

Guide to

# *‘Croquet Matters’*



In association with the Croquet Association and



by Sport England

# Guide to Croquet Matters featuring Sport England's Club Matters

This simple guide is to provide familiarity with **Croquet Matters** framework and with the "Club Matters" website tools.

A number of graphics have been used for the guide as a picture saves hundreds of words.

## Contents

**Page 1.** This Page

**Page 2.** The Croquet Matters Framework. The full current framework, on one page.

**Page 3.** A typical flow diagramme through Croquet Matters showing the branches available within it.

**Page 4.** A simplified view of the contents of Sport England's "Club Matters"

**Page 5.** This shows a screen shot of the home page of Club Matters showing the actual entry points to click for the sections shown on page 4. There are also links to the sections from within the Club Improvement Tool.

**Pages 6 – 8.** Section 1 is a walk through description of how to use the Club Improvement Tool in Club Matters. ***This is the recommended entry point for the Club Matters tool.*** (Unless a specific problem has already been identified.)

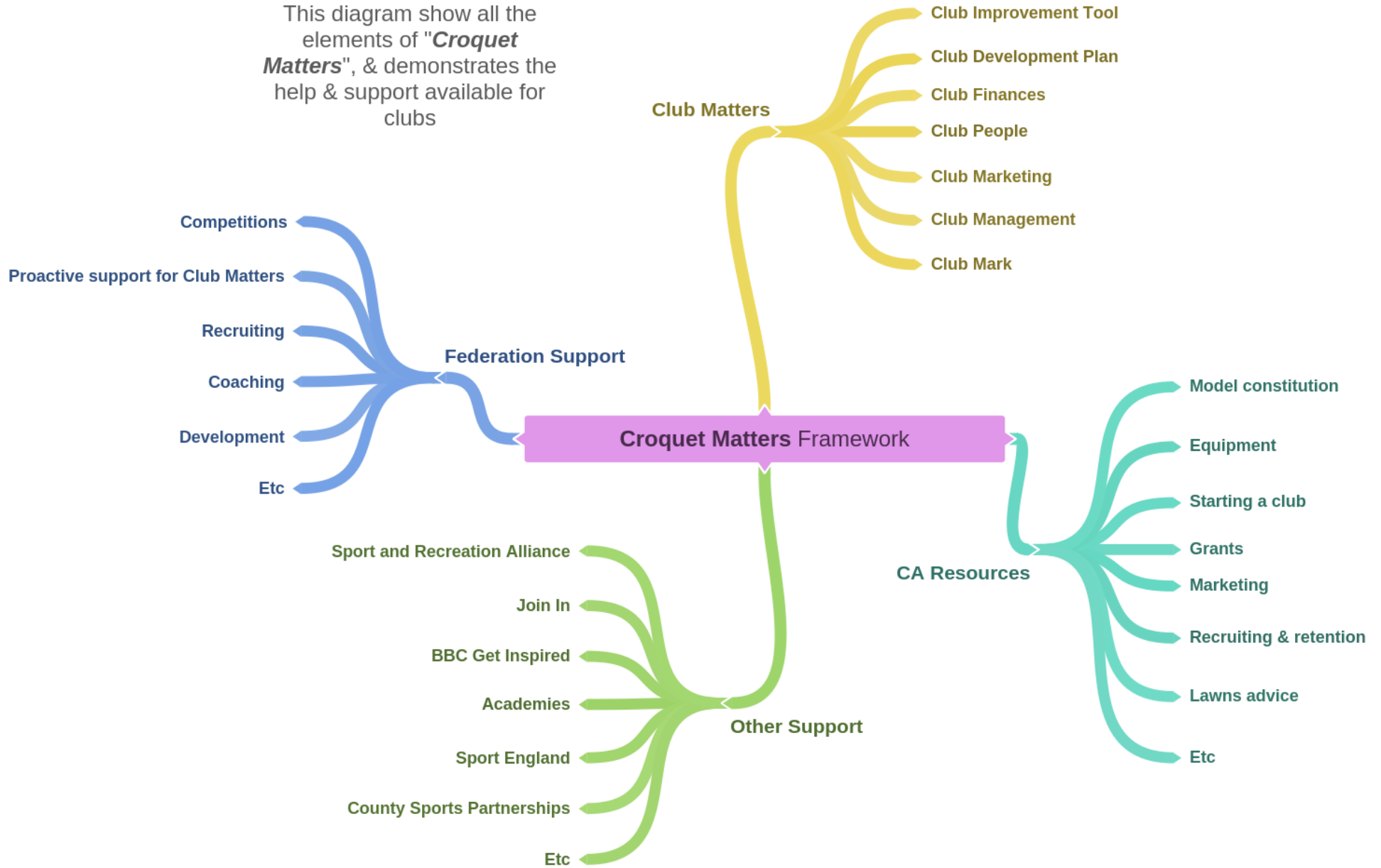
**Page 9.** Section 2 is a graphical description of the "Club People" section of Club Matters.

**Page 10.** Section 3 is a graphical description of the "Club Marketing" section of Club Matters.

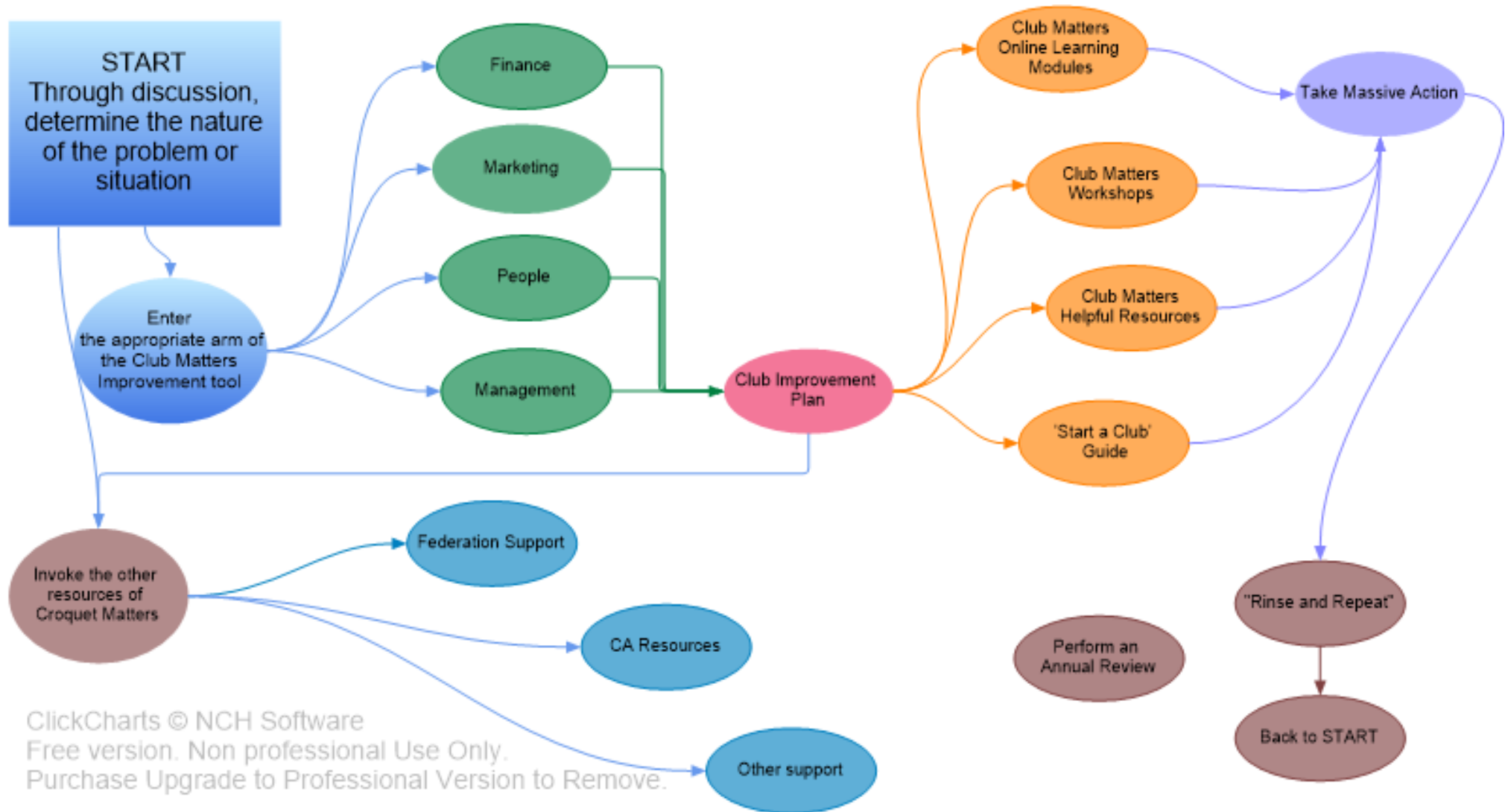
**Page 11.** Section 4 is a graphical description of the "Club Finances" section of Club Matters.

**Page 12.** Section 5 is a graphical description of the "Club Management" section of Club Matters.

**In a Nutshell**  
This diagram show all the elements of "**Croquet Matters**", & demonstrates the help & support available for clubs

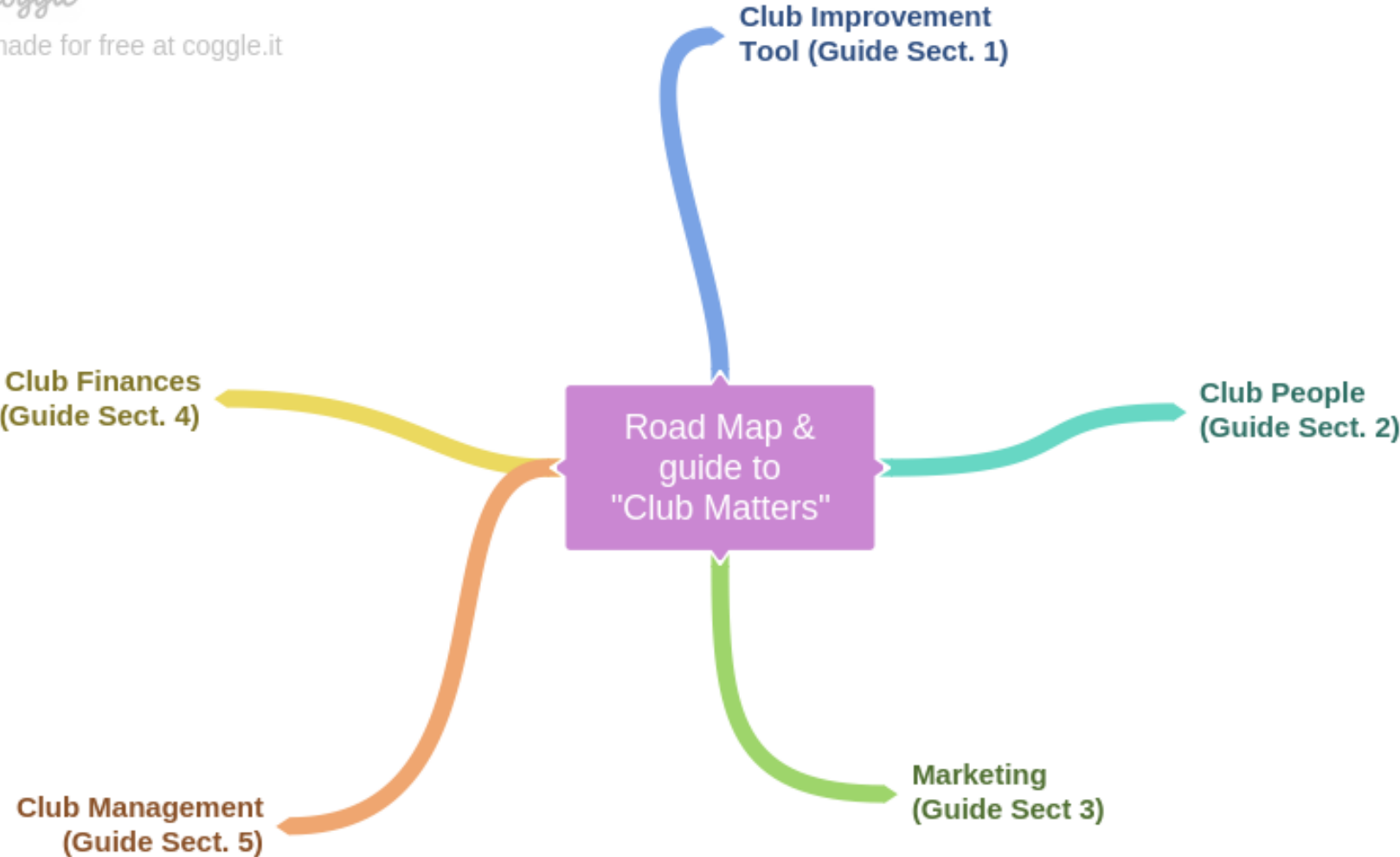


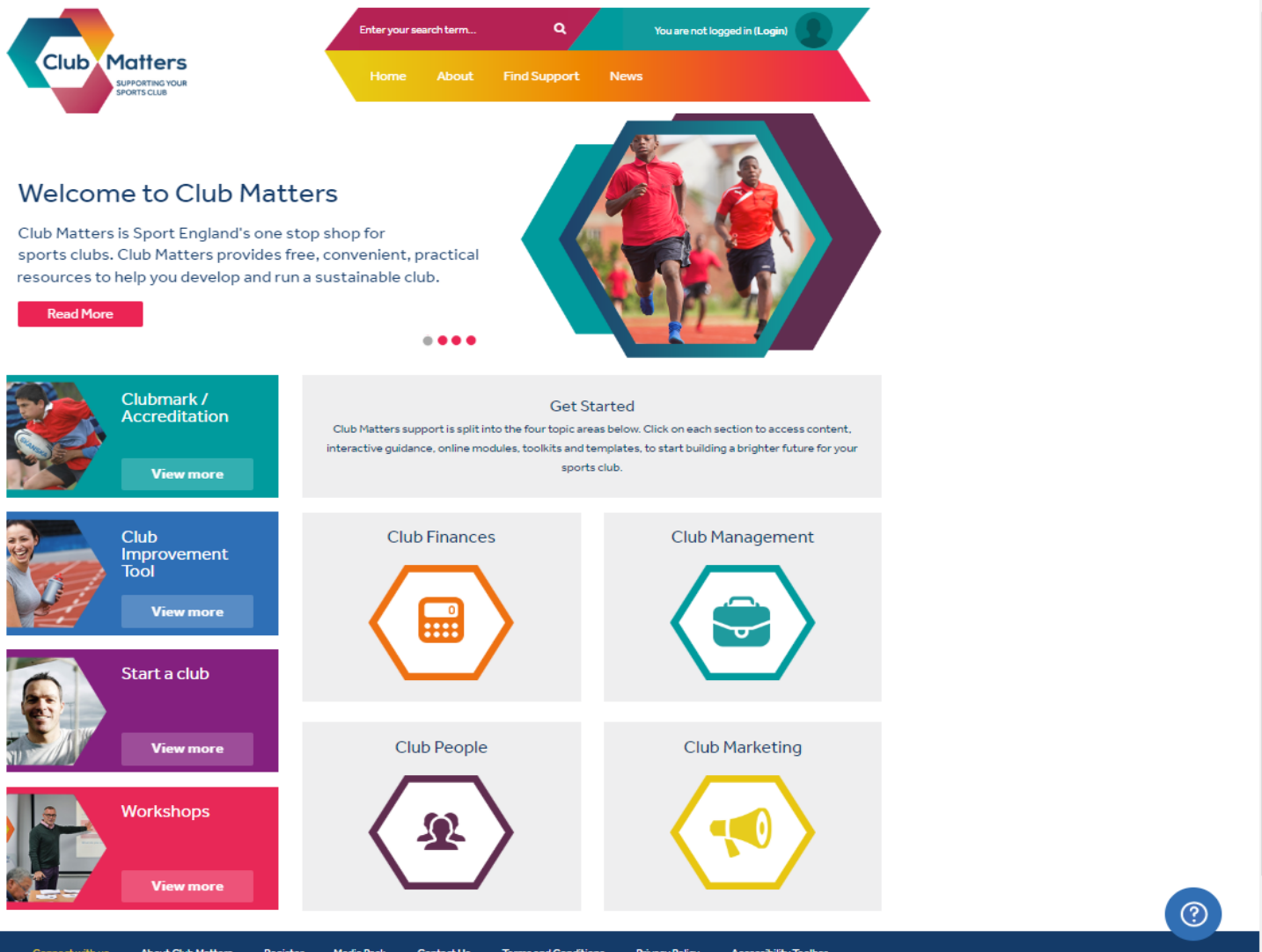
A typical flow through Croquet Matters showing the branches available within it.



The graphic below is a simplified view of what Club Matters contains in terms of the different sections of help and support available. The subsequent sections describe the subject specific content to help FDOs tailor the route through the tools, for the club being helped.

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The screenshot shows the Club Matters website home page. At the top left is the Club Matters logo with the tagline 'SUPPORTING YOUR SPORTS CLUB'. To the right is a search bar and a login link. Below the logo is a navigation menu with 'Home', 'About', 'Find Support', and 'News'. The main content area features a large hexagonal image of two runners, a 'Welcome to Club Matters' heading, and a paragraph describing the site as Sport England's one-stop shop for sports clubs. A 'Read More' button is below the paragraph. To the right of the welcome text are four circular icons. Below this is a 'Get Started' section with a paragraph of text. The page is divided into two columns of content. The left column has four vertical panels: 'Clubmark / Accreditation', 'Club Improvement Tool', 'Start a club', and 'Workshops', each with a 'View more' button. The right column has four square panels: 'Club Finances', 'Club Management', 'Club People', and 'Club Marketing', each with a hexagonal icon. At the bottom right is a blue circular help icon with a question mark. The footer contains a dark blue bar with a list of links: 'Connect with us', 'About Club Matters', 'Register', 'Media Pack', 'Contact Us', 'Terms and Conditions', 'Privacy Policy', and 'Accessibility Toolbar'.



**Help!** If at any stage you get lost in Club Matters (it is a big website) at the top left-hand corner of **EVERY** page is the Club Matters logo (shown on the left). If you click this logo from **ANY** page, you will be taken back to the home page shown above, so you can start again if necessary. You can also click "HOME" on the top menu bar.

# Section 1 The Club Improvement Tool

## ENTER THE TOOL.

### TO GET STARTED

- Register: Name, Email & password
- Search for your club to see if it is registered on [Club Matters](#)
- If not you can “Add a new Club”

### ON SCREEN PROMPTS FOR:-

- Completing the tool
- Output
- Get Others involved
- Take Action & Review Progress

### LETS GET STARTED

- **“Start new Club Improvement Plan”**
- **SELECT Review Period: 6, 12, 18, 24 months**
- **“Start new Club Improvement Plan”**

### TOP LEFT :-

- **TABS FOR THE 4 SECTIONS**

- Club People
- Club Marketing
- Club Management
- Club Finances

- Can work through the whole plan using all four sections or can select specific sections

### AT THE END OF EACH FORM

- Capture any thoughts and reminders that could be useful
- Then save, close or save and move on to the next section.

## **SAVE DRAFT AND NEXT**

Complete all four sections and then:-

## **YOUR RESULTS**

- Summary now vs 12 months from now in all 4 areas
- TOP RIGHT – Print outs and Plan Download.

## **Development Plan next xx months for all four sections**

## **ASSESSMENT**

The **coloured** words in the text, link to relevant pages in Club Matters. This is the **KEY** benefit of doing the Improvement tool assessment. It points you at the key Club Matters pages from which to start a detailed investigation to address the priority issues.

## **RESOURCES BUTTONS**

- View Activity
- Assign activity to someone
- Delete

## **Development plan – next xx months**

**TICK if you want “XXXXXXXX” in your plan**

**“TICK AND SAVE” IT NEEDS TO BE A GREEN BAR!**

NOW DO ALL THE OTHER SECTIONS THAT SHOULD BE IN THE PLAN:-

**“TICK AND SAVE” “TICK AND SAVE” “TICK AND SAVE”**

**Now we can look at what we have done.**

1. Print Questions & Responses (Actual printout or save to a pdf file.)



2. "Results" (not very useful)
3. Download the Club Improvement Plan (All the words but no resources!)

## REVIEWS

- Request a reminder for the review period

## Archive

When work is finished, press "**Close the plan**". It can be entered later by clicking "**View**" and work resumed.

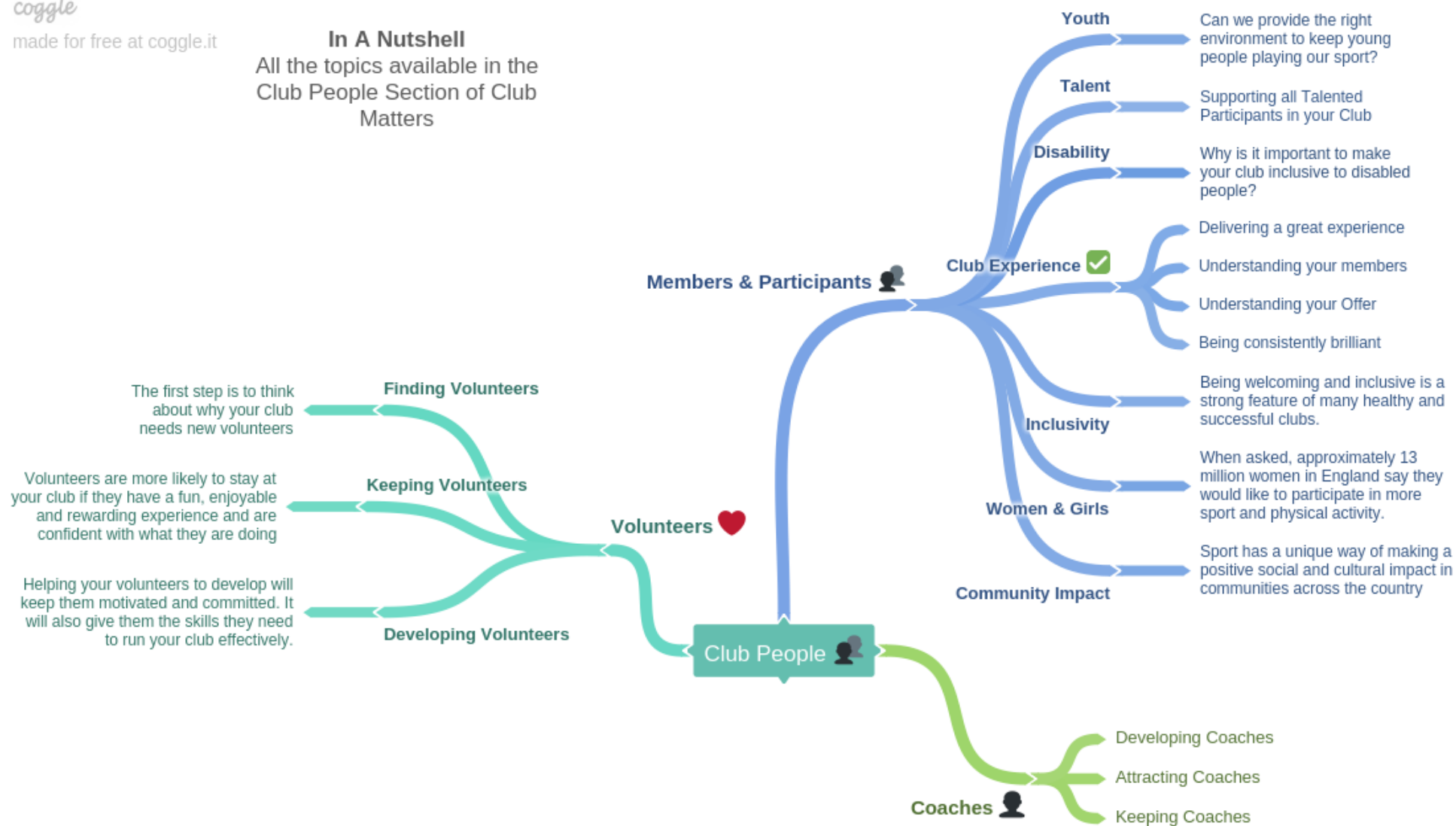
If for some reason it is required to start another plan, this plan can be archived (filed) press "**Archive club improvement plan**". It can be retrieved later by pressing "**Restore club improvement plan**"

# Section 2 Club People

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**In A Nutshell**  
All the topics available in the Club People Section of Club Matters



## Section 3 Club Marketing

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### In A Nutshell

All the topics available in the Club Marketing Section of Club Matters

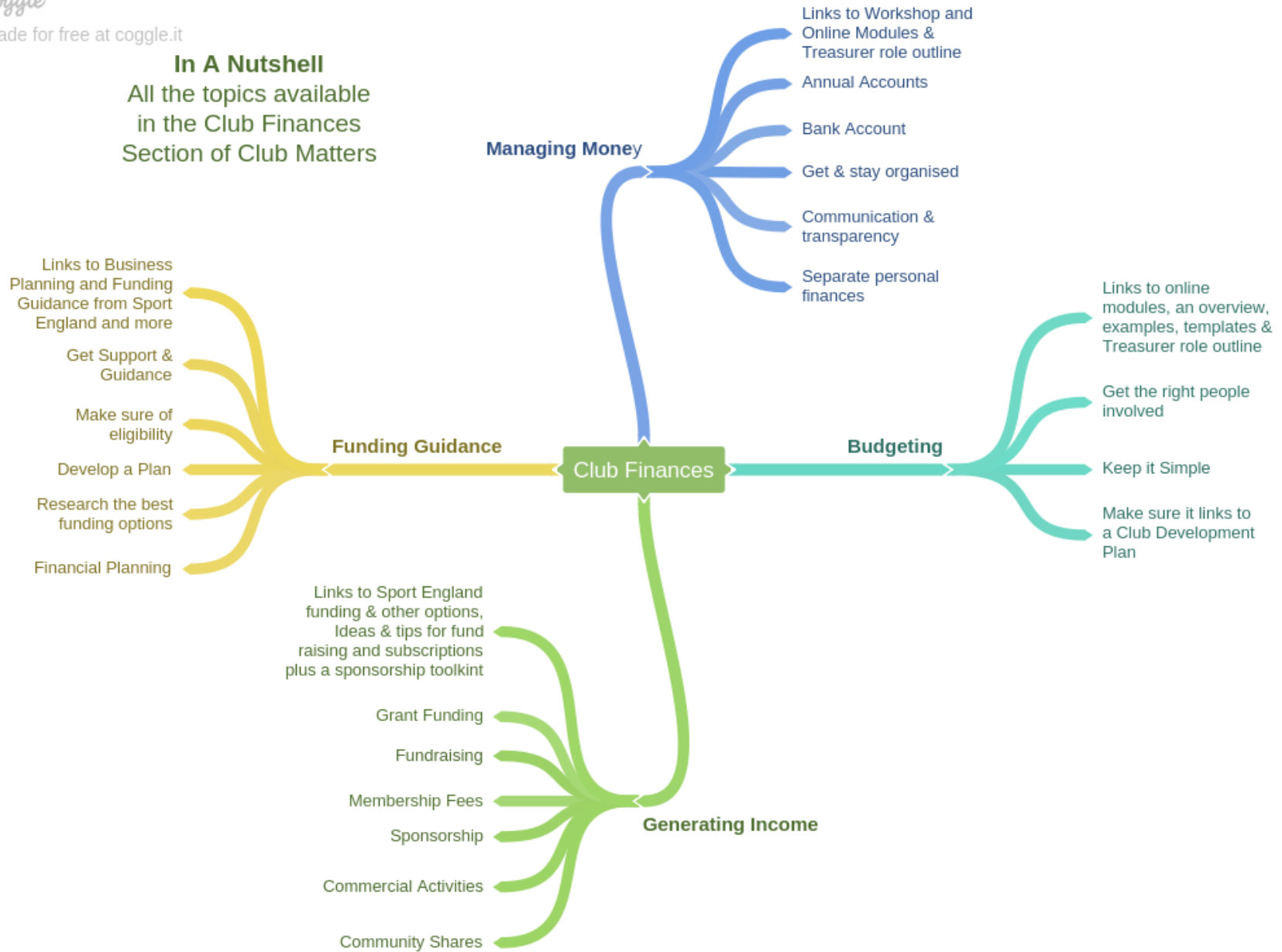


# Section 4 Club Finances

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**In A Nutshell**  
All the topics available  
in the Club Finances  
Section of Club Matters



# Section 5 Club Management

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**In A Nutshell**  
All the topics available in the  
Club Management Section of  
Club Matters

