

RUNNING A BRANCH



Updated 12 June 2025

Branches enable members of the Knitting & Crochet Guild to meet each other and to take part in social and educational activities, furthering the Guild's objects. People can attend branch meetings who are not Guild members, but please encourage them to join.

Before you think about starting a branch in your area, check the Guild website to make sure one does not already exist. If one does, you may still choose to go ahead, but you should consider when and where the other branch (or another local group) meets when deciding these details for a new branch.

To be recognised as a Knitting & Crochet Guild branch (which also means the group is covered by the Guild's insurance policy), the group must:

- be constituted according to the Guild's Articles of Association (the legal document that determines how the Guild operates),
- meet the conditions set out in the Model Rules and
- be formally approved by the Guild.

If you incur reasonable expenses when setting up a branch, such as telephone calls and postage, you may be able to claim these initial costs from the Treasurer. Please provide an estimate of costs and gain approval *before* incurring them. The Guild does not pay any on-going costs for the branch; branches must be self-financing.

Be very careful before setting up meetings in anyone's home and do not do this for the first meeting. If you decide to do meet in someone's home, think very carefully about safety and security issues, and do not give out the address in any publicity. You should only publicise a telephone number or email address.

The first meeting

Consider having an informal first meeting in a public place, such as a café/tea shop, the library or a local yarn shop. Some of these places may make a charge, others will just require you to buy something to eat or drink.



Find out how best to publicise the meeting, as this will vary from place to place. Remember to do this well in advance of your first meeting.

For example:

- You can ask the Membership Secretary (membership@kcguild.org.uk) to send an email to members in your area (and adjacent areas, if you think your group might be of interest to people there). Make sure you provide the Membership Secretary with all the relevant information, including a way for potential attendees to contact you.

You can create a branch email address – or we can provide you with one – set up to forward to your personal one. Please let us know.

- You could contact your local press (and possibly radio) asking them to give the date, time and place of the first meeting in their “What’s On” column (this is usually free).
- Your local Council may have community event listings.
- Put up a poster in the library, local yarn shops, newsagents, doctors, clinics... anywhere else that you think appropriate.
- Post a message to our Guild Facebook group and let the wider community know what you’re planning.

Subsequent meetings

If there is a positive response and you think the group will be viable, look around for a regular meeting place. Many libraries have rooms for hire or perhaps your local church or village hall might have rooms.

Cafes and pubs also seem willing to have meetings, provided you buy something to eat/drink while you are there. Also think about when to meet. If some members want to meet during the day and others after work, it may be feasible to have meetings at different times to accommodate these preferences.

The Guild and its local branches have a duty to ensure that meeting venues are accessible to all members, and this should be considered when selecting a location. We recommend a ground floor venue or with lift access wherever possible, and branches must consider disabled members when planning activities, enabling them (as much as reasonably possible) to enjoy the same benefits as other members.



Publicising your branch

Once you have established regular meetings, let the Guild know. We can add details to the website, making it easier for people to find you.

You could write a few words about your branch and its activities for *Slipknot*.

As new members join the Guild in your area, the Membership Secretary may be asked by them for details of branches in their area. The contact email address you provide may be given to them, or the Guild may send you the member's contact details (with the member's permission) for you to make contact and share what is happening in your area.

The Guild has a stock of A4 posters with a space for you to write details of your branch. If you would like some, let us know. You can display these in libraries, local yarn shops and so on.

Suggested activities

If your branch would like to have a trunk show of items from the Guild's Collection, either accompanied by one of the team from Britannia Mills or as a DIY trunk show with notes sent by courier, contact the Collections team at collections@kcguild.org.uk with suggestions of what you would like to see (for example, lace knitting, Fair Isle, crochet...).

Consider doing some fundraising for the Guild as well. This is an excellent way for local members to contribute to the work of our charity and can give focus to a project.

Your local branch may also consider representing the Guild (and itself) at local craft shows, letting people know that the Guild (and its local branch) exist.

More information

The Guild has provided some information on the Guild website, which you will see once you have been registered as a BCO for a branch on the Branches of the Knitting & Crochet Guild page. Log in to the Guild website and go to <https://kcguild.org.uk/sharing/meeting/branches-guild/> (from the menu, Sharing > Meeting > Branches of the Knitting & Crochet Guild).

If you need further guidance on branding or using the Guild logo, contact marketing@kcguild.org.uk.

There is also a dedicated Facebook group for Branch Coordinators, where you can ask questions and get support.