



Club Development Presentation

Astley & Tyldesley
Miners Welfare Club
18th March 2024
7pm 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 – Young/Old, Ladies/Men, Able-Bodied/Disabled?
- Facilities
 - Playing surface?
 - Surrounding facilities?
- 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

- Free online self-assessment tool
- Identifies the challenges faced by your Club
- A tool to help you – not pass/fail
- Highlights possible areas for action
- Rubbish in will lead to rubbish out!
- Answer honestly
- Available on BDA website – support available

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/who 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

*Have you
researched
your project
thoroughly?*

Community

Value For
Money

Sustainability

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 (Landfill Tax)



Funding Guide

Help for Clubs on where
and how to access funding

March 2023



Funding Guide – March 2023 – V2

Grant Funding – Opportunities

Funding Guide now available on
the Lancashire CCGBA website –

lancashirebowls.com

‘Guide to Successful Grant Funding’

Sent when you register on

bowlsbuddies.com

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

January 2024

Bowls Buddies

Funding Source Updates

My Funding Central

Search nowFunding updates -Latest newsSaved 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](#)

My Funding Central
Free (where annual
turnover up to
£30,000)

www.myfundingcentral.co.uk



Funding search

[Search](#)

[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!!!



Funding search

[Home](#) [Search for funding](#) [Browse funding](#) **[News](#)** [Help & advice](#)

[Saved searches](#) [Your details](#) ▾

Latest news

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

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

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

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

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

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

The next deadline for applications is 22 February 2023.

Related funds

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

Lancashire County Council

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

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

Wigan Council Support

Community funding



Supporting Communities Fund

Apply for funding for projects to help your communities thrive and support our residents



Crowdfunding

Find out how we can support you with a crowdfunding project



Holiday Activity and Food programme

A programme to provide childcare provision in school holidays for children aged 5 to 16 years of age



Other community funding

Find out what other funding is available for community groups and how our funding manager can help you



Community Safety Fund

Find out what support is available for communities safety initiatives and crime reduction



Atherton Fund

A dedicated fund for community groups who can apply for funding to improve the lives of residents, address local priorities or improve spaces in the Atherton area

Bolton Council Support

Sport in Bolton



The Sport and Active Living Team

We work with a wide range of partners from the voluntary, public, private and community sectors to provide a broad and diverse range of services.

[Read more >](#)



Schools and community projects

From in-school coaching to teacher training, disability cycling, Sports Reunited and more...

[Read more >](#)



Sport coaching, funding and volunteering

From the National Lottery funded initiative 'Sportivate' to our sport coaches and instructors register, find out all there is to know...

[Read more >](#)



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



- BCGBA has partnered with **easyfundraising**
- new funding source for your club.
- online shopping - free donations for your Club.
- First register your Club
- Encourage members/families to sign up
- Shop as normal at over 6,000 retailers.
- Donation made to your club.

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



Start typing a brand name...

Search



Account

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!!!

- National promotion
- Friday 24th to Monday 27th May
- BCGBA & Bowls England

<https://www.bowlsbigweekend.com/>



What Is An Open Day?

An opportunity for you to showcase what your Club has to offer to your local community.

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

Holding an Open Day – Key Tips

- Get buy in from the Club & plan carefully
- Lots of volunteers helps
- Advertise on local Facebook Groups, local press etc
- Get people to register – helps planning
- Have details on your website
- Plenty of info on location, timings, dress etc
- Welcome outside club – very scary for first visit
- Record contact details and have a register.
- Make it fun and enjoyable
- Provide tea, coffee and perhaps cakes etc
- What happens next & membership offers?

Bowl for Health/Fun

- Started as an initiative in Merseyside
- Series of sessions for people to learn how to play
- Over 80% join the clubs taking part.
- In 2023 Ormskirk BC had 44 people in total over 8 weeks, averaging approx. 25 per session
- @ £2 each per session approx. £400 raised!
- 24 joined the club

How Can You Grow Your Membership?

- Find a Niche in the 'Market'
- Remember, Bowls is a Fully INCLUSIVE Sport...and There's Lots of Funding For That!!!



How Can You Grow Your Membership?

- Find a niche in the 'market'
- If children play bowls, they'll bring their parents....and grandparents....and their friends....

Bowls  **Buddies**





Coaching

- Qualified Coach is a great way to help to grow your Club membership.
- Good to attract beginners
- **COACHES MUST BE QUALIFIED** – cannot coach if not
- Level One course is relatively straight-forward and local.
- Covers basics such as delivery, bias, length and line
- Mostly done in a day (additional 'work' to be done back at your Club).
- The BCGBA, currently offer a bursary for half the cost of the course.
- Lancashire CCGBA considering a bursary for quarter of the cost
- **If interested let County Development Officer (ie me) know.**

How can we take things forward in Lancashire?

- Develop a strategy & action plan
- Development Fund to help clubs & individuals wanting to coach.
- Establish structure for sub areas of the County.
- Bowls Big Weekend participation.
- Develop the website – [sign up for news updates](#).
- Twitter and Facebook pages.
- Junior Academies?

On a Positive Note.....

Registrations are going well

- Season 2023 :- Gents 343, Ladies 151, Juniors 0, Total 494
- Season 2022 :- Gents 418, Ladies 126, Juniors 9, Total 553
- Season 2021 :- Gents 299, Ladies 94, Juniors 2, Total 395
- Season 2020 :- Gents 81, Ladies 55, Juniors 5, Total 141
- Season 2019 :- Gents 388, Ladies 99, Juniors 8, Total 495

What can Lancashire CCGBA do to Support You?

Ian Gill

Lancashire County Development Officer

lancsbowlsdevelopment@gmail.com

07500 918 081

Over to You.....

Have You Any
Questions??