

More croquet

A strategy for Croquet England 2024-2029

Inspiring a new generation of players in a safe, inclusive and diverse community.

By the Board of Trustees of Croquet England

Croquet is...

Enjoyable

Croquet is a sport that can be enjoyed by everyone, at almost any time of the year, whatever your level of ability. A handicap system allows players of differing abilities to compete on equal terms.

Accessible

Beginners can start in a garden, a local park, or in a club where you will receive a warm welcome and all the necessary equipment.

Good for you

Playing croquet is an excellent way for anyone to get physical exercise and mental stimulation.

Open to all

Croquet can be played well by all ages and genders as it relies on skill and strategy rather than strength. Players have a diverse range of backgrounds, although we wish to increase the proportion of people from minority backgrounds.

*The Board of Trustees for Croquet England is committed to fulfilling these
four corners of success for the development of Croquet*

Welcome

More people playing more croquet in more places

As we enter the second half of the 2020s, Croquet England has much to celebrate.

New clubs are being set up around the country, the number of players is increasing, and there is a considerable amount of competitive play at all levels of the sport, ranging from competitions within clubs, leagues within local federations, to nationwide, and world tournaments.

Croquet players from England have won many World Championships and the England teams perform well on the international stage.

Strategic Themes

More people playing more croquet in more places

Play

More people playing more croquet in more places

Coaching and Tournament Officials

Supporting roles that grow and sustain the sport

Safety

Ensuring everyone can enjoy croquet in a safe environment

Inclusion

Actively encouraging more people from diverse backgrounds and identities

Wellbeing

A sport that is accessible and enjoyable at any age; stimulating physical and mental health

Funding Growth

Securing more money to grow all levels of our sport

Sustainability

Responding to the challenges of climate change

Play

More people playing more croquet in more places

Croquet England has a mission to have more people, playing more croquet, in more places.

To this end, we will aim to attract more players by promoting croquet as a sport that can be played by anyone, regardless of age or ability.

Our Next Generation initiative to get school-aged children excited about croquet started in earnest in 2023 and will expand in the future.

We will work to encourage the growth of competitive play to suit all abilities, from club level through to providing pathways through to international standard.

Croquet can be played in many ways and we will promote the two principal games recognised by the World Croquet Federation (Association Croquet and Golf Croquet) as different versions of the sport of Croquet.

We will continue to support the creation of new croquet clubs, and the development of current clubs, through grants and loans. We will help clubs take croquet out to new venues by using portable sets of equipment.

We will publish targets and plans for the increase in Croquet England membership and for the increase in the number of tournaments and coaching courses. We will evaluate progress towards these goals on an annual basis.

Coaching and Tournament Officials

Supporting roles that grow and sustain the sport

All croquet players, whether they are complete beginners or highly experienced, can benefit from instruction by qualified coaches at clubs and through courses run by federations or recognised academies.

Croquet England will work with clubs, federations and academies to increase the number, level of ability, and diversity of coaches to ensure that all players have access to coaching of the standard appropriate to their needs. The aim is to have one or more qualified coaches at each club.

We will work with clubs, federations and academies to increase the number of tournament managers and qualified referees to cover all levels of competitive play.

We will develop ways to refresh the skills of coaches and tournament officials to ensure that these skills are kept up to date.

We will set targets, create plans to implement them, and monitor progress toward these targets, for increasing the number of coaches and tournament officials, and the educational material available in printed and digital forms.

Safety

Ensuring everyone can enjoy croquet in a safe environment

Croquet is inherently a safe, non-contact sport. The hazards that do exist are mitigated by warning new members of clubs about the risks such as walking backwards and tripping over a hoop or a ball, and tournaments start with a briefing that includes any local hazard.

We recognise the importance of having the appropriate guidance and processes in place to ensure the safeguarding of everyone involved in the sport, including the needs of children and adults at risk of harm.

We will work at all levels within the croquet community to foster a culture of safeguarding for all so that it simply becomes 'what we all do'.

To achieve that, we will provide support for clubs and members so that everyone becomes comfortable with a culture of safeguarding and understands fully what is expected of them.

We are striving to achieve the full implementation of our safeguarding policies and procedures.

Inclusion

Actively encouraging more people from diverse backgrounds and identities

The croquet community is currently well balanced in terms of gender and is accessible to people with many different health conditions. We recognise that we lack diversity in other aspects, such as ethnicity and age.

Croquet players have a wide range of abilities. Some players are happy with the healthy recreation of friendly games within a regular group. Many others enjoy competitive croquet and are always looking to improve their game. We will promote the inclusive nature of croquet and work to attract people from all backgrounds and abilities in all aspects of our sport.

We will set targets, create plans to implement them, and monitor progress, for the number of players by age, gender, and ethnic origin. We will gather necessary data to be able to track progress towards our objectives.

Wellbeing

A sport that is accessible and enjoyable at any age; stimulating physical and mental health

Croquet does not require intense physical exertion, so can be played both by youngsters, once they are old enough to think strategically, and those well into retirement, for whom the health benefits are significant.

Croquet is a convivial sport that is played in a friendly spirit. Players are courteous to their opponents, before, during and after a game - even after losing!

Croquet has a great sense of community, whether it be at the level of a club, the local region, the country, or even the whole world. Many clubs offer play and other activities throughout the year, reducing social isolation and increasing mental wellbeing of participants.

Our aspiration is for the general population to understand the health benefits of croquet, enabling clubs to deliver those benefits to local communities.

Funding Growth

Securing more money to grow all levels of our sport

Throughout this strategy, we have identified several actions that are needed to promote the growth of the sport. These actions will require effort from many involved in croquet, and at a greater level than in the past. Croquet England will work to attract new funding to supplement current sources (subscriptions, tournament levies and shop profits).

Croquet currently relies on hundreds of hard-working volunteers; this commitment and dedication is, and will remain, essential to the smooth running of Croquet England.

In addition, to achieve a vibrant, growing environment, we will need to have more paid posts than has been the case. We will identify which posts are sufficiently demanding that they need a large fraction of a person's time to deliver them efficiently and effectively and we will plan to obtain the necessary funding for these posts.

An aim of this strategy is that we should do things that make us a fundable organisation. This means complying with the standards of funding bodies. We will provide advice and guidance to clubs and federations on how they can attract sponsorship for their own activities.

We will publish targets and plans for growth, including the funding that we will need to deliver our objectives.

Sustainability

Responding to the challenges of climate change

Climate change is affecting all our lives in various ways and puts in question the sustainability of croquet in the future. It is noticeable that the temperature in England is warmer than it was in the past. We also suffer from flooding due to heavy rainfall more often.

All of these changes will affect croquet lawns, requiring modifications to existing maintenance regimes for croquet to have a sustainable future. Croquet England will gather advice from known experts on maintaining lawns at a high standard and tailor this to the changing environment so that we can continue to enjoy croquet to the full for what could be an extended playing season in many parts of the country.

Croquet is not alone in having these challenges and we will learn from sports such as golf, tennis and cricket and adopt their best practice.

Croquet England will strive to reduce its carbon footprint and to make efficient use of resources. We will actively look for ways to make our sport more sustainable at both national and club level.

Croquet England

MORE PEOPLE PLAYING MORE CROQUET IN MORE PLACES

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