

CSE - Development Officer report - Nov 2025.

The following initiatives were undertaken during the year:

1. Discussed with Stephen Wright, Chairman of the Sports Development Committee what was going on at CE level and his priorities / initiative for 2025. Also to understand how other clubs have successfully attracted new people to play croquet.
2. Stephen explained to me what a number of DO's were doing. I contacted them to introduce myself. In particular I spoke to Mike Prince (CSW) about the possibility of producing a "catchy" video aimed broadly at 18 to 30 year olds. He advised me about mediums he was looking at such as Tic Toc, Instagram, Facebook, a local TV channel and Vox Pop.
3. Investigated CE's tv camera equipment and video capability with the production team. Discussed whether they could help us produce our own promotional video. Professional support would be needed to create anything suitable.
4. Made contact with several club chairmen / secretaries to discuss their croquet promotion activities, sharing successful experiences and their fresh initiatives. I also discussed the fact that a dwindling number of clubs were entering CSE competitions.
5. Assisted Sussex CCC in obtaining a £10k grant from CE. Discussed sources of funding for other projects with Sarah Andrew, Chair of the Funding Committee.
6. Discussed marketing strategies with various clubs. Provided two new clubs (Aldershot Traction and West London) with a set of 4 refurbished mallets on a long term loan basis. Accompanied Richard Carline on a coaching day at West London.
7. Supervised an evening croquet event at Hurstpierpoint College.
8. In conjunction with their Head of Sport, planned a group of pupils at Patcham High School in Brighton to learn to play croquet at nearby Preston Park CC. Disappointingly, the trip was cancelled close to the end of the summer term.
9. Visited Woking CC to discuss their successful "Home Schooling" group roll-ups. (The point here being that the increasing number of children being schooled at home had no after school activities).
10. Liaised with Bexhill Bowls Club about playing croquet on one of their two lawns next year. Advised on equipment available from CE to get them started and introduced them to other bowls clubs that have made the transition.

Douglas Shand.