge the gap. If any club is interested in using Croquet Matters I can arrange for them to be taken through the process.

The CA has acquired a number of sets of Foxy Hoops which have much thinner carrots. They are ideal for bowls clubs which may want to have a croquet section in order to increase use of their facilities. If you know of any bowls clubs which would be interested we can arrange to borrow a set of hoops for a trial.

I will be standing down as Development Officer at the end of this meeting but until a successor is in place I will continue to support any clubs which need it. If you would be interested in taking on the role or know someone who you think would be a good candidate please let me or Andrew Stewart know.

Ian Cobbold
25th October 2021