



2024 State of Play

2024 year-end summary of face-to-face Diplomacy in the UK



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2024 Summary

2024 was undeniably a growth year for UK Diplomacy. 14 face-to-face games were played in the UK in 2024, up from only 6 in 2023. We saw the return of a UK National Diplomacy Championship take place in Warrington with a respectable two boards per round over three rounds. Most importantly we saw 53 different people play the game face to face in 2024, up from 30 in 2023.

Most of this happened independently of any kind of organized, centrally coordinated effort. This was almost entirely organic. UK Diplomacy as a concept, as a brand, only came into existence in Q3 of 2024 with the launch of the new website (www.Diplomacy.co.uk), the launch of the newsletter (www.patreon.com/ukdiplomacy), and the establishment of a broad social media presence. Finally in December of 2024 we saw the release of the UK Hobby Manifesto: Roadmap to a renewed F2F hobby in the UK.

In 2024 we unfortunately saw no activity from the Colchester Club. This was due to external circumstances and the organizers there have said they hope to return to their quarterly face to face games. Worrying is that of the 30 individuals that played in 2023 only 13 returned to play in 2024. If the Colchester Club had hosted a game, that number could have been as high as 20. In the year ahead, the leadership team will have to understand if they can improve the player retention rate.

As we look ahead to 2025, all three clubs (Warrington, London and Colchester) have committed to organizing more club games than in 2024. Organizers of the Warrington event will host it again in 2024. We also welcome a second UK tournament to the calendar with the return of SpireCon, in February in Chesterfield. There is also talk of an in-person Tour of Britain in addition to the 2025 edition of the virtual Tour of Britain.



Performance against KPIs

Below is a summary of the KPIs as noted in the UK Diplomacy Manifesto. See the back of this document for an more detailed breakdown.

	YoY Variance	2024	2023
Primary KPIs			
Boards Played	+8	14	6
Unique Players	+23	53	30
New Players	+40	40	n/a
Returning Players	+13	13	n/a
Non-Returning Players	-17	(17)	n/a
Secondary KPIs			
Players >1 game	+8	21	13
Newsletter Posts	+18	18	n/a
Newsletter Subscribers	+26	26	n/a
UK Diplomacy website visits	n/a	n/a	n/a

KPI Amendments

There were no changes from previous year's KPIs or data tracking as KPI tracking only started in 2024.

Analytics for the UK Diplomacy Website (www.Diplomacy.co.uk) only started in November 2024.

Other 2024 Numbers

Five players played more than four games in 2024, with one player playing a total of seven games out of a max possible of 11 games.



2024 Events and Happenings

Below is a list of events and games that occurred in 2024. Worth noting that all these games and events were organized independently of any nationwide organization.

Happening	Notes
UK NDC, Warrington	This year UK player Bradley Grace organized the UK's first national diplomacy championship in several years. The three-day event in Warrington, UK saw 19 players play six boards over three days.
London Diplomacy Club (LDC)	Continues to organize regular games in central London. 2024 LDC hosted 32 players different players over six games.
Warrington Club	Warrington hosted its first club game in recent memory. Although two last minute cancellations meant the one board played was two players light, the game went well, and the organizer plans to host more games in the future.
Colchester Club	Due to external circumstances the Colchester Diplomacy Group were unable to arrange any face-to-face games in 2024.
Brighton Club	Brighton hosted its first club game in memory in December 2024. Six beginners and one veteran player reportedly had a great time. The organizer said that six of them would likely play again.
Virtual Tour of Britain	Organized by UK player, Garry Sturley. This year saw 24 registered players, although very few UK players. Players competed in 8 rounds, covering 9 games. Scores were the sum of a players best 4 games. This year's edition was won by UK player Bradley Grace.



2025 Look ahead

Happening	Notes
Virtual Tour of Britain	Garry Sturley will be stepping down as organizer for the Virtual Tour of Britain. Bradley Grace will replace him.
F2F Tour of Britain	Virtual Tour of Britain organizer Garry Sturley is considering a face-to-face Tour of Britain. The idea is still taking shape. More details to come.
SpireCon	After a hiatus, Chris Woolgar will host SpireCon II in Chesterfield. The event will take place 7-9 February and includes mixed play on the standard diplomacy map.
Colchester Club	Colchester organizers Lee and Jon expect to restart quarterly face to face play in Colchester in 2025.
London Diplomacy Club (LDC)	London organizers Marvin Fried and Conrad Woodring expect to continue the club's growth trajectory through 2025. Their goal is to host at least eight games in 2025.
Warrington Club	Warrington organizer, Bradley Grace, expects to host additional club games in Warrington in 2025. Should Warrington host additional club games in 2024, it will mark the third active diplomacy club in the UK.
Brighton Club	Almost everyone that played in 2024 had fun. We therefore hope to see future face-to-face games taking place in Brighton.
UK Games Expo, Birmingham	May 30 to 1 June, Renegade Games will host a yet to be disclosed Diplomacy event at the UK Games Expo. More info to come in 2025.



Annex 1 – Detailed KPIs

Detailed Summary

	YoY Variance			2024			2023		
	# games	# players >1 game	# unique players	# games	# players > 1 game	# unique players	# games	# players > 1 game	# unique players
Club Games	+2	-3	+14	8	10	44	6	13	30
LDC	+2	+4	+9	6	10	32	4	6	23
Colchester	-2	-7	-7	-	-	-	2	7	7
Warrington	+1	-	+5	1	-	5	-	-	-
Brighton	+1	-	+7	1	-	7	-	-	-
Event	+6	+14	+19	6	14	19	-	-	-
UK NDC	+6	+14	+19	6	14	19	-	-	-
SpireCon	-	-	-	-	-	-	-	-	-
TOTAL	+8	+8	+23	14	21	53	6	13	30