

# 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

# **My Funding Central**

Search now

**Funding** updates - Latest news

Saved items

### 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



Home | Search for funding | Browse funding | News | Help & advice

Saved searches Your details -

### **Lancashire County Council 4** Community

Looking for funding? You've come to the right place.

Please click on the buttons below to view more information about each category.



Search for funding



Browse funding



View local success stories



Help & advice

### Funding Success? Click here to let us know



### 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** 

### 13/02/2023

Sport England Adds Two New Priorities to Small Grants Fund

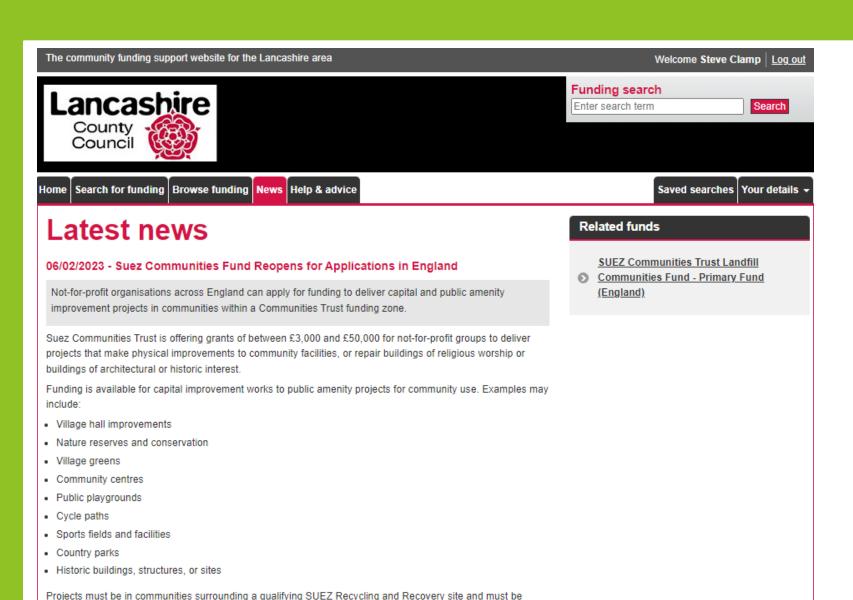
### 13/02/2023

Third Round of Peatland Restoration Grants Set for Spring Launch

View more news

### Lancashire County Council

Weekly Funding Newsletter Straight to Your Inbox!!!



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.

# 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 BCGBA 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 <u>easyfundraising.org.uk/crown-green-bowls/</u> 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.





Start typing a brand name...

Search



ccount

Shop by category

Trending offers

Big donations

How it works

Browser extension

Refer a friend

Promote my cause



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**!!!

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

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!!!



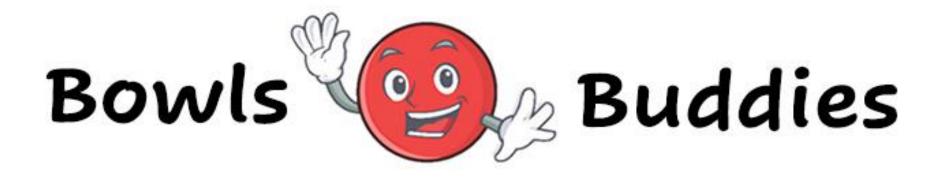






# How Can You Grow Your Membership?

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















# 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

NL&F County Development Officer

steve.clamp.bowls@gmail.com

07967 328841