



Developing Your Club

CLUB DEVELOPMENT MEETING

CANBERRA CLUB, SAMLESBURY BB2 7LF
SUNDAY 18TH FEBRUARY 2024 AT 11AM

Let's Start With a Few Questions...

Is Your Club Financially Stable?

Has Your Club Got Too Many Members?

Have You Got Lots of Volunteers?

Is Your Green in Great Condition?

So Now For The Reality...

YOU are the only people that can improve ANY of these situations!!!

There's lots of help and support available, but the ACTION must be driven by YOU!!!

A Few More Questions... and ideas



How Much Money Should Your Club Try to Hold?

2 Years of ALL Operational Costs

£8,000

Some Clubs Might Have These Funds, Many Won't

It Seems a Large Sum of Money – Even Unrealistic
But Let's Have a Look at How it Can Be Raised
.....With a Bit Of Effort!!!



YOUR Club Needs
Income to Survive

This Income Needs
to Develop to Make
YOUR Club Safe

**DO NOT BE SCARED
TO MAKE MONEY!!!**

So How Do We Raise Some Money?



For Too Many Years, Bowls Has Been TOO Cheap. Average Club Membership is About £40 Per Year. If Your Club Has 40 Members, That Equates to a Membership Income of £1,600.

Can You Maintain a Good Quality Green for £1,600? If Not, Who Are the First People to Complain About It?

Do You Pay A 'Match Fee'?

A Lot of Clubs Charge Bowlers a 'Match Fee' For Every League Game They Play.

Do You Charge One?

How Much Do You Charge?

Let's Look at Some Numbers (Assume 20-Match Season, 8 Player Teams)

3 Teams at £1/Player

20 Matches x 8 Players
= £160/Team

3 Teams = £480

3 Teams at £1.50/Player

20 Matches x 8 Players
= £240/Team

3 Teams = £720

5 Teams at £1.50/Player

20 Matches x 8 Players
= £240/Team

5 Teams = £1,200

But Is This The Only Way?

Let's Have a Coffee!!!

How Much Do You Charge
People For a Coffee?

50p? 60p? 70p?

Your Club Members Will
Also Have Coffee at Places
Like Costa Coffee and
Starbucks, so Why Not
Give Them That
Experience at Your Club?

This Can Raise Your Club
at LOT of Money!!!



Let's Do The Math

If You Have 10 Members
That Would Prefer a 'Nice'
Coffee Twice a Week, and
You Charge £2

$$10 \times 2 \times £2 = £40$$

$$\text{Cost of Pods (c.40p)} = £8$$

So, £36 Profit per Week is
£720 Over a 20 Week
Season

Cost of Machine c.£80

Why Don't We Run A Competition?

Running a Competition is a Great Way to Showcase Your Club to Other Bowlers,
and Potential New Members!!!

Organising and Running the Competition Will Take Some Work, But There Can
Be Great Rewards That Go With It.

Math Time!!!

32 Entries Into a Mixed Doubles Competition With All Monies Paid Out in Prizes

That's 64 People, Plus Any Spectators, Visiting Your Club for the Day!!!

Let's Assume They Each Spend £5 on Food, Drinks, Raffle, etc....

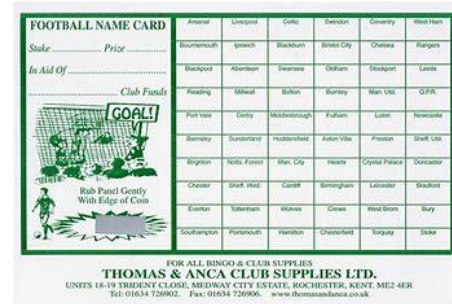
That Generates Over £300 For Your Club.....Who Said 3 Competitions a Year??

Who Likes A Challenge?

A Different Take on a Football Card

Football Cards Work and Can Raise Some Great Funds (Do You Use Them?), But Here's a Twist to Raise Even More Money.

At the End of Each Match, Put a 'Target Mat' On the Green (In a Difficult Area). Offer Everyone the Chance to Win By Bowling Onto the Target (50% Prize/50% Club Funds). If Nobody Wins, the Prize Rolls to the Next Match.



Let's Do The Math

If You Have 3 Teams of 8 Players (Assume Everyone Has a Go Including Opponents)

48 Tries at £1 a go
= £24 Minimum

20-Week Season
= £480 Minimum

If Nobody Wins = £960

Other Ideas?

Advertising Boards Around Your Green?

12 Boards at £200 Each - **£2,400 Per Year**

Run 'Team Building' Events For Local Businesses
A Little Bit of Imagination Can Bring in a Lot of Revenue

4 Events Per Year at £250 = **£1,000 Per Year**

Fundraising/Social Evenings

Support Your Members (and Potential New Members) By Hosting Monthly Events to Help Raise Money.....and Have Fun!!!

12 Events Each Raising £200 = **£2,400 Per Year**

Let's Add All Of This Up...

Increase in Membership Fees	£0
Match Fees	£720
New Coffee Options	£640
3 Open Competitions	£900
Spider/Football Cards	£480
Advertising Boards	£2,400
Team Building Events	£1,000
Fundraising/Social Evenings	£2,400
Increased Income for the Year	£8,540

But That Seems Like Too Much Work?



Developing Your Club Also Means Attracting New Members. One of the Best Ways to do That is to Make Sure That Your Club is Friendly and Welcoming for Everyone That Visits.

If People Come to Your Club and Aren't Made to Feel Welcomed....Are They Going to Come Back?

So, How Do We Do That?



Does Your Club Have a Facebook Page or Website?

Who 'Maintains' the Page/Site?

Does it Look 'FUN'?

Do You Hold Community 'Open Days'?

Have You a Plan to Attract New Members?

Do You Have Equipment to 'Loan' to New Bowlers?

Do You Have a 'New Members Offer' for Membership?

Do You Offer 'Coaching' Sessions?

But We Need More Volunteers!!!

Newly
Retired
Community
Groups
Gardening
Club



Juniors

Local
Sports
Clubs
Doctor's
Surgery
Ladies
Groups

More Members = More Volunteers

Does Your Club Have an Identity?

Within Your Town/Village/Community, Does Your Club Have an Identity?

Studies Show That People Like to 'Belong' to a Club, Just Like a Family, and Will Invest More Time Into it if They Feel That Way.

Do You Have Member's Events?

Do You Have a Club Logo?

Do You Have Club Shirts or Sweaters?

Do You Have a Club Shirt/Sweater?

MENU

ECLIPSPORTS.CLUB

EMAIL

ANCHORSHOLME BOWLING ACADEMY



Anchorsholme Bowling Academy- Polo- Royal Blue
£15.00



Anchorsholme Bowling Academy - Gilet- Black
£30.30



Anchorsholme Bowling Academy Softshell Padded Jacket- Black/ Royal Blue
£32.55



Anchorsholme Bowling Academy- Rainjacket- Black/Royal Blue
£29.40



MENU

ECLIPSPORTS.CLUB

EMAIL

PHILIP WRIGHT CROWN GREEN BOWLING



Philip Wright Crown Green Bowling Polo - Black/Green
£14.75



Philip Wright Crown Green Bowling - padded softshell jacket.
£32.55



Philip Wright Crown Green Bowling - Gilet
£30.30



Philip Wright Crown Green Bowling - Jacket
£26.99



The More That People See, and Recognise a Club, the Better the Chance That They'll Want to Become Part of it.

Let's Have a Look at a Few
Ideas to Help You Grow Your
Membership

.....and Increase Your
Knowledge Levels



Bowls' Big Weekend is back for its fourth year.

Clubs can sign up to take part in the year's event until 2nd April – so don't delay! Make sure you get your Club signed up.

With over three million people watching 'Bowls' Big Weekend' coverage on national television last year, and over 560 Clubs on board, bowls will be showcased from Friday 24th – Monday 27th May for the 2024 event.

Each Club will receive a resource pack, as well as access to an array of marketing materials to showcase your event within the community. Clubs also have access to development sessions where they can learn how to advertise their event, make the most of the day and more.

Bowls Development Alliance Training



Education is key to unlocking a world of bigger and better Clubs with fantastic, confident volunteers.

Looking to better your own knowledge on a topic, or get some advice on how to make your Club the best club it can be? Look no further – their education platform has FREE training and educational resources to help volunteers and Clubs reach their potential.

This is an ever-expanding area for the BDA, so make sure you check regularly, or follow their social media platforms, to find out about new resources.

Week of Learning – March 2024

These free webinars are open to any Club affiliated to Bowls England, English Indoor Bowling Association, English Short Mat Bowling Association or British Crown Green Bowling Association.

If your Club is not affiliated, please visit your National Governing Body's website to find out how you can affiliate to make the most of their free resources for Clubs.

Places for each webinar are limited and bookings will close three days prior to each event.

Let's have a look at what courses are coming up

Week of Learning – March 2024

Safeguarding – Enabler vs Bystander Behaviour

The aim of this session is to explore behaviour within safeguarding. We will discuss how individual behaviour has the potential to enable abuse of children and adults, while also exploring how we can prevent this. The session will include lots of discussion and scenarios, enabling you to transfer new knowledge into practical situations.

How to make the most out of Open Days? Find out more about 'Bowls' Big Weekend'

This workshop will focus on the insight on who the target audience are, how to target to effectively generate more members for your Club through the 'Bowls Big Weekend' participation initiative. The audience will get chance to hear from a number of Clubs who run it successfully with the understanding of why and how the Club benefits.

Week of Learning – March 2024

Volunteer Experience Workshop

In this course, we'll explore how to create a positive volunteering culture and share top tips for the '3 Rs' of volunteering: recruiting, retaining and rewarding.

We'll help you to develop plans, identify actions to improve your volunteer experience and signpost you to valuable resources, short films and real-life case studies.

What will you achieve? By the end of this session, you will be able to:

- Develop a positive culture of volunteering within your Club
- Identify how to develop the volunteer experience
- Identify top tips in recruiting, retaining and rewarding volunteers
- Develop an action plan to improve your volunteers' experience
- Access further information to help improve the volunteer experience.

Week of Learning – March 2024

Positive Experiences Workshop

Using real-life examples, this course will explore your current activity offer, and identify changes that could be made to help meet your existing members needs and reach new people to help your Club grow.

What will you achieve?

By the end of this session, you will be able to:

Identify what constitutes a great participant experience

Review your current participant experience

Consider changes and actions to enable everyone to have positive experience in your activities.

Week of Learning – March 2024

Free Access to Generating Money for Your Bowls Club – Easyfundraising Platform

We often say the best recommendations are word of mouth, and we couldn't recommend Easyfundraising enough as an easy and accessible way for Clubs to raise free funds through online shopping. Easyfundraising are in partnership with Bowls England and British Crown Green Bowling Association.

Also available:

Supporting the Inclusion of Everyone in Your Club

What Should High Quality Coaching Look Like in Your Club?

Week of Learning – March 2024

Safeguarding

Monday 11th March at 10am-11am and/or 5pm-6pm

Open Days

Monday 11th March at 1pm-2pm and/or Friday 15th March at 1pm-2pm

Volunteer Workshop

Monday 11th March at 6pm-7pm and/or Thursday 14th March at 10am-11am

Positive Experiences

Tuesday 12th March at 10am-11am and/or Wednesday 13th March at 6pm-7pm

Week of Learning – March 2024

EasyFundraising

Wednesday 13th March at 10am-11am

Supporting Inclusion

Tuesday 12th March at 2pm-3pm

Coaching

Thursday 14th March at 2pm-3pm

Week of Learning – March 2024

...and there's lots of other resources also available!!!



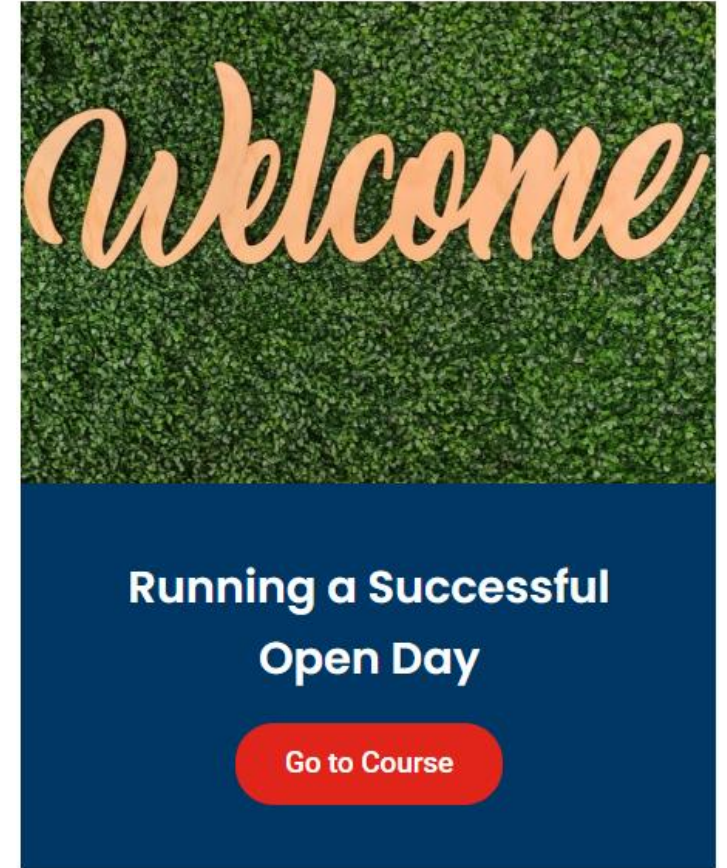
A banner for the 'Digital Marketing' course. The top half features a light blue background with a central illustration of a megaphone surrounded by various digital marketing icons like a play button, lightbulb, gear, smartphone, and speech bubble. The bottom half is a dark blue rectangle with the text 'Digital Marketing' in white, and a red button labeled 'Go to Course'.

Digital Marketing

[Go to Course](#)

**Quick guide to
membership options**

[Open](#)



A banner for the 'Running a Successful Open Day' course. The top half features a green hedge background with the word 'Welcome' in a large, orange, cursive font. The bottom half is a dark blue rectangle with the text 'Running a Successful Open Day' in white, and a red button labeled 'Go to Course'.

Welcome

**Running a Successful
Open Day**

[Go to Course](#)

<https://www.easyfundraising.org.uk/crown-green-bowls/>

Raise money for your bowls club, simply by shopping online.

easyfundraising turns everyday online shopping of your members, players, and volunteers into cash for your bowls club!

What's your team or club name?

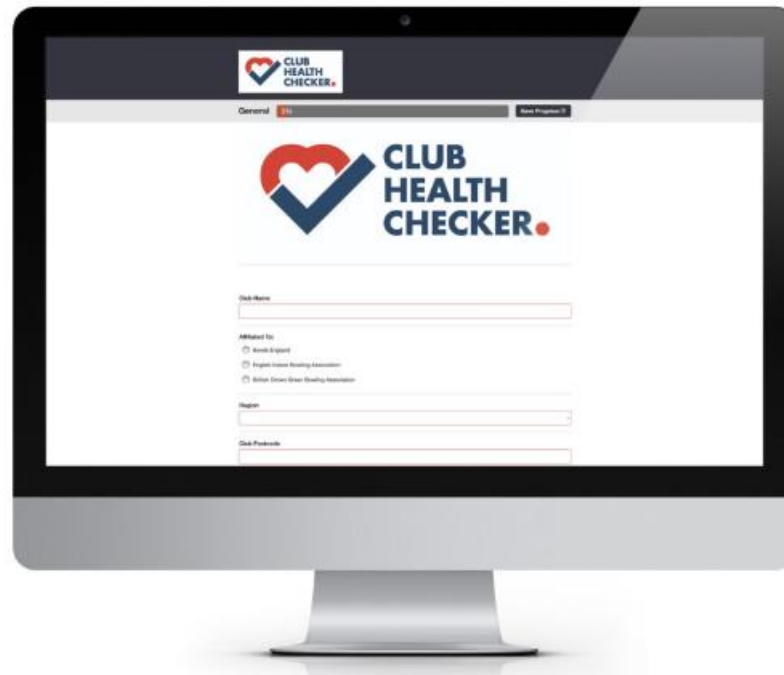
For example 'Green town bowls club'

Register now



Where Do We Start?

1



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

Where Do We Start?

2

Build YOUR
Development Plan
For YOUR Club

Where Do We Start?

3



<https://bowlsbuddies.com/grants/>

Where Do We Start?

4

Don't Be
Afraid to ASK
For Help



Thank You

Steve Clamp

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CLUB DEVELOPMENT MEETING

FEBRUARY 2024