

AEO report for KCBA Committee Meeting April 2025

The EBU have now appointed Mary Cousins, to the role of County and Membership Development Officer (C&MDO), to lead, develop, and implement their forthcoming membership drive. I emailed her to congratulate her on her new appointment in March 2025 and advised her that as a County we have been working to increase the number of teachers in our area, and she has replied that would like to meet with me soon. I look forward to hearing her plans for this initiative and reporting back to the committee regarding how Kent may be able to get involved.

She tells me that lack of teachers does seem to be a key issue, and they are going to be looking at this.

In addition, another factor she has identified is conversion from lesson into club play and they are producing a video to help clubs to improve this transition.

An overall strategy for growth is in development and she will ask for comments on this as soon as possible.

Pat Welsh

AEO

3rd April 2025