



# Club Development Meeting

Norbreck BC,  
Blackpool  
18<sup>th</sup> February 2023  
10:00am Start

# What's Today All About?

- What is Development?
- What Does Your Club Need?
- How Do You Apply For Funding?
- What Sort of Funding is Available?
- Governance and Good Practice
- How Can You Grow Your Membership?
- Coaching
- Questions and Answers (Hopefully!!!)

# What Is Development?

Development, in a sporting context, is about **participation and promoting the opportunities and benefits of participation.**

*A goal without a  
plan is just a wish*

*Antoine de Saint-Exupéry*

# What Does Your Club Need?

- Members
  - Demographics?
- Facilities
  - Playing?
  - Surrounding?
- Equipment
  - Green Maintenance?
  - Development?
  - Community Support/Inclusion?

# What Does Your Club Need?

- Governance
  - Constitution?
  - Committee Structure?
- Funds
  - Membership Costs?
  - Operational Costs?
- Volunteers
- Communication/Information
- Support

# What Does Your Club Need?

## BDA Club Health Checker

The Club Health Checker is a free, online self-assessment tool that will identify the challenges faced by your Club and highlights areas for targeted growth.

The Club Health Checker is not a 'Pass or Fail' assessment but rather a tool to help Committees assess the current condition of the Club and identify areas for development. The report is as accurate as the information you input, and to ensure that the report reflects your Club's position - **it is important to answer the assessment honestly.**

# Grant Funding - Applications

- Understand What You Are Wanting A Grant For?
- Research Your Project
- Who Will Benefit From The Project?
- Can You Show/Evidence A Need For It?
  - Sport England Local Area Insights Data
- Where Are You Going To Apply To?



# Grant Funding - Applications

- Who is Writing Your Application?
- Club Governance
- Are You Eligible For The Grant?
- Timescales Required
  - For Applying?
  - For Getting a Decision?
  - For The Project?
  - For Reporting Results?
- The Legal Bit!!!

# Grant Funding - Applications

Target  
Audience

Promoting  
Health &  
Wellbeing

Inclusion

Community

Value For  
Money

Sustainability

Have You  
Researched  
Your Project  
Thoroughly?

# Grant Funding - Opportunities

- Sport England
  - Small Grants Fund
  - This Girl Can
  - 'Uniting The Movement'
- The National Lottery Community Fund
- Active Lancashire Together Fund
- Clinical Commissioning Groups (NHS)
- Recycling Centres

# Grant Funding - Opportunities

- Arnold Clark Community Fund
- Greene King 'Proud to Pitch In'
- Persimmon Homes
- Healthy Heart Grants
- Ford Britain Trust
- Supermarkets
- Local Council/Councillors
- BCGBA
- Direct Business Sponsorship

## News article

### Sport England Adds Two New Priorities to Small Grants Fund

13/02/2023

Funding to encourage greater participation in sport and physical activity across the country.

To commemorate the Coronation in 2023, Sport England has widened its Small Grants focus to include the following areas, which are of personal interest to His Majesty the King:

- Projects which focus on sustainability while reducing the impact on the environment, such as purchasing locally made equipment to extend capacity in a club or using local community assets to minimise travel.
- Projects which focus on developing skills in young people. This could include supporting them through coaching qualifications or relevant sports administration courses or trying new sessions to bring new participants into the club.

In general, the aim of the fund is to bring communities together and provide sport and physical activities for people who may be less physically active.

Applications are accepted from voluntary, community and social enterprise (VCSE) organisations, schools operating for wider community benefit and local authority bodies.

The fund offers grants of £300 to £15,000 to projects across England. These can be spent on a variety of costs relating to project implementation and delivery including coaching, equipment and minor facility alterations.

**The deadline to apply is 30 June 2023.**

### Related funds

 [Sport England – Small Grants Programme](#)



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### National community news

13/02/2023

➤ [Barclays Community Football Fund 2023 Invites Applications](#)

13/02/2023

➤ [KFC Foundation Community Grants Programme Reopens for Applications for 2023](#)

13/02/2023

➤ [National Citizens Service Launches 2023 Grants Programme](#)

13/02/2023

➤ [NFL Foundation UK Extends Community Grant Programme to Birmingham and Greater Manchester](#)

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➤ [Sport England Adds Two New Priorities to Small Grants Fund](#)

13/02/2023

➤ [Third Round of Peatland Restoration Grants Set for Spring Launch](#)

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Weekly Funding Newsletter Straight to Your Inbox!!!



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## Latest news

### 06/02/2023 - Suez Communities Fund Reopens for Applications in England

Not-for-profit organisations across England can apply for funding to deliver capital and public amenity improvement projects in communities within a Communities Trust funding zone.

Suez Communities Trust is offering grants of between £3,000 and £50,000 for not-for-profit groups to deliver projects that make physical improvements to community facilities, or repair buildings of religious worship or buildings of architectural or historic interest.

Funding is available for capital improvement works to public amenity projects for community use. Examples may include:

- Village hall improvements
- Nature reserves and conservation
- Village greens
- Community centres
- Public playgrounds
- Cycle paths
- Sports fields and facilities
- Country parks
- Historic buildings, structures, or sites

Projects must be in communities surrounding a qualifying SUEZ Recycling and Recovery site and must be available and open to the public as a minimum for 4 evenings a week, 2 days a week, or 104 days a year.

The next deadline for applications is 22 February 2023.

### Related funds

[SUEZ Communities Trust Landfill  
Communities Fund - Primary Fund  
\(England\)](#)

Lancashire County  
Council

This includes all  
national funding  
opportunities that go  
live. Some will be  
relevant, some won't.

Usually about 10-15  
new funds every  
week!!!

# Other Funding - Opportunities

- Easy Fundraising
- A-Plan Insurance Services
- Run 'Events' at Your Club
  - Girl Guides Evenings
  - Local Businesses 'Team Building' Events

THINK OUTSIDE THE BOX



# Easy Fundraising

The BCQBA has partnered with **easyfundraising**, a new funding source for your club. Using **easyfundraising** turns your everyday online shopping into free donations for your Club.

You first need to register your Club for free at [easyfundraising.org.uk/crown-green-bowls/](https://easyfundraising.org.uk/crown-green-bowls/) then encourage your members and their families to sign up to support your Club.

When you are ready to shop online, first go to the easyfundraising website or app, and then you can shop as normal at over 6,000 retailers. The retailer will then send a donation to your club at no extra cost on a regular basis.



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You support this cause

# Philip Wright Crown Green Bowling Academy

Colne, Lancashire

£956.40 raised

10 supporters

[Shop now and raise](#)

# A-Plan Insurance Services

The BCGBA has formed a partnership with **A-Plan Insurance** which will support Crown Green Bowls Clubs, by donating back £25 to any Club whose member takes out a new car, van or home insurance policy with them (payable in January in arrears).

Tell your members about this great opportunity and earn some much-needed funds for your Club. A poster can be circulated to your Club to help you promote the scheme.

Give them a ring on **03301 757 491** to get a quote.



# Governance - Requirements and Good Practice

- Club Constitution
- Correctly Formed Committee With Clearly Defined Roles
- 3 'Responsible' Officers
- Acceptable Bank Account
- Codes Of Ethics and Behaviour
- Safeguarding Policies and Officer
- Public Liability Insurance

# How Can You Grow Your Membership?

- **PLEASE DON'T CANIBALISE OTHER CLUBS**
- Word of Mouth
- Advertise
  - Website
  - Social Media
- Get Out Into Your Local Community/Businesses
- Football / Rugby / Cricket / Netball Clubs
- Bring A Friend Day?
- Offer Membership Promotions
- Coaching Services/Coaching Sessions

# Get Involved With The 'Bowls' Big Weekend'

**Roll up for a full weekend of fun in the sun with bowls!!!**

The 'Bowls' Big Weekend' is a national promotion taking place from **Friday 26th to Monday 29th May**, providing the opportunity for you, your friends and family to give bowls a go. Up and down the country Clubs will be opening their doors to people who want to try a new sport, have some fun and meet new people.





# What Is An Open Day?

Plain and simply, an 'Open Day' is an opportunity for you to showcase what your Club has to offer to people within your local community.

Make it **FREE**, make it fully inclusive and, most importantly, make it **FUN!!!**

Do You Know  
That There Is  
A County  
Development  
Kit That You  
Can Borrow  
**FREE OF  
CHARGE?**

Plan The  
Open Day -  
Times,  
Activities,  
etc...

Advertise  
The Event -  
Leaflets,  
Website,  
Social  
Media, etc...

The Club  
Needs To  
Commit To It

How Will You  
'Convert'  
New  
Members

**The internet is  
becoming the 'Town  
Square' for the global  
village of tomorrow**

Bill Gates



# How Can You Grow Your Membership?

- Find a Niche in the 'Market'
- Storytime....Fun At Bowls (FAB) Community Group
- Remember, Bowls is a Fully INCLUSIVE Sport...and There's Lots of Funding For That!!!



# How Can You Grow Your Membership?

- Find a Niche in the 'Market'
- If Children Play Bowls, They'll Bring Their Parents....and Grandparents....and Their Friends....

**Bowls**  **Buddies**







# Coaching

Having a qualified Coach is a great way to help to grow your Club membership. For new bowlers (and beginners), having a Coach can help them to decide where to bowl based on what support they'll be able to access.

**COACHES MUST BE QUALIFIED** – generic Club insurance, in general, doesn't cover for coaching done by non-qualified bowlers

For Level One (to coach new bowlers), the course is relatively straight-forwards and is done locally. The course covers basics such as delivery, bias, length and line and is mostly done in a day (with additional 'work' to be done back at your Club).

North Lancs & Fylde, along with BCGBA, currently offer bursaries for the course. Currently, after bursaries, a course only costs £47.50.

**Next Course – Coming to a green near you soon!!!**

Over to You.....

Have You Any  
Questions??

# What Can NL&F Do To Support You?

Steve Clamp

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