



Club Handbook

February 2022

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Guidelines for Club Organisers

Have all phone numbers for members.

Aim to talk to members and keep them in the loop.

Always be thinking ahead - the next meeting, the next month, the next programme.

Keep in touch with key people in the club: Secretary, Treasurer, Programme Organiser.

Always be aware of the bigger picture of Country Link.

Be in touch with other clubs, share events and ideas.

Lead from the front and by example.

Be on time, especially when visiting somewhere or having a speaker coming; delegate if you are going to be late.

If a new member is coming, make sure someone is available to host them.

Always have an up-to-date programme with you, and leave some behind at the venue.

If the club has business to sort out, discuss advertising, shows, programme ideas etc, it might be an idea to have a small group meeting to sort things out before other members arrive, or on a different night.

Use your Regional Rep for advice and help; keep them informed of what your club is doing. The Regional Rep will ask for a club report to take to the National Committee Meetings in Spring and in the Autumn.

Be positive, forward thinking and proud of Country Link.

Say your thanks.

Guidelines for Secretaries

Keep an up to date list of members with all their contact details: phone numbers, address and email address.

Liaise with the Organiser about who will email/text reminders out to members.

Liaise with the Treasurer about sending subscriptions to the National Treasurer; people are not members of Country Link until their subscription has been paid - and so should not apply to go on the weekends!

Distribute the programme to all members, either electronically or by post. Ideally, try to let members have new copies before the previous programme has run out so that the momentum and interest is still there, and members are able to plan ahead.

Prepare an agenda for the AGM and circulate it in advance of the meeting. Take the minutes at the AGM and circulate them to the members; you may want to do this after the AGM, or with the agenda just before the AGM.

You are usually the contact for members and for outside organisations.

Enquiries from the website will be sent directly to you.

Guidelines for Group Treasurers

Each group should have a person who is responsible for the finances of that group.

Records should be maintained detailing every transaction, with an annual summary produced for the group showing the receipts, payments and the balance at the bank.

It is advisable to have more than two signatories on the group bank account in case one is incapacitated, with any two signing cheques.

Subscriptions should be collected from everyone and this will include the National Subscription, plus any local subscription that the group has determined to fund their activities; subscriptions are for one calendar year.

The National portion of the subscription must be paid over to the National Treasurer for the National funds. Cheques should be made payable to 'Country Link National'. A list of members names should be supplied when sending the remittance. Cheques can be sent to the National Treasurer throughout the year, as the subscriptions are collected.

National subscriptions are due for a calendar year and anyone joining a group pays the full National Subscription regardless of when they join.

The National Committee arranges third party insurance to cover all members in all groups and this is one of the benefits from the National subscription.

Anyone wishing to attend a National Weekend must have paid their subscription for that year.

The National Committee may offer funding towards expenditure such as advertising in any financial year. The group should submit invoices to the National Treasurer who will refund the group up to the limit set at the National AGM for that period; invoices can be submitted throughout the year up to the limit set, currently £300.00. *This money is not to be used to purchase clothing for members.*

There are separate guidelines for treasurers of National Weekends.

Programme planning

How often do you want to meet?

Do you want a regular meeting day/night and time?

Do you want a regular base for indoor meetings?

Who will organise the programme? Will it be a co-ordinator or a group of people?

Will the club subscription cover all events or will there be times when members have to pay extra e.g. cost of speakers or entry fees.

How will you publicise your group? See advertising section of the handbook for ideas.

What are the interests of the members? (Encourage members to try new interests and pursuits)

What will the duration of the programme be? Will it be twice a year or more often? Autumn/Winter and Spring/Summer is a good option.

Involve the members in planning a programme.

Make the programme varied and interesting.

Disseminate information and reminders to members in as many ways as possible eg email, text, telephone, printed programmes, word of mouth.

Out door evening events are best in May, June, July and August; avoid travelling far in December, January, February and March.

Ideas for Summer meetings: farm visits, walks, cycle rides, croquet, rounders matches, tennis, go-carting, barbeques, treasure hunts, hunt kennels, the races, castles, caves, historic sites, county and local agricultural shows, village shows, plant nurseries, horse riding, equestrian centres, stud farms, riding demonstrations, boat trips, country parks.

Ideas for Winter meetings: speakers, games nights, quizzes, meals, craft evenings, parties, pancake night, food or wine tasting, DVD nights, weekend walks and cycling.

Ideas for Spring or Autumn meetings: museums, churches, ten pin bowling, badminton, cinema, plays, dances, folk nights, harvest supper, brewery visits, distribution centres, ghost walks and stories, swimming, behind the scenes at supermarkets, recycling plants, windmills, bonfire nights, pub nights, painting pots, brick works, greyhound racing, bell ringing, observatories, weekend walks and cycling.

Guidelines for Regional Representatives

To report in person, by proxy or in written form to all National Committee Meetings upon the state of individual clubs in their area.

To visit clubs in their region on a regular basis and /or discuss the clubs with an appropriate club representative.

Should a club in the region be responsible for a National Weekend, the Regional Rep is to liaise with the organising committee of the Weekend, and advise the National Committee of the progress of the weekend.

To ensure that clubs within a region are being run effectively in accordance with the Constitution of Country Link, and to advise and help clubs accordingly.

To advise the National Co-ordinator of advertising opportunities within the region and to promote clubs on a regional basis.

To account to the National Committee and to the Treasurer for any funds being held regionally.

Ideas for Advertising/Publicity

Word of mouth and personal recommendation is highly effective. Talk to friends, neighbours, colleagues, relatives, acquaintances about the benefits of Country Link membership.

Make presentations to local community groups about Country Link and its activities.

Have a stand at a fete, show, ploughing match etc.

Leave leaflets, posters, programmes in public places eg NFU offices, libraries, agricultural merchants, local shops, pubs, community centres etc. Include the Country Link website address on all publicity materials - www.country-link.org.uk

Send programme information for your group and reports on recent activities to the Country Link website; make sure the information is up to date and sent in good time.
website@country-link.org.uk

Write a report on a local Country Link event for a local newspaper. Make contact with them first to see whether they are currently looking for items and find out what format they prefer, whether they want photos etc. Always include contact details/phone numbers for potential new members.

Buy Country Link clothing or badges - and wear them! Clothing can be bought from Liberty Work & Leisure Ltd, 37 Millbrook Road, Kingstown Industrial Estate, Carlisle, Cumbria CA3 0EU.

Phone no: 01228 536751. Website: www.libertyworkandleisure.co.uk The contact is Sally Johnston who can be emailed at sally@lwlw.co.uk.

The Country Link banners are available to borrow.

Place postcards and posters in local shop windows.

Place advertisements in parish magazines, free newspapers and local newspapers.

Create a website for your own group; make sure there is a link to the national Country Link website.

Remember - you can claim a refund for advertising costs from the National Treasurer, up to the figure agreed at the AGM, currently £300.00.

Make a scrapbook and display it at local shows, or leave a copy in local libraries for reference.

Take a stand/table/display at local agricultural shows/fetes/craft shows etc. Display leaflets/programmes/membership forms/photos/scrapbook/information about National Weekends etc. Try to make sure that your stand is staffed at all times, so that you can talk to anyone who shows an interest.

Get involved in national fund raising for charities e.g. Children in Need/Comic Relief and BE SEEN. Fund raising packs are usually available from local TV/radio stations.

Create business cards giving the name/phone number/email address of the local contact (ask them first!) and leave them in suitable places or give them to relevant people. Reply promptly to any responses.

Leave a sign at the bar to inform potential new members that Country Link meet here.

Running a National Weekend

Background: Weekends are organised for the membership on behalf of the National Committee, by a group of members, with National Country Link giving financial support if/when required. Weekends are usually in April/May or October/November for 2 or 3 nights. You can host weekends in your area, or areas where no groups are present. This is your opportunity to showcase your group and area. It is not difficult to organise a weekend; anyone who has run a group, business or club should have no problems. Use the skills of your group members. A large group is not necessary and at times is a handicap; 4 to 6 people is an ideal team.

Finances: As you will be running the event on behalf of National Country Link, an account separate from your own group account should be set up for the weekend, called National Country Link Weekend or *club name* National Weekend. Two out of three people for signing cheques is normal; three will give you a spare for signing. You can ask for a deposit from members when booking (first form) or all up front; second form - balance and trips etc. All costs must be specifically related to the running of the weekend, and anything else must be approved first by the National Committee; the purchase of clothing is not allowed. When finalising the figures, please submit to the National Committee, along with any proposal if you wish to increase the donation to your charity.

Tips: Hotel - minimum of 50 rooms, singles, doubles and twins. Weekends are getting popular, we don't want to be saying 'No' to anyone, especially new members, as the weekends are the icing on the cake. You require private dining, parking; spa/sports facilities are optional. The initial search can be done on the Internet. Telephone the hotel and ask for conference/banqueting. Ask for dinner, bed and breakfast rates for a 2 or 3 night stay, giving dates preferred. Explain all about Country Link, using positive words if you like what you hear.

Ask to visit - take a few of you. View all the facilities and a selection of bedrooms. Ask about the deposit, date for returning rooms not booked without incurring any costs, date for final payment, menus, in house disco costs, dining times. State that we sort out all bookings so therefore one payment cheque! If all ok, inform your area rep and National Committee that you wish to run a weekend.

Do a 'risk assessment', a mental walk through the Weekend to find the problems as soon as the ideas have been formed so as to give plenty of time to solve them.

Costing should be done on the basis of 75 attending. Add together cost of buses, band, disco, reception drink, flowers, stationery, gift (optional), plus a buffer of £200.00 (optional) divided by 75, giving a total to add to the room rates. This is the charge to the member.

Use of a computer helps drawing up and printing of information and forms, but it is not necessary for accounting purposes; if the 'treasurer' is happy with pen and paper, then go with it - the important thing is to keep track of money coming in and going out.

Check and re-check forms and information before going to print. Check everything that comes in!

Make use of previous weekend information sheets and forms; there are no copyright issues. Some members think deadline dates are for advisory purposes only so build in several weeks leeway for final payments to the hotel.

Build a good relationship with the hotel; one person to deal with the hotel - as long as members have a bed and food, any disasters on visits etc will be forgiven. Advise the hotel that 90% of members are likely to be in the dining room within 20 minutes of the start time for breakfast so that they can be prepared!

Use your own group to trial visits, which gives other people's opinions on them, and more potential leaders.

Evening entertainment - not all people like loud music, so try to have an area where people are able to sit and chat or to have a rest.

Organisers need to be aware of new members, especially if he/she is on his/her own.

Have a welcome desk in the hotel reception for members to collect their packs, ask any questions etc. If it is possible, have someone at the front door to point members in the right direction.

There is no formal structure to the Weekend, although that may evolve. It is usual to have fancy dress, as an ice breaker, on Friday night, with a buffet dinner, to enable guests to mix and latecomers to settle in. Name badges are a good idea and this is a good time to introduce weekend trip leaders.

If members are being asked to make menu choices at any point prior to the meals, there should be a list somewhere to remind them as with everything going on, many members will not remember what they chose.

Visits - please put a list in the welcome pack of all visits and who has booked on each; make sure guides also have a list of those in their group, and maybe a list in a central point in case some members miss it in the pack. Give guides an alphabetical list of members on their trip to enable them to check members onto transport, on tours etc throughout the day (clipboard/pen).

Saturday is a busy day, with visits out on buses; make sure the driver knows the route before leaving the hotel; leaders should have contact details for their host if all else fails. The formal night fits in well here, but it is not set in stone. Give time to get ready, and state the dress code to help with packing!

Usually the Members Meeting/Annual General Meeting is on Sunday. It may be an idea to ask to borrow the hotel PA system for these meetings.

Cars are used for visits and as leaders you need to know where you are going and who is coming on the trip. Most weekends have included farm walks on both days, but go with local circumstances, especially if running a weekend at some distance from your home area.

Fund raising is a good idea, and as host you choose the charity you want to support.

Members pack - names of all members and their club, who is on what visit, dining times, menu choices if these need to be made in advance, bus departure times, mobile ph numbers of leaders.

Above all, enjoy the experience as much as possible. Stay sober - you are always on duty. It will be tiring and the feeling of relief when it is all over is wonderful, but you will have made many friends who will make you welcome on their weekends in the future and at other events.

There is a wealth of experience, and all on the National Committee are happy to help.

Country Link Organisation

Job Title	Current Post Holder	Job Details
National President	Nigel Swain - Somerset	Elected annually at the AGM; attends National Committee Meetings in an advisory but non-voting position
National Vice Presidents	Jerry White - Somerset West/Devon East Peter Hurt - Nottinghamshire Philip Charles - Derbyshire Maria Guest - Derbyshire George Greaves - Staffordshire	Elected annually at the AGM; attends National Committee Meetings in an advisory but non-voting position
National Chair Person	Charles Humby - South Wiltshire	Chairs National Committee; has voting rights at the National Committee Meetings; elected annually at the AGM
National Vice Chair Person	Peter Hunt - Nottinghamshire	Member of the National Committee; has voting rights at the National Committee Meetings; elected annually at the AGM
Past President		Member of the National Committee; has voting rights at the National Committee Meetings.
National Treasurer	Lesley Sheaf - Oxfordshire	Member of the National Committee; has voting rights at the National Committee Meetings; elected annually at the AGM
National Secretary	Liz Goodwin - Derbyshire	Member of the National Committee; has voting rights at the National Committee Meetings; elected annually at the AGM

Regional Representatives	<p>Sarah Thompson - South West (Avon, Cornwall, Cornwall North/Devon West, Dorset, Somerset, Somerset West/Devon East, Wiltshire South)</p> <p>Gill Tweddle - Northern (Cumbria, Yorkshire)</p> <p>Lorraine Clarke - West Midlands (Cheshire, Shropshire, Staffordshire, Warwickshire, Worcestershire)</p> <p>Vacancy - East Midlands</p>	Elected by the clubs in their own region; the link between individual clubs and the National Committee; attend National Committee Meetings; have voting rights; are expected to be in touch with every club in their area at least once a year, and to make a report to the National Committee twice a year
	<p>(Derbyshire, Nottinghamshire, Northamptonshire)</p> <p>Iain Dingle - Eastern (Essex and Suffolk)</p> <p>Lesley Sheaf - South Eastern (Oxfordshire)</p> <p>Andrew Smith - Scotland</p>	
National advertising	Vicky Hutton - Nottinghamshire	Appointed by the National Committee; attends National Committee Meetings in an advisory but non-voting position
Webmaster	Maria Guest	Updates the website; appointed by the National Committee; attends National Committee Meetings in an advisory but non-voting position