



EALING CROQUET CLUB
MID-SEASON
REPORT
2021

“At Ealing Croquet Club people of every age and background come together to share the pleasure of playing croquet. We welcome with equal warmth those who aspire to compete at the highest level, and those attracted by the sociability and recreation.

What unites us all is the fun and fellowship that this wonderful game provides.”



EALING CROQUET CLUB
**MID-SEASON
REPORT
2021**

HIGHLIGHTS OF ACTIVITIES FOR THE 4 MONTHS TO 31 JULY 2021

- Membership numbers recovered strongly post-pandemic increasing **from 50 to 63 members** in the first 4 months of the season.
- **3 qualified coaches** delivered an active programme of coaching and induction sessions for new and existing members.
- An **additional 176 local residents and families** used the club through:
 - Successful Pay & Play trials taking 150 bookings from June to July.
 - Links were built and re-established with local groups, with Kew Volunteers Social Committee holding a Cream Tea & Croquet event in July.
 - The **Inclusion and Accessibility Programme** was restarted, with a group activity session for 5 adults with learning disabilities and their carers held in July.
- A new affiliate club programme is under consideration.
- As an active and respected member of the National Croquet scene, the club hosted **3 National Tournaments**, and was chosen as a host training venue for the **England MacRobertson Shield squad**.
- Ealing Croquet Club teams played **South-East Federation Leagues**, and a number of other local and charitable team events took place. Around **60 visitors from other croquet clubs** participated in tournaments, matches and other events at the club.

IN TOTAL
299
PARTICIPANTS
PLAYED AND ENJOYED
CROQUET ACTIVITIES AT THE
CLUB DURING THE 4 MONTHS
FROM APRIL TO JULY



“Both the AC and GC coaching was invaluable because it introduced me to the different forms of croquet and provided me with a tool box of skills to confidently play!”

“The coaching for new joiners was excellent and a fantastic way to introduce me to the game. I am looking forward to getting my handicap and playing in the summer league soon!”



EALING CROQUET CLUB
MID-SEASON
REPORT
2021

MEMBERSHIP

During 2020 the pandemic and lockdowns severely impacted our membership, which had dropped to 50 by the end of last year. With ongoing restrictions at the start of this season the club was not able to hold its annual beginning of season ‘Open Day’ and has instead trialled ‘Pay & Play’ and adopted a one-month £20 ‘Taster’ membership.

During the first half of 2021 membership has built steadily, and now stands at **63 members**.

With 3 lawns our **target membership is 90 to 100** (based on the Croquet Association membership metric of 25 to 35 members per full lawn).

The club now has 3 qualified coaches in its membership, who have played a vital role in offering an active programme of coaching and induction sessions for new and existing members.



“Thank you to you and the other volunteers for your time and patience on Saturday. It was a lovely afternoon with everyone enjoying their introduction to Croquet.

In fact they are keen for me to arrange another session. We would not need much help this time as most of us will have played before.”

WIDENING PARTICIPATION

We are actively developing other options to increase participation in the club and widen access to the facilities beyond the core membership base, building a model where local residents and families can choose a level of engagement from ad hoc ‘Pay & Play’ sessions through group and corporate events to full membership, providing something for all ages, abilities and experience.

All Pay & Play and local group events were managed and staffed by volunteers from the club membership.

This resulted in **an additional 176 local people** using the facility over the past 4 months through the following activities:



1. PAY & PLAY

With minimal advertising the Pay & Play Trials in June demonstrated a strong demand from local residents and park users to give croquet a go, and were quickly fully booked. The opportunity attracted a broad range of people, including families with children, a children’s birthday party, couples and groups of friends. The trials demonstrated that a simple form of croquet was easy to pick up and to enjoy for groups of mixed ability, with no prior experience needed.

The initial sessions also led to a number of larger group bookings, several repeat bookings and a number of new members, looking to take their croquet experience further.



“A belated thank you for organising the croquet and cream tea afternoon last week. It was a delightful occasion and I thoroughly enjoyed the opportunity to play ”

“Thanks too to all those who provided cakes and tea...all absolutely delicious.”

WIDENING PARTICIPATION (CONT)

2. BUILDING LOCAL CONNECTIONS

The club has been working to strengthen our links with local groups and businesses, building on our previous successful ‘away days’ and ‘tea & croquet’ afternoons. The first of these took place in July with **19 participants from Kew Gardens Volunteers** taking part in a hugely successful ‘Cream Tea & Croquet’ afternoon event. We are in discussion with a number of other local groups to host similar events in the second half of the season.



3. AFFILIATE CLUBS

In the second half of the season, following a utilisation mapping exercise for the croquet lawns, we will be looking at the possibility of developing an option for ‘affiliate clubs’ from local universities, schools and other similar groups to use the lawns at off-peak times.



“I’m so glad you (and colleagues) explained some of the tactical complexities of the game, it was all such fun! I even surprised myself with a few good shots...”

“...was a delightful occasion and I thoroughly enjoyed the opportunity to play and the advice/instruction on play from members was an added bonus which added to the success of the afternoon.”

WIDENING PARTICIPATION (CONT)

4. INCLUSION AND ACCESSIBILITY PROGRAMME

As a charity we would like to grow this area of our activities. We have in the past provided activities for various local community groups, including Youth Groups and an organisation working with Adults with Learning Disabilities. During 2020 we ran a successful pilot to accept referrals from the local Social Prescribing Link Worker, running a small group for local residents who had experienced significant life events such as bereavements or poor mental health. This pilot was very successful, and we wish to expand this. However, during the pandemic and lockdowns activities for these groups were paused, and referrals from the Social Prescribing Link Worker are on hold while the post is vacant.

In the first half of this season we have begun to re-establish these links. In July a group of five adults with learning disabilities came to the club for an afternoon on the lawns. Our visitors included



a paralympic gold medallist (for skiing, not croquet!), a man for whom this was his first foray into the outside world since March, and a young woman in a walking frame. Any initial hesitancy was rapidly dispelled by various croquet activities and games arranged by our volunteers. A follow-up session is arranged for August.



Ealing Croquet Club is a registered charity run entirely by our members on a voluntary basis. We would like to give our heartfelt thanks to all the volunteers from our membership who give their time to contribute to the running of the club in so many different ways, and in particular to those volunteers who supervised and ran the Pay & Play trials and local group events in the first 4 months of the season. This has been a truly amazing achievement for the club.



EALING CROQUET CLUB
**MID-SEASON
 REPORT**
2021

MAINTAINING OUR STANDING WITHIN THE CROQUET-PLAYING COMMUNITY

Ealing Croquet Club continues to be an active and respected member of the National Croquet scene:

- Our April Association Croquet National Advanced Tournament proved as popular as ever amongst top players from around the country looking to build some early-season form.
- We successfully hosted our usual National B and C-Level Golf Croquet tournaments – also open to anyone in the UK or beyond – on consecutive days in June.
- Our heat for the national Charity One-Ball competition proved great fun, as well as raising funds for this year’s designated charity, the British Heart Foundation.
- The club received a great accolade when the England squad for the MacRobertson Shield (the Association Croquet world Team Championship) asked to use our lawns for a weekend’s training.
- There has been a busy programme of matches in the South-East Federation Leagues, with Ealing picking up some great wins.
- We have also competed in the Croquet Association national knock-out competitions.
- Ealing members have enjoyed considerable success competing in tournaments at other clubs far and wide around the UK.
- One of our coaches, Dr Ron Carter, has been appointed the Croquet Association’s National Safeguarding Officer.



Last but not least our traditional curtain-raiser to the season is our annual friendly match against High Wycombe Croquet Club, competing for the Lloyd-Pratt Mallet trophy donated by High Wycombe. This reflects the long-standing ties of friendship between the two clubs, dating back to when Ealing hosted Wycombe whilst their lawns were out of action some years ago. Ealing have only once before emerged victorious, but this year scored a comprehensive win.

Around 60 visitors from other croquet clubs attended these various events in total.



THE ONLY
CROQUET CLUB
IN
WEST
LONDON
OPEN TO ALL



EALING CROQUET CLUB
LAMMAS PARK
CULMINGTON ROAD
EALING W5 5JH

ealingcroquet.org

-  @ealingcroquet
-  @EalingCroquetClub
-  @croquetealing