

A GUIDE TO SUCCESSFUL GRANT FUNDING

How to successfully research and apply for grants to support your Club's projects. This guide includes an overview of the types of grants available, how to research which grant provider is most likely to support your project, advice on how to apply, and how to deliver projects to benefit your Club.

www.bowlsbuddies.com

Bowls  **Buddies**

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Introduction

The current sporting landscape is one that is both complex and challenging. People only have a set amount of free time that they are able to dedicate to sporting activities and, with an ever-increasing number of options available, which one do they choose? To be noticed within your local communities takes time, effort and, inevitably, money – so how do you go about getting that money, and what do you need it for?

This guide has been composed by Steve Clamp and Ian Gill, the two business partners in 'Bowls Buddies LLP'. Both Steve and Ian have many years of experience in bowls development, planning, and delivering projects for Clubs, and being successful in submitting grant funding applications. Whilst this guide is written with Bowls Clubs in mind, it is equally applicable to other organisations seeking funding.

Throughout the guide, the content will challenge you to think as both an individual, and a Club. What do you want to achieve? Why do you want to achieve it? What support do you need? What support have you got within your Club?

The questions are there to help you be successful in achieving your desired outcomes. It goes without saying that grant providers will expect your project to be well thought out, and that you'll be able to demonstrate that you'll be delivering value for their funds. The better the quality of the project plan, the more chance there is of acquiring funding and, with this in place, the better the chance of you achieving your overall goals.

We hope that you find this guide useful. There's lots of information on planning, researching, the types of projects that are most likely to be funded, and applying for grants. There's also a comprehensive list (albeit not exhaustive) of potential grant providers, along with some key pointers on both delivering, and reporting on your project.

Good Luck!!!

Steve Clamp and Ian Gill – Bowls Buddies LLP

"A goal without a plan is just a wish".

Antoine de Saint-Exupéry

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1. What is Development?

The definition of development, in a sporting context, is all about participation and promoting the opportunities, and benefits, of participation.

The specific development of a Bowls Club is a multifaceted process that involves strategic planning, community engagement, and facility enhancement. To ensure the Club's growth and sustainability, it is crucial to focus on infrastructure, membership, and outreach.

Firstly, infrastructure development is key. The playing surface, or green, requires meticulous maintenance to meet high standards. Investment in high-quality turf/seed, irrigation systems, and proper drainage can ensure a top-notch facility – although these can come with significant price tags. Additionally, amenities such as seating areas, shade structures, and Clubhouse facilities contribute to a welcoming environment for both players and spectators.

Membership development is equally vital. The Club should actively recruit new members, emphasizing inclusivity and providing tailored sessions for beginners. Offering coaching sessions, organising competitions, and fostering a social atmosphere can attract a diverse range of participants, ensuring the Club's vibrancy and long-term success.

Community engagement is also crucial for a Bowls Club's development. Collaborating with local schools, community organisations, and businesses can create partnerships that benefit both the Club and the community. Hosting 'Open Days', charity events, and community groups can raise awareness and involvement, fostering a sense of belonging among bowlers.

When you look at that in the context of your own Club, what does that mean to you? Does increased participation mean increased membership numbers? What are the benefits of participation?

By focusing on these aspects, your Club can establish itself as a vibrant and integral part of the community, ensuring its long-term success and building a love for the sport among people of all ages. Bowls as a sport, sees many people 'have a go' every year – but how can we convert these numbers into regular participation? What do we need to do, within our local communities, to make this happen? Read on, and we'll help you to identify the answers.

2. What Does Your Club Need?

Once you start thinking about development, and how you can grow your Club, take everything back to the bare bones. Is your Club in a position that it's ready to develop?

Developing a Sports Club involves enhancing its overall structure, management, and resources to foster growth and success. This will inevitably include activities such as recruiting new members, developing the abilities of your bowlers, improving facilities, implementing effective coaching programmes, building strong community engagement, and establishing sustainable financial strategies. Club development aims to create a positive and supportive environment for bowlers, while ensuring the long-term stability, and success, of the Club.

Does this sound like your Club? Are you ready to develop?

As a great starting point, visit the Bowls Development Alliance's website (www.bowlsdevelopmentalliance.com) and complete the 'Club Health Checker'. The 'Club Health Checker' is a free, online, self-assessment tool that will identify the challenges faced by your Club, whilst highlighting potential areas for targeted growth. Through the completion of a 30-minute questionnaire, you will receive a customised report that offers resources, and suggestions, on how to develop your Club.

The 'Club Health Checker' is not a 'Pass or Fail' assessment, but rather a tool to help Committees to assess the current condition of the Club and identify areas for development. The report is only 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. The online form can be found at:

<https://bowlsdevelopmentalliance.com/club-development/club-health-checker/>



Your second step is to create a formal Club Development Plan.

A Club Development Plan is a strategic document that sets out your organisation's vision and aims for the future, alongside the actions you'll take to achieve them. It acts as a roadmap to support the growth and development of your organisation over a specified period. Creating a development plan may seem like a daunting task but should be seen as an exciting and engaging process that helps to give everyone a clear, shared plan for the future.

You can help to make this process easier by:

- **Involving the right people.** If you can, create a small working group, involving people with different skills and knowledge to help shape your plan. You may already have a skills audit, which you can use to help select the right people.
- **Assigning roles and responsibilities.** Once you've established your working group, assign people tasks to improve your effectiveness, communication, and collaboration. You could also form a sub-committee who report progress back to the main committee.
- **Consulting with your people.** An effective Club Development Plan will be developed in consultation with others, including your participants, volunteers, and wider stakeholders. This will ensure it represents, and has buy-in, from everyone.
- **Be clear on what you want to achieve and by when.** It's important that your plan is achievable and realistic. Through consultation, outline your goals and some key dates along the way. Club Development Plans vary in duration from 1 year – 10+ years, so it's important to pick a timescale that's appropriate for you and what you want to achieve.

Once again, there are some great online resources to support you with this. We've created some examples and ideas within Appendix One, at the back of this guide. Whilst no Club Development Plan can be exhaustive, we feel that this will give you a good steer – and there is also a blank template for you to have a go for your Club.

Some of the key things to consider within your Club Development Plan could include:

- **Your current Club membership** – How many members have you got? What about the male/female split? What about their age demographic? How many volunteers have you got?
- **Your current Club facilities** – Are your bowling green/greens/facility in good condition? What is the Club itself like? Is the Club appealing to new members and visitors? Is the area surrounding your facilities well maintained? Do you have disabled access?

- **Your current equipment 'bank'** – Is your green maintenance equipment 'fit for purpose'? Do you have the right equipment for all things that need doing? Do you have a varied range of equipment 'for new bowlers? Do you have equipment to support coaching at your Club? Do you have equipment to support development projects within your local communities? Do you have any equipment to support bowlers with either disabilities or additional needs?
- **Your current Club Governance** – Do you have a Club Constitution? Do you have a structured Club Committee? Do you have a Club Bank Account? Are all of the Club policies and procedures easily accessible and relevant? Do you have accurate membership information for all of your members?
- **Your current financial position, as a Club** – How much is your annual membership fee? Do you have membership 'promotions' for new members? Does the Club make a surplus, or loss, each year? How much are your annual outgoings? Can you afford to do any project development work that you would like to?
- **Your current communication to your members** – How do you communicate with your Club members? Do you have a website? Is your Club on social media? Do you have up-to-date noticeboards within your Club? If yes, what sort of information is on them?

This list is designed to get you thinking about your Club and, in particular, the gap between the present and future versions of it. As mentioned, start with the Bowls Development Alliance's 'Club Health Checker' and then add to it with the specifics about your Club and what you want to achieve. Be honest, be realistic and, most importantly, work as a Club – one individual will never achieve as much as a collective effort.

Once you've developed your action plan, be sure to make it available to your participants, members, workforce (both paid and voluntary), sponsors, and community partners. If you're applying for funding, you may also want to share your plan with funding organisations to demonstrate what you want to achieve and how you will do this.



3. Governance and Good Practice.

Having a good governance structure within your Club is an essential criterion of a modern-day Sports Club. To develop and enable you to carry out projects where you require funding, it is always advisable to make sure that you are compliant with Sport England's 'Code for Sports Governance'. Launched in 2016, the Code has been applied to more than 4,000 organisations across its three 'Tiers' of funding and has provided a standard framework of governance for a wide and diverse range of national, regional, and local bodies, community groups and charities providing sport and physical activity opportunities.

The full 'Code' can be found on Sport England's website, and forms part of their 10-year development plan 'Uniting the Movement'.

<https://www.sportengland.org/funds-and-campaigns/code-sports-governance>

The 'Code for Sports Governance' sets out a number of mandatory requirements for organisations seeking investment from Sport England, UK Sport, or both. It is divided into three 'Tiers', corresponding to different levels and types of investment. 'A Code for Sports Governance – Tier 1' is designed for organisations which are applying for investment and represents the minimum level of mandatory governance requirements that funded organisations must achieve. The requirements seek to ensure the protection of public funding through good governance processes, without being unreasonably onerous. Sport England and UK Sport will generally require an organisation to meet Tier 1 of the Code if they are receiving an investment which meets the following criteria:

- It is granted on a one-off basis (for example, for a specific project which has a fixed end date); and
- The total amount of funding is typically between £10,000 and £250,000.

As a Bowls Club, in almost every circumstance, your Club will be defined as Tier 1.



A Code for Sports Governance uses a framework of five 'Principles' of good governance. They are:

1. Structure

2. People

3. Communication

4. Standards and Conduct

5. Policies and Processes

The 'Principles' provide the framework for good governance. Under each of the 'Principles' there are mandatory requirements. The number of mandatory requirements under each 'Principle' increases depending on the 'Tier' an organisation is required to meet.

The full wording of the Principles, and an explanation of their importance, is below:

1. Structure

Organisations shall have a clear and appropriate governance structure, led by a Board/Management Committee, which is collectively responsible for the long-term success of the organisation, and exclusively vested with the power to lead it. The Board/Management Committee shall be properly constituted and shall operate effectively.

Why is this important?

The right governance structure, with decisions made at the right level, enables the best decisions to be made to drive the success of the organisation. Having an appropriate governance structure demonstrates to all stakeholders that the organisation is well managed. This is key to winning the confidence of staff, suppliers and potential investors and also provides a framework for organisational growth and development.

2. People

Organisations shall recruit and engage people with diversity of background, thought, independence, skills and experience to take effective decisions that further the organisation's goals and best serve their communities, stakeholders and wider UK society.

Why is this important?

Diverse, skilled, and experienced decision-making bodies which contain independent voices and engage in constructive and inclusive debate enable good decision-making and help create trust with stakeholders.

3. Communication

Organisations shall be transparent and accountable, engaging effectively with stakeholders and nurturing internal democracy.

Why is this important?

Being responsive to stakeholders, understanding their interests and hearing their voices, helps shape the organisation's governance and strategy. Transparency about why the organisation exists, what it is trying to do, how it is doing it, and with what results, empowers stakeholders by giving them the information about the organisation that they need to know.

4. Standards and Conduct

Organisations shall uphold high standards of integrity, promote an ethical and inclusive culture, and engage in regular and effective evaluation to drive continuous improvement.

Why is this important?

Having the right values embedded in the culture of the organisation helps protect public investment and also enhances the reputation of the organisation, earning stakeholder trust. Constantly seeking to improve makes an organisation swift to respond to new challenges and opportunities.

5. Policies and Processes

Organisations shall comply with all applicable laws and regulations; consider the social and environmental impact of their decisions; undertake responsible financial strategic planning; and have appropriate controls and risk management procedures.

Why is this important?

Understanding the legal environment, factoring in socio-environmental considerations when making decisions, and having in place appropriate financial and other controls help mitigate risk and enhance stakeholder trust and organisational reputation.

So, what does this mean for your Club?

Let's keep it simple and easy to understand. You've completed your 'Club Health Checker' and created your 'Club Development Plan', so how do you ensure that your governance is acceptable? If you follow these key points, you should be on the right track:

- **Club Constitution** – you need to have a Club Constitution which details how your Club operates and is governed. Within this document, there should also be a 'Dissolution Clause' to define what happens if the Club should cease to exist. There are some specific rules around these, especially if your Club is established as a non-profit/Charity organisation.
- **Club Committee Structure** – the key to complying with 'Tier 1' guidance is that you must have three 'Trustees' or 'Responsible Persons' fulfilling the three main roles within your Club. For example, this could be Chairperson, Secretary and Treasurer. As good practice and governance, these roles should not be combined and should always be undertaken by three different, non-related, individuals.
- **Committee Meetings** – these should be held (and documented) on a regular basis. Good practice would advise them to be quarterly, and details of how they run should be clearly outlined within the Club Constitution.
- **Club Bank Account and Accounts** – it is essential to hold a Club bank account in exactly the same name as is detailed within your Club Constitution. All Club accounts should be prepared annually and should be available for review by all of your membership.
- **Code of Conduct** – you should have a 'Code of Conduct' as part of the membership criteria to your Club. This document gives a solid framework that all members abide by and is there in case of any issues that may arise.
- **Inclusion Policy** – all Clubs should have an inclusion policy as part of their governance.
- **Safeguarding Policy** – this is also an essential document forming part of your Club governance. Some excellent safeguarding document templates can be found through the Bowls Development Alliance website. <https://bowlsdevelopmentalliance.com/safeguarding/resources/>

By ensuring that your Club has good governance, and adopts good practices, the path to achieving funding will become much smoother. It may seem cumbersome at first, but it is well worth the effort to have the right structures in place.

4. How Do You Apply For Funding?

So, you've got your 'Club Development Plan', and your Club's governance is all in place – how do you now go about applying for grants? This is where everything comes into play when deciding what you need the funding for.

There are hundreds of funding providers across the UK. Some of them have very specific criteria around what they will fund; some are much more open to suggestions. The key to achieving successful funding is making sure that you do your research, and planning, **before** you apply.

Back to the planning board, and this time let's focus on more structured questions around your 'Club Development Plan':

What do you Want the Funding for?

As part of the planning stage, you need to identify what you want the funding for. Is it to deliver a development project with local schools? What about to run a community project for vulnerable adults to support them with a healthier lifestyle? Do you need new equipment to help you to develop your facilities? This is the key stage to identify the basics of why you need funding.

Research the Project

This is where you can really get into the 'nuts and bolts' of your project. Has someone else done something similar? How will it work? What equipment do you need to be able to do what you want to do? How much will everything cost? One of the main reasons why funding applications are rejected is because there has been insufficient research into the projects. Spend some time on this and be prepared to answer questions on what you want to do.

Who Will Benefit From the Project?

Most projects have a beneficiary aspect to them. Let's use the example above of running a community project for vulnerable adults – the beneficiaries are clearly the people themselves, but there are also several other beneficiaries, albeit more indirectly. The local NHS and/or Doctor's Surgery could benefit by providing potential people to attend your course, as could any other local community support groups. Your own Club volunteers could benefit by feeling valued and being able to support others within their community. Your Club could benefit by potentially gaining new members, as could other local Clubs within your community. The beneficiaries of a project don't have to be the direct recipients – think outside of the box.

Can You Evidence a Need for the Project?

It is very easy to think of something that you would like to do as a project, but the ones that are most successful with funding, are the ones that can evidence a need for them. Using the same example, speak to local support groups – will they provide you with a letter of support for your project? Some funding providers have target areas that they work within, or support projects working with people located in areas of high deprivation (specifically people living in areas defined by Indices of Multiple Deprivation 1-3). Do you know if you are one of these areas?

Sport England has a fantastic tool within their website that helps with your research into this - 'Local Area Insights Data'. This online tool lets you view and explore key statistics for an area of your choice, around numerous themes, such as population, deprivation, and health. Through interactive mapping and online reports, data is presented visually from local community to national level. You can also access and download hundreds of open data sets via a simple search tool, or even define your own area of interest to get custom reports. It is definitely worth having a look as part of your project planning.

<https://www.sportengland.org/research-and-data/tools/local-area-insights>

How Much Will it Cost Us?

Within any funding application, you will be expected to provide accurate costings for your project. Once again, research them before you apply. The funding provider will always be looking for 'value for money' for their investment, so make sure that your proposals are realistic. That said, don't try to do things on the cheap – if an item has a cost, document it. Remember that as part of any application, your volunteers are also giving something of exceptional value – their time.

Where Are You Going to Apply to?

As mentioned, there are hundreds of funding providers across the UK. Research which ones are most likely to support your project. Too often, Clubs automatically jump to the largest providers (Sport England, National Lottery Community Fund, etc...) which can be more difficult to obtain. Depending on your needs, research more local providers who may have a specific interest in your project. If they're interested in you and your project, they are more likely to provide funding for it. In the next section, we highlight lots of potential funding providers, alongside lots of hints and tips to identify even more.

Remember, before you put pen to paper (or fingers to keyboard in modern times), check the funding criteria of the provider. Do you meet the criteria? If not, don't apply – you will only be wasting your time and theirs. If you do meet the criteria, then it's full steam ahead.

Who is Going to Write Your Application?

Writing a funding application is a skill set. If it is done well, then the possibilities are endless – if not, then it's only a matter of time until an 'unsuccessful on this occasion' email arrives in your inbox. So, what are the providers looking for?

Now that you've done your research fully, you're in a great position for your application. Make sure that the person applying is comfortable with online forms, as some of them can be quite extensive. The best piece of advice is to read, and read again, the criteria that the funding provider is looking for within their assessment of your project. As a well-structured Club, your project should include many of the key words and phrases within Sport England's 'Uniting the Movement', so add them into your application – inclusion, diversity, equality, health and wellbeing, supportive, sustainability, collaboration, etc... Explain how your project will achieve all of those areas and be passionate about it. This is your opportunity to sell your Club and your project.

This said, don't 'waffle' and keep your answers relevant to the questions asked. You want your application to be concise, well thought out, clearly explained with clear goals and measurable outcomes. Ask someone else to read what you're typing before you click 'submit'.

What Are the Timeframes for Getting a Decision?

This varies wildly depending upon the funding provider, and the amount that you are applying for. As you would expect, a provider who is potentially funding a £15,000 project will take far longer, and conduct far more due diligence, than one that's funding £250. This said, always expect a lengthy wait and build that time into your planning.

As a general rule, assume you could wait for up to 12 weeks to receive a decision.

5. What Sort of Funding is Available?

You've made it this far, so let's have a look at the types of grants/funding that are available to Bowls Clubs. This list is by no means exhaustive but will give you a great starting point to get you thinking (and researching).

Sport England

Small Grants Programme - This fund seeks to develop opportunities for communities to get more people physically active and they will support new projects, through providing National Lottery funding, of between £300 and £15,000. Their priority is to support projects working with people in disadvantaged communities.

<https://www.sportengland.org/funds-and-campaigns/our-funds/small-grants-programme>

Active Together - Active Together is a crowdfunding initiative that can match fund, up to £10,000, for successful Crowdfunder campaigns from a total pot of £7.5m. With expert advice and guidance to support you, this will help local clubs and organisations to run their own crowdfunding campaigns.

<https://www.sportengland.org/funds-and-campaigns/our-funds/active-together>

For both of these funds, there is lots of information on the Sport England website. Here, you will also find further details, including who can apply, what they will fund and what they won't fund, case studies etc. Sport England advisors are extremely helpful and are always available during office hours on 03458 508 508.

The application process is relatively easy, and initially you are only required to complete an online form. Successful applicants will receive an offer in principle, normally within 12 weeks. Only then are you required to submit your full documents.

National Lottery

A huge range of different funds are available through the following link:

<https://www.tnlcommunityfund.org.uk/funding/programmes>

The most popular funds are through their '**Community Fund**' scheme and the links are below:

<https://www.tnlcommunityfund.org.uk/funding/under10k>

<https://www.tnlcommunityfund.org.uk/funding/over10k>

The 'Under £10k' scheme is by far the most popular, and also has one of the best approval rates. It is a relatively simple procedure, and you will receive a decision within 14 Weeks. We recommend this as a good way to get funding for larger projects that you wish to undertake.

Supermarkets

Tesco

'Bags of Help' – This is Tesco's local community grant scheme, where the money raised by the sale of carrier bags is being used to fund local projects. Grants of £4,000, £2,000, and £1,000 are available.

Three applications are selected in each area, and the Tesco customers then vote on which award each organisation receives.

www.groundwork.org

Asda

The **'Asda Foundation'** supports small, grass roots organisations in several ways throughout the year. Working with Asda's 'Community Champions' in store, they are able to work with a range of organisations and groups, on a variety of local community projects. Below are some of the different ways that Asda support communities:

Empowering Local Communities Grant - This is an Asda Foundation grant for local groups aimed at supporting a broad range of activities which contribute towards transforming communities and improving lives.

U18 Better Starts Grant - An Asda Foundation grant for local groups aimed at supporting a broad range of activities for children under the age of 18, which contribute towards transforming communities and improving children's lives.

Cost of Living Grant – This grant is for local groups aimed at supporting the increased running costs group are facing as a result of the crisis. With the rising cost of living having a big impact on communities and local groups, at the same time the demand for such groups is rising. This grant aims to support groups with rent, utility, and essential costs, as well as funding to strengthen their volunteering efforts.

Investing in Spaces and Places Grant – This is Asda’s higher value, once per annum grant for local groups aimed at improving community spaces and places where local people can be together and thrive.

Green Token Giving – One of the most well-known grants which is designed to support small, local grassroots organisations, supporting local people in the community around Asda stores. This is arranged directly through the ‘Community Champions’ in Asda stores.

Co-Op

The Co-op ‘**Local Community Fund**’ supports projects across the UK that their members care about. Every time their members buy selected Co-op branded products and services, they give local causes a helping hand. This scheme is done on an annual basis, with each store selecting a small number of causes (up to 3) within their local area. Once a cause has been selected, the Co-op donates a percentage of all takings to that cause over a 12-month period. Each cause can do its own promotion through its membership to try and increase the amounts generated, and annual grants to each cause can easily run into the region of £5,000.

<https://www.coop.co.uk/communities>

Other Supermarkets – the three supermarkets listed above are seen as having the best schemes for local community Clubs. This said, it is always worth investigating opportunities through other supermarkets by either visiting their websites and/or calling in to speak to their management teams.

The Aviva Community Fund – the Aviva Community Fund helps local causes build stronger communities across the UK. They believe that by caring more about communities today, they can help them create a better future for tomorrow. With Aviva’s fund, it’s about more than money – they also give causes access to volunteering and professional coaching opportunities, as well as tools and resources to help build their capabilities and achieve long-term sustainable success.

The Aviva Community Fund awards grants up to £25,000. The scheme uses a voting system for applications, and so if you get enough votes from friends, family and supporters within your local community, your project could make it to the National Finals, where a judging panel will award the funds.

<https://www.avivacommunityfund.co.uk>

Governing Bodies - National Governing Bodies are often overlooked as sources of funding, but often have some good schemes. They are certainly worth looking at, depending on the type of funding that you are seeking. Some examples of the types of funding available are below.

Bowls England

The Bowls England Loans Scheme - this is just one of the many ways that Bowls England can support affiliated clubs. A total of £650,000 is available to support clubs who wish to improve their facilities. In doing so, the governing body helps Clubs to develop, whilst at the same time putting their reserves to good use for the benefit of members.

A Club Loan may be used for any reasonable purpose including, but not limited to:

- Purchase of lawn mowers, scarifiers, turf irons or sprinkler systems
- Repair of ditches and banks
- Clubhouse development
- Fencing
- Car parking
- Changing rooms

All Clubs applying for a Club Loan must have been affiliated to Bowls England for a minimum of three years prior to application. Details of repayment periods and administration fees applied can be found on the website.

<https://www.bowlsengland.com/club-loans-2>

Open4Community – This is Bowls England’s ‘funding portal’ and is offered to all affiliated Clubs. It gives free access to a user-friendly funding search tool that encourages you to find what external funding is available for the various projects you require grant funding for. With 1000’s of available grants, updated daily, you are likely to find funding support by registering and using the service.

The portal has a number of user benefits, including the following:

- Automatic email alerts and weekly e-newsletters.
- Full, complete, and concise fund details including eligibility criteria, who to contact and links to application forms.
- Funding searches and individual schemes can be saved to user profiles for future reference.
- Bespoke MS Word reports for funding search results

<https://www.bowlsengland.com/funding-portal>

Pitch In - Sutton Wilson's 'Pitch In' is another easy way for members, and supporters, to get involved and help raise money for their Club. If your members are in the market for buildings, contents, or vehicle Insurance you could earn some cash when they look for a price. All they need to do is to get a free, no-obligation, home or car quotation from Sutton Wilson and they'll give £10 back to their chosen Club. If you buy that insurance, they'll pay an additional £20, or more....and for each year you stay with them, they'll continue to 'Pitch In' and pay the same amount of funding to their chosen Club.

<https://www.bowlsengland.com/pitch-in>

British Crown Green Bowling Association

Small Grant Awards - Small grants are available from the BCGBA for affiliated Clubs. These range from £850 towards a new green down to £150 for new paths, fencing or extending a bowling green. Whilst these might not fund the whole project, they may be a useful addition.

<https://www.bcgba.org.uk/grants>

A-Plan Insurance Scheme - This scheme works in the same way as Bowls England's 'Pitch In' scheme. If you obtain a quote from A-Plan insurance, and then subsequently take out the policy, they'll make a donation of £25 to your chosen Club.

<https://www.bcgba.org.uk/aplan>

Easyfundraising - This is an unlimited source of free funding for your Club. Every time anyone associated with your club buys online, at one of the thousands of listed retailers, a small percentage is donated back to your Club (and also a small amount to the Bowls England or the British Crown Green Bowling Association). Simply register your Club on the Easyfundraising website, share the information with your Club members, and you're done - there's even lots of marketing materials on their website to help you promote your Club.

Bowls England - www.easyfundraising.org.uk/bowls-england

BCGBA - www.easyfundraising.org.uk/crown-green-bowls

Cash4Clubs (up to £2,000) - Flutter UKI has given over £4.8 million to community sports clubs since 2008. They have a passion for supporting local sports clubs and recognise the power that sport can have in communities to enhance local pride and support healthy lifestyles. Through 'Cash4Clubs' and 'ClubsInCrisis',

they have donated £4.8million and helped thousands of Clubs across the UK & Ireland.

<https://cash-4-clubs.com>

The Post Code Lottery - The Post Code Lottery players raise significant amounts of money for charities and local causes - so far, this fund is more than £1.2 Billion for good causes. People's Postcode Lottery manages lotteries for 20 Postcode Trusts. These 'Trusts' can be accessed from the below link - and there's also a few examples of links to the direct sites.

Main Site - <https://www.postcodelottery.co.uk>

Scotland - <https://www.postcodetrust.org.uk>

Wales - <https://www.postcodecommunitytrust.org.uk>

North of England - <https://www.postcodeneighbourhoodtrust.org.uk>

Arnold Clark Community Fund - This fund was established in March 2020 and has proved very popular amongst many Bowls Clubs. Depending on which fund you apply for, successful applicants can receive a funding amount of up to £2,500, based on the content of their application. To help as many organisations as possible within our local communities, the actual funding amounts will be decided by the Arnold Clark Community Fund.

<https://www.arnoldclark.com/community-fund>

Greene King 'Proud to Pitch In' - The 'Proud to Pitch In' initiative aims to award grants of up to £4,000 to grassroots sports Clubs, through the sale of Greene King's IPA. For every pint sold, Greene King add 10p to the available funding pot - and they sell a lot of pints!!!

<https://www.greeneking.co.uk/proud-to-pitch-in>

Persimmon Homes 'Community Champions' - The hugely successful 'Community Champions' programme has already donated more than £1 million to good causes in England, Wales, and Scotland. Each Persimmon Homes 'regional office' donates £6,000 every quarter, to local organisations. It's their commitment to leaving a positive lasting legacy within their communities.

<https://www.persimmonhomes.com/community-champions-2023>

Ford Britain Trust – The ‘Ford Britain Trust’ is committed to supporting the communities that we work and live in. Since April 1975, they’ve been able to help fund the education and advancement of our communities. They pay special attention to projects focusing on education, environment, children, the disabled, youth activities and projects that provide clear benefits to the local communities close to their UK locations. They offer two styles of grants that vary between £500 and £3,000.

<https://www.ford.co.uk/experience-ford/news/ford-britain-trust>

Landfill Communities Fund

The following six organisations all provide grants under the terms of the ‘Landfill Communities Fund’ and all use similar qualifying criteria – a lot of which is based around your location.

Typically, they will fund Pavilion/Club and groundwork projects, but you will need to demonstrate that the facility is used by the wider community, and that it is available for a minimum of 104 days each year. Your project needs to be within 10 miles of one of their sites and there is a ‘Post Code Checker’ on each of these sites.

Valencia Communities Fund (up to £100,000) – Valencia Communities Fund is an independent, not-for-profit organisation which provides funding for community, heritage and biodiversity projects around the UK through the Landfill Communities Fund and Scottish Landfill Communities Fund.

<https://www.valenciacommunitiesfund.co.uk>

Biffa Award (up to £200,000) – Biffa Award gives grants to community projects near landfill sites. Their aim is to build communities and transform lives.

<https://www.biffa-award.org>

Veolia Environmental Trust (up to £75,000) – The Veolia Environmental Trust support a wide range of community and environmental projects throughout England.

Veolia has supported this initiative by contributing over £103 million since they were established, which to date has been used to award over 2,760 grants to projects. Applications are reviewed quarterly by their Trustees, to decide which projects should be supported.

<https://www.veoliatrust.org>

Suez Communities Fund (up to £50,000) - The SUEZ Communities Fund supports community and environmental improvement projects through the Landfill Communities Fund and Scottish Landfill Communities Fund, distributing funds contributed by SUEZ Recycling and Recovery UK. Annually, they award in excess of £2 million. The scheme is now managed by Grantscape, and all applications should be made through their website.

<https://grantscape.org.uk/fund/suez-communities-fund>

Enovert Community Trust (up to £50,000) - The Trust is committed to supporting community and environmental projects, in the vicinity of Enovert's operations across the UK. These include improving community halls, the creation of new play areas and skate parks, and restoring green spaces.

<https://www.enovert.co.uk/enovert-community-trust>

FCC Community Action Fund (up to £100,000) - The FCC Community Action Fund provides grants of between £2,000 and £100,000 to not-for-profit organisations for amenity projects eligible under the Landfill Communities Fund (LCF). The Board make funding decisions quarterly, approximately three months after each funding round closes.

<https://fcccommunitiesfoundation.org.uk>

As before, this list is by no means exhaustive, but should give you an indication into the types of grants that are available should you be within the proximity of a landfill site.

The Coalfields Regeneration Trust - The Coalfields Regeneration trust awards grants to organisations within former coalmining areas. There are several qualifying areas across the country, and the awarding committee meet four times per year.

www.coalfields-regen.org.uk/funding

Boost Charitable Trust - Boost Charitable Trust is a grant-giving charity that was established in 2005. Their mission is to fund and support inspiring programmes which help improve the lives of the disabled and disadvantaged through the power of sport. Since inception, Boost has supported hundreds of organisations, with grants totalling in excess of £2.5 million.

www.boostct.org

Heart Research UK – The ‘Healthy Heart’ scheme offers ‘Healthy Heart Grants’ of up to £15,000 for community projects aimed at supporting adults to reduce their risk of coronary heart disease, helping them to live healthier, happier, and longer lives. Remember, bowls is one of the recommended sports for people to play as they recover from heart attacks and/or heart treatments.

<https://heartresearch.org.uk/healthy-heart-grants>

Use ‘Funding’ Information Registers – Funding registers are a great way of finding out about new opportunities for grants. Many County Councils provide such as service, similar to the one below from Lancashire County Council.

<https://funding.idoxopen4community.co.uk/lancashirecc/Register>

By registering your details, you’ll receive weekly emails detailing all of the funds that have become available. Whilst many of these might not be of interest, there’s every chance that one could be just what you’re looking for.

There are lots of different registers available, and we would only suggest that you register with two, or three as most of the information will be the same. The main website of the company that provide the register for Lancashire County Council (and Bowls England) is below:

<https://www.idoxgroup.com/news/funding-information-services>

Local Clinical Commissioning Groups/Councils for Voluntary Service – Across the UK, there are many of these organisations, which fall under countless names. Their aims are to support local groups/Clubs and to enable their volunteers to work within their local communities. They have direct links to the NHS (in many cases) and are able to offer grants to support Clubs in delivering all manner of community-based projects.

If you are unable to find such an organisation in your local area, it is worth speaking to either your local council and/or doctor’s surgery who may be able to point you in the right direction. Below is an example of an organisation in East Lancashire that has supported many bowls-based projects in the last 10 years.

<https://bprcvs.co.uk/other-funding--grants.html>

Local Councils/Councillors – Your local councillors, either Parish/Town, District/Borough or County are a great source of funding opportunities. Some councillors are given a ‘pot’ of money that they can use within their constituency each year (albeit relatively small amounts). If the funding that you require is larger, they should be able to offer advice to alternative sources that the council may have. As an example, a Club that we work with recently received a climate grant to enable them to purchase an over-seeding machine for their greens – this is something that without the local councillor’s support, the Club would have never been aware of.

Local Businesses – Businesses within your local community can also provide unique ways to fund local projects. Some may make small donations to your Club, whilst others may take up any available advertising opportunities that you can offer. Do you have a website that you can promote them on? Is your Club active on social media? Do you have advertising boards around your green? There’s lots of ways that you can work with local businesses to support your Club and community – the best way to find out is to go and speak to them.

Scotland/Wales/Northern Ireland – Across each nation, some funds are geographically specific. It is worth speaking to each of the large ‘Sports’ funders, along with researching available funding opportunities through the internet. Examples of some of the large providers can be found below:

Scotland - <https://sportscotland.org.uk/funding>

Wales - <https://www.sport.wales/grants-and-funding>

Northern Ireland - <http://www.sportni.net/Funding>

As mentioned at the start of this chapter, this list is not meant to be exhaustive. The best advice that we can offer is to research what grants are available and keep up to date with what funding streams are available. Some grants may only be open to application for a couple of months, others may be open all year round. By doing your research, and having your plans clearly laid out, you’ll be ready to apply to whichever one (or ones) best suits your project.

6. Growing Your Club Memberships Through Projects.

Growing your Club's membership through development projects requires a strategic approach that focuses on enhancing the Club's facilities, expanding community engagement, and creating a welcoming environment for both existing and potential new members. Here are some ideas on how you can achieve this:

Modernising Facilities - Start by assessing and upgrading, where possible, the Club's facilities. Ensure that the bowling greens are well-maintained (for outdoor Clubs), with good quality playing surfaces. Consider investing in modern equipment and amenities, such as updated scoreboards, seating areas, and accessible facilities. A visually appealing and well-equipped Club is more likely to attract new members.

Community Outreach Programs - Engage with the local community through outreach programs. Collaborate with schools, local businesses, and community organisations to arrange events or 'Open Days' that introduce people to the sport. Offering free or discounted sessions for beginners can be an effective way to attract new members.

Youth Development Initiatives - To ensure the long-term sustainability of the Club, place some focus on youth development initiatives. Collaborate with schools and youth organisations to introduce young people to the sport. Establish junior bowls programs, organise school competitions, and offer scholarships or discounted memberships for young players. Whilst a lot of work will be required to develop a 'junior section' to your Club, the rewards can be significant for the future.

Social Events and Tournaments - Create a vibrant and social atmosphere within the Club by organising regular events and tournaments. Social gatherings, themed nights, and friendly competitions can attract not only current members, but also guests who may become interested in joining. Highlight the social aspect of the club to appeal to a broader audience.

Membership Packages and Incentives - Develop attractive membership packages that offer a range of benefits, such as discounted rates for newcomers, social event access, and coaching sessions. Consider implementing referral programs that reward existing members who bring in new individuals to the Club.

Coaching and Skill Development - Provide coaching and skill development programs to cater to bowlers of all abilities. This could include hiring/developing qualified coaches, organising workshops, and offering regular

training sessions. A focus on skill improvement enhances the overall experience for members, making them more likely to stay and recommend the Club to others.

Online Presence and Marketing - Establish a strong online presence through a user-friendly website and active social media channels. Regularly update these platforms with engaging content, including Club news, upcoming events, and success stories. Utilise targeted online advertising to reach potential members in the local area.

Volunteer Opportunities - Create volunteer programs within the Club, to involve members in the development process. This not only strengthens the sense of community but also provides members with a sense of ownership and pride in the Club's success. Volunteers can contribute to maintenance, event organisation, and outreach efforts. Having a strong team of volunteers can also assist greatly when you apply for grant funding.

Accessible Membership Options - Ensure that membership options are flexible and cater to different demographics. Consider offering family memberships, student discounts, and seasonal memberships to accommodate a variety of potential members. This inclusivity makes the club more appealing to a diverse range of individuals.

Member Feedback and Continuous Improvement - Actively seek feedback from current members and use it to make informed decisions about the Club's development. Regularly assess the success of implemented strategies and be open to adapting plans based on the evolving needs and preferences of the members and the community.

Whilst this list is by no means exhaustive, it gives a good starting point for ideas that could work for your Club....and any of these ideas can easily be built into a grant-funded project. With any development work to grow your membership, you need to look at both parts of your membership – existing and potential new membership. Can you develop to make sure that everyone is happy? Of course you can. It just takes some planning and thought as to how you can create 'wins' for everyone.

Growing a Club's membership through development projects requires a combination of facility improvements, community engagement, and a focus on creating a positive and inclusive atmosphere. By implementing these strategies, your Club will attract new members, retain existing ones, and foster a thriving and sustainable community.

7. What Does Delivering a Grant Funded Project Look Like?

You've had the confirmation that your grant funding provider has agreed to fund your project, and the money has arrived in your Club's bank account. So, what happens next? How do you proceed to make your project come to fruition?

Firstly, after you've celebrated, share the news across your communication channels (social media and website wherever possible). Your funding provider has committed to you, so why not give them the thanks they deserve and let everyone know about it – it might even inspire other Clubs to apply for their own projects.

Now it's time to get organised. Start the process by writing a 'Delivery Document' to list everything that you need to do as part of your project. The one thing that you **must** always do when you're delivering a grant funded project, is to deliver exactly what you said you would (if you don't, the funder could request repayment of the funds). A 'Delivery Document' is basically a time-scaled version of the project summary that you wrote for your application – it now just needs the 'meat on the bone' adding to it. The detail that you're now adding should include things such as:

- Equipment List – if your funding enables you to buy equipment for your project, now's the time to do it as you won't be able to deliver your project without it. Stick to the list that you submitted (and to the prices) as you will likely be asked to supply copies of the invoices at the end of your project time period.
- Project Timeline – when will your project start and finish? This needs to mirror what was in your application – if you said you were going to hold 6 'Open Days', commit yourself to 6 dates.
- Marketing Plan – how are you going to market your project? Who will be responsible for the marketing and how will you gauge your success? Are you on all social media channels...local community groups...council groups, etc...? Are you promoting your event with posters and banners?
- Volunteers – make sure that you have commitment from volunteers to help you to deliver your project. It's no good committing to an 'Open Day' on a Wednesday if there's nobody to help you on that day.
- What Will the Project 'Look Like'? – you know what you want the project to achieve, and you know what you want to deliver **but**, what will it actually 'look like'? This is where you can plan the exact details of each 'activity' and then go away and have a practice run.

Organise a meeting of your project team to get as much detail as possible into your 'Delivery Document'. As you progress through the plan, speak regularly to each other to keep everyone updated.

As your project start date gets closer, pay extra attention to your marketing plans. Have you created a 'buzz' around your event? Have you got the word throughout your local community? Have people 'registered' to come and take part? Some of these will vary depending upon exactly what your project entails – but we're sure that you get the idea.

So, you've done everything possible to make your event a massive success, and we're now on the day of your first event. What does it look like? Go and check your 'Delivery Document'.

Using the example of 'Open Days', the best ones are designed to run smoothly, without too many rules and without too much structure. Ensure people are actively involved as often as possible, and limit the time spent on instructing. People just want to have a go and experience the thrill of getting close to the jack.

Keep the session informal, with opportunities to try different activities frequently and allow the participants the autonomy to decide what to do, how to do it and for how long. Engage and consider the attendees circumstances when they arrive. Find out why they have come, and what will get them to come back, then tailor your offer to suit. Remember, most projects are geared towards trying to grow your Club membership – think back to your 'Club Development Plan'.

One of the key things to note is that you will need some style of 'monitoring form' to both help you to gauge success, and to help with any reporting requirements that your funder may request. This could be as simple as a list of attendees, through to something with more detail on – remember, for most projects (especially an 'Open Day'), people are there to have fun, so don't make it too onerous.

Once the event has finished (or the first one if the project covers multiple), its time to reflect on what has worked, and what can be improved. Speak open and honestly as a group and be constructive. Analyse what you set out to achieve – did you manage it? What sort of feedback did you receive from the volunteers and participants? If you were to run the same event again tomorrow, what would you change? Now go back to your 'Delivery Document' and add this detail into it – remember, this document can always evolve and be used for future learnings.

If your project covers multiple days/events, now is the time to put these learnings into play for the next event. Review the document a few days before so that everything is fresh in your mind and, again, at the end of the day, repeat this process.

At the end of your project, it's time to reflect – did you achieve what you set out to achieve? Did you grow your membership? Did people enjoy the sessions that you delivered? Review your 'Club Development Plan' and be honest in your assessment. Is everything expected to have run perfectly – no – but the key things are that you had a plan, you successfully got funding for it, you delivered it, and people benefitted from it.

Now it's time to give some considered feedback back to your funding provider.



8. Reporting and Case Studies.

So, you've delivered your project and it's been a great success (hopefully). What happens next? With most funding providers, they want you to tell them all about it. Some providers just want you to send them a brief overview in the form of an online document that they'll email you; with others it could be requested over a series of 'trigger points' as your project nears completion; and some, especially if the levels of funding are significant, will require lots of information about the delivery, the participants, and the results (and even bank statements).

The reporting process is one that may seem a chore at the time, but it is a perfect opportunity to learn, and document, everything about the project. It gives you a chance to review all of the stages of the project, from the initial idea to the outcomes, and, to assess if you would change anything given the opportunity to repeat the project. When you review the project, in addition to anything requested by the funding provider, ask yourself the following questions:

- Were the aims of the project achieved?
- What were the benefits of delivering the project?
- How many people benefitted from the project?
- Would we do the project again?
- If we would, what, if anything, would we change?
- Is the Club in a better position from delivering the project?

The other significant benefit of documenting the findings, and results, of your project is that when you come to apply for new funding, you have something to refer back to. Funding providers give more credibility to Clubs who have previous experience of delivering projects (less risk on their investment).

One of the best ways to do your documentation is by way of a structured 'case study'. Such a case study is not only something that you can refer back to, but it's something that can be shared with other Clubs, organisations, etc... to both increase the awareness of your Club/project, and to offer additional support to other Clubs that may be looking into similar things. Case studies should always be structured in a way that gives detailed explanations about the need for the project, the development plan, the delivery, and the outcomes – in fact, very much along the lines of the process needed to successfully apply for grant funding. You've been successful and done the hard work, so why not shout about it!!!

Summary and References

Grant funding is by no means a quick way to bring success to your Club. This said, if it is done well, and done correctly, it can establish your Club within your local community like nothing else. Successfully obtaining grant funding to support you with a project is something that needs working on – at the end of the day, would you give money to a poorly thought-out idea scribbled on the back of a scorecard?

We can't stress enough that your project must be well thought through – and that you need to have a 'buy-in' from the whole of your Club. Projects can't be well run by one individual – they need to be a collective effort to succeed.

This all seems like a lot of work, doesn't it? The short answer is 'yes'. So, is it worth doing? In this case, the overwhelming answer is 'yes'!!! Building a strong relationship with a funding provider can bring endless benefits to your Club, your local community, and the sport as a whole. Spend the time wisely, and you will definitely reap the rewards.

Summary

By way of a summary, here's a list of useful 'hints and tips':

- Decide what your Club's priorities are – the Bowls Development Alliance's Club Health Checker is free and would be a useful starting point.
- Establish a need for funding by consulting the local community. Include this research in your application to show the need for your project. This will help establish interest and will show how many people will benefit. Sport England has 'Local Insights Data' that may be of help in researching this.
- If you would like some help and advice. then you can discuss your plans at the outset with the Bowls Development Alliance, or Governing Body's 'Development Officer'. You could also speak to the prospective funding body to determine their initial interest in your project.
- Make sure your plans are thorough, have been accurately costed and have an identified timescale.

- Make sure you have the right person filling in the forms – have you got anyone in your club with bid writing experience or can you get help from your local Council or ‘Development Officer’?
- Assume the reader (funding provider) knows nothing about your Club (or sport) - when answering questions, be clear, specific, and concise.
- Your application must meet the criteria of the respective funding body. You need to make sure your club has the right constitution and policies in place if these are required.
- Your application should request only the funds you require and demonstrate value for money. Include details of other confirmed funding, and where not confirmed, when you expect to receive a decision.
- Consider every possible funding option available (for example, grants, sponsorship, donations, and your own fundraising activities). Contributing ‘Cash’ or ‘In Kind’ resources will increase your chances of success. For example, you can ‘cost’ your volunteers time at up to £15 per hour. This soon adds up as a contribution by your Club. Be willing to give the funding provider full recognition for any support and think how you could publicise your successes.
- Your application should outline how your project will benefit the wider community (for example, families, young people, women, people with disabilities, ethnic minority groups, etc...). You may wish to ‘theme’ it around bringing the community together, young and old, as bowls is a particularly good sport for this.
- Where relevant, demonstrate how your project has strategic relevance (for example, does it support current County, Regional and/or National Bowls Development Plans).
- Ensure the timescale of your project is in line with that of the funding provider’s guidelines.
- Consider whether planning permission is required for any aspects of your project.
- Keep receipts, record the number of participants and any comments made by beneficiaries. This will all be needed during the reporting phase of your project.

- Do not start a project before you receive official written notice of an award, or permission to go ahead. Funding bodies will not fund retrospectively.
- If your Club is successful with funding, make sure you say 'Thank You' so you create a strong relationship with the provider. That relationship may help you with future funding bids.
- Document everything that you do by way of a case study. They're a great way of being able to further raise the profile of your Club, along with being a great way to provide future potential funders with evidence of previous projects.

References

Throughout this guide, we have tried to pull together some of the best examples of information that is available on the internet. Our thanks go out to these websites and organisations for their effort in supporting Clubs with this information.

Bowls Development Alliance www.bowlsdevelopmentalliance.com

Sport England www.sportengland.org

Buddle www.buddle.co

Bowls England www.bowlsengland.com

British Crown Green Bowling Association www.bcgba.org.uk

Appendix One – Club Development Plan (example)

Four key areas to review prior to composing your Club Development Plan are a 'SWOT Analysis', a 'Wish List', a 'Financial Review', and a 'Responsibility Assessment'.

'SWOT Analysis'

Be sure to find out what your current position is. You can do this by conducting a thorough analysis of your strengths (S) and weaknesses (W), and the opportunities (O) and threats (T) you may face. When creating your 'SWOT Analysis', be sure to consider all aspects of your organisation. These should include your participation/membership base, volunteers and/or paid workforce, training and qualifications, facilities, current activities, finances, marketing and communications, community links, governance structures, etc...

Once you've completed the 'SWOT Analysis', discuss the findings and implications with your committee or leadership team. Use this opportunity to identify any challenges to address and priorities to develop. You can use these to create a set of goals and objectives that align with your overall vision and mission.

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

'Wish List'

Every Club has things that they would like more of, and things that they would like less of. By having Committee members list these, they can be reviewed as part of your 'Club Development Plan'.

MORE OF...	LESS OF...

'Financial Review'

As part of a financial review Clubs should document all major expenses that are incurred throughout the year. By documenting them, they can be reviewed to ensure that money is spent wisely and 'value for money' is received.

FINANCIAL COMMITMENT	AMOUNT (£'s)

'Responsibility Assessment'

A key aspect of any good 'Club Development Plan' is ensuring responsibility and accountability. Prior to documenting your plan, review who within your Club currently has responsibility for some of the key areas.

CORE AREA OF YOUR CLUB	LEAD PERSON
GOVERNANCE	
FACILITIES	
MEMBERSHIP	
SAFEGUARDING	
COACHING	
COMMUNITY LINKS	
MARKETING	
JUNIOR DEVELOPMENT	



"What if we don't change at all ...
and something magical just happens?"

An Example Page

In the example below, the relevant information has been collated with regards to 'Membership'. An agreed statement has been identified, along with the tasks deemed necessary to achieve the goals. All tasks have been allocated and are **SMART** goals (**S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**imed). Once completed, 'comments' are added in to the plan to enable accurate reviews.

Core Area – Membership					
"We want to retain existing members and recruit new members from the local community"					
Action	Lead	Supported by	Start Date	Completion Date	Progress / Comments
Identify and agree dates (start of the season) for 'Open Day' events	Club Development Lead	NL&F Regional Committee	April 2024	May 2024	Dates agreed. Advertising done in local magazine. Poster displayed in Community Centre.
Deliver three 'Open Day' events at the Club	Club Coaches	Club Development Lead	17 th May 2024	6 th July 2024 (Event 3)	Three successful events. 47 people attending over the days with 7 new playing members (3 from the Gala Day) and 2 new social members.
Deliver an 'Open Day' at the Community Gala Day	Club Coaches	Club Development Lead	20 th June 2024	20 th June 2024	Over 400 people came to our stall and were given flyers for our next two 'Open Day' events.
Issue membership satisfaction survey	Club Secretary	Club Committee	May 2024	10 th June 2024	Completed with a 75% response rate.
Review survey returns and present key findings and recommendations to the Club Committee	Club Secretary	Club Committee	17 th June 2024	24 th June 2024	Key findings presented to the Club Committee. Sub Committee appointed to implement recommendations.
Minimum length competition to provide a suitable format for elderly members who struggle playing full length ends	Club Coaches	Club Development Lead	July 2024		Ongoing. Date TBC
Family 'Non-Bowler BBQ Day	Club Development Lead	Club Committee	July 2024	1 st August 2024	Date agreed for 1 st August 2024

Blank Template Page

This template can be utilised to break down each area of your 'Club Development Plan'. Remember, the better the information that goes into the plan, the more chance there is of achieving the desired outcomes.

Core Area -					
Statement -					
Action	Lead	Supported by	Start Date	Completion Date	Progress / Comments

Appendix Two – Tier 1 Governance

How to use Tier 1 of the Code for Sports Governance

Tier 1 – Mandatory Requirements

Principles and Requirements Summary

There are eight Requirements for Tier 1. These align under the five Principles as set out below.

Principle	Requirement
Structure	Requirement 1: The organisation is properly constituted, has a clear purpose and, if membership-based, is inclusive and accessible.
	Requirement 2: The governing committee meets regularly, and decision-making is recorded.
People	Requirement 3: The organisation seeks to ensure diverse viewpoints are considered and that its decision-making groups have the skills and diversity needed to operate effectively.
	Requirement 4: Committee members are subject to regular election and ideally should serve no more than nine years.
Communication	Requirement 5: The organisation shares information on its governance, structure, activities and financial position to enable stakeholders to have a good understanding of them.
Standards and Conduct	Requirement 6: Conflicts of interest are recognised, managed by the chair and recorded. At least three of the people on the governing committee are neither related to, nor cohabiting with, other committee members.
Policies and Processes	Requirement 7: The organisation ensures appropriate financial procedures and practices are in place and as a minimum can evidence: a) appropriate oversight of financial planning; b) financial decision-making and processing is not managed by one person alone; and c) accounts which are independently scrutinised.
	Requirement 8: The organisation assesses and manages organisational risks and liabilities appropriately.

Appendix Three – Delivery Plan Template (Basic Example)

'Introduction to Bowls' Open Day			
Date:	Saturday 25 th May		
Time:	10am – 1pm		
Confirmed Volunteers:	Ian, Steve, Fred, John, Tony, Sue, Matthew, Tom and Aimee		
Confirmed Attendees:	21 people currently replied to the advert		
Planned Activities:	'The Basics' Session	Target Bowls	Short Bowls Game
Equipment Required:	Various Sized Bowls (inc. Junior)	Jacks	Cones
Foot Mats	Various Target Mats	Bowling Aids (if required)	Score Cards
Registration Desk:	Christine to run the registration desk and welcome everyone to the Club		
Refreshments:	Julie and Yvonne to offer free tea/coffee/soft drinks to all visitors		
Membership Leaflets Printed:	Sarah and Emma to speak to everyone to check that they've had a good time, and explain the promotional membership		