

Board Game Club Organisers meetup: UK Games EXPO Saturday 4th June 2022



Minutes by [Ruth Arnold](#)

Meetup – one club says they get a good number of attendees from Meetup, but it is expensive. Look to share costs with other local clubs, not necessarily board gamers. Be careful about sharing – you could end up with a lot of events being publicised and yours might get lost in the noise.

One club targets local students by publicising events in their Facebook group – they get banned for posting as they are not a student run organisation. However just by posting and being banned they get publicity (this method may not be for the faint hearted!)

Don't be afraid of sharing the details of other local clubs – they might reciprocate and share yours. Share the hobby with others 😊

Given that board gaming can provide support to those suffering with their mental health, another way to promote your club whilst at the same time providing local support is to make your club known to the local social prescribers and/or community builders. It's worth the club organisers undertaking free mental health first aider training, and remember you are not medically qualified and are not providing any kind of formal support. Be able to signpost anyone who might need that in the correct direction (see <http://bit.ly/HB-mentalhealth>)

Social media – use it! One club are on everything apart from TikTok.

Consider having a website – there will be a hosting cost, but can store reference material there - user guides, list of games, walkthrough of games night etc

Consider membership of your local Chamber of Commerce – you get some free insurance and can get your events published in the magazine which goes to other local businesses

Making your game group welcoming

Have a dedicated greeter to welcome people

Have a light social game running at the start that people can jump in to – nothing worse than arriving at a board game club to see all seats full with games that will play long.

Ensure there are open slots in at least one game until 45 minutes after the scheduled start time.

Have name badges where people can write their names, pronouns, and any considerations (autistic, hard of hearing etc)

Have a box of regular games that you always have with you. Variety is good, but it's worth having some familiar staples always available.

Suggestion from Plymouth Board Games – they have a “menu” of games to give an overview of each game to help people choose

By Herefordshire Board Gamers

<https://herefordshireboardgamers.co.uk/guides/guides-organising/>

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Have a logo/poster visible from the outside of your venue, and if you're in a pub or any other venue which requires navigating through a building have the same logo/poster visible throughout to reassure people they are heading the right way.

If you have a web site, post a photo of your venue both empty and full. Also post a walkthrough of how to get to the venue. All of this will reassure nervous attendees of what to expect, and that they are in the right place.

Consider having a code of conduct – Herefordshire Board Gamers have theirs on their website which could be used as a starting point. (HB are happy for anyone to use their material but do ask that if you use their staff you include a link to their mental health guide (<https://herefordshireboardgamers.co.uk/mental-health-and.../> or <http://bit.ly/HB-mentalhealth>)

Consider your venue – there might be some attendees put off if you are at a pub for example

Funding your game group

One option could be to charge an annual subscription – this gives you some cash up front to pay for hall hire, meetup subscription etc. One club charges £1/week attendance or £30 for the year.

Grant funding - look up Community Foundation – the building firm Persimmon give £60k in £1k chunks every month. Mental health support is a great way to funding.

Other sources of grant funding could be your local council, local community funding agency and community builders. Also your district council's health & wellbeing team

When you apply for a grant say what you're doing - who you support. It is OK to say you are supporting young men – there are high suicide rates in this age group and it is good to support their mental health

Other

Herefordshire Board Gamers are looking in to becoming a CIC – they have group assets like games, tables and chairs. However, consider the risk of being voted out.

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