

# Club Development Forum Notes

## District 23 – Glasgow NW



**Date:** Tuesday 21<sup>st</sup> April 2015

**Venue:** Maryhill Bowling Club

### Attendees

Laura Irwin (RDO Bowls Scotland)

Richard Glassford (District Development Coordinator & Kelvindale BC)

Maryhill BC

Woodend BC

Bearsden BC

Willowbank BC

Milngavie BC

### 1. Welcome and Apologies

LI welcomed clubs to the meeting and thanked them for their attendance.

No apologies were received

### 2. Matters Arising

No matters arising from the last meeting

### 3. Good News Stories from 2014 - Clubs

This will be a standard item on the agenda and 1 or 2 clubs will be asked in advance to give a short presentation to the group on the recruitment successes their club has gained throughout the season.

In this instance, all clubs to inform the group of successes.

**Willowbank Bowling Club:** Leaflet drop post Christmas 2013 for season 2014 to the area to let people know the club was there. Offer a first year membership for free and gained 10 new members and 4 ladies may possibly return. Involved with the community and the west end festival. A few joined as garden members from the local area. Advertising this year through the west end festival programme and handing out leaflets on the day.

*Woodend Bowling Club to help with twitter advertising on request*

**Bearsden Bowling Club:** Held open days and gained 2 new members. Have ran activities or High school children. Girl Guides, BB's and Scout Groups will be contacted through 2015. Have open days planned for 2015 however no date set yet. Thinking about starting a youth section however the time commitment is a problem.

**Milngavie Bowling Club:** Underwent a major refurbishment and will be using that as a draw to the club. Schools week – not sure if this is happening. Held 2 open days last year and have changed their membership structure. Offering reduced fees for new members and offering an incentive for current members: if an existing member brings a new member to the club then the existing member gets their fees for ½ price. Also changed their committee structure and have ladies on the committee now. Have a new social convenor and as a result the social functions are now oversubscribed. Advertising club by leaving flyers on the table

**Woodend Bowling Club:** Profiling family membership which was relatively successful. Currently trying to get parents of junior members into the club. Have 27 juniors aged between 5 and 17. Introduced a winter programme to keep the juniors coming to the club – 2 short mat carpets. Established links with other clubs through Glasbowl project and Stepps now have 25 kids. Through the Glasbowl project 1000 P6 kids were introduced to bowls. 2015 focus on activities for adults. Club has seen a 22% increase in membership. Gained 12 new members and won development club of the year.

Maryhill Bowling Club: Focussed on junior member recruitment and has been a project for 3 years. Have a successful schools programme through active schools. Club has 5 schools in their catchment area and worked with Kelvindale on the programme. Ladies now volunteer to help out. Club to host and end of season competition and took the kids to Kelvingrove. In 2015 looking at junior membership or a pay £2 to play initiative. Advertising through word of mouth and gained 7 new men and 2 new ladies. Not signed up to Try Bowls however looking at running and family/friends/neighbours day. Committee looking at introducing a family membership. Have a specific development officer role in place and are working towards clubmark accreditation.

LI gave an overview of Bowls Scotland success throughout 2014:

- Implemented a Club toolkit to enable willing and enthusiastic clubs to access support documents helping them to deliver successful recruitment events and improve governance within their clubs. In 2015 we are introducing a Volunteer Development Programme.
- Since July 2014, 150 volunteers have qualified through the Bowls Scotland's Introduction to Bowls Coaching Award, launched to support clubs who are actively recruiting new members.
- We have established Club Development Forums in each of our 32 Districts giving all our 874 member clubs an opportunity to share best practice, engage with us directly and benefit from the development work we are implementing nationally.
- We have recruited 12 volunteer District Development Coordinators to help deliver District Development Action Plans to clubs across Scotland.
- The 2014 Try Bowls campaign attracted 169 bowling clubs, resulting in over 2000 people trying our sport and 16% of those making the transition into club membership. The campaign will continue in 2015 and beyond.

#### **4. Group Discussion – Future Planning: Recruitment Initiatives for 2015**

LI gave an update of Bowls Scotland's plans for 2015:

- Outlining and piloting new products aimed at widening the appeal of the sport.
- Implementing a volunteer development programme to support and up-skill key volunteers within our member clubs.
- Continuing to offer support for clubs who have volunteers doing regulated work with children or vulnerable adults. The Child Protection Resource Pack is available to download from the Bowls Scotland website [www.bowlsScotland.com](http://www.bowlsScotland.com) and on completion of the minimum requirements Protection of Vulnerable Group (PVG) applications can be processed free of charge through Bowls Scotland.
- Volunteers who have an Enhanced Disclosure and continue to do regulated work with children or vulnerable adults need to move onto the PVG Scheme by 31st October 2015. All clubs should inform any volunteers who this affects.
- Launching two new support services for clubs.
- Delivering two Club Development Forums in each District and continuing to recruit volunteer District Development Coordinators to help deliver a District Development Action Plan.
- Putting in place a Club Development Fund to help clubs access funding to start-up or enhance their recruitment programmes.
- Running Try Bowls throughout the season.
- Considering new concepts to help clubs better understand their membership and assist in the retention of existing members.
- Continue the roll-out of the Introduction to Bowls Coaching Award with courses being scheduled in each of the 32 districts between February-May.
- Reviewing the Club Coach award with a view to introducing a new Level 1 coaching award in 2016.

## 5. Try Bowls Membership Campaign

LI explained to the group that there are options available to clubs to help with their recruitment campaigns. Currently Bowls Scotland have 182 clubs signed up and this number is increasing. Our website received over 4000 hits: [www.trybowls.com](http://www.trybowls.com) This is available to all clubs to access. Clubs who are currently signed up to Try Bowls are to take note that Bowls Scotland are launching the 2015 campaign on the weekend of the 25<sup>th</sup> and 26<sup>th</sup> April 2015.

- Clubs are asked to hold an open day/community event on this weekend to tie in with Bowls Scotland advertising.
- Can be 2 hours or a full day – this is entirely at the clubs discretion
- Clubs asked to incorporate a Trick Shot/competition challenge to raise money for the STV Appeal – details of this and how to set it up will be issued shortly
- Clubs will receive data collection forms to gather participants information on the day
- Information pack will be issued to all clubs in the next few weeks
- Bowls Scotland's Media coverage will encompass Local and National Newspapers

**ACTION: Any club who would like to take part in this please complete the Try Bowls Profile Form and return to LI**

## 6. Club Toolkit

Bowls Scotland currently have the following documents in place that clubs can access for support: Funding Guidance, Child Protection Resource Pack, Constitution Guidance, Equality Guidance, Marketing and Media Tips, Top 10 Recruitment Tips and a Social Media Guide  
LI would like to know what other documents clubs would like to access to support them in the development of the club.

- Template new member form
- Health and Safety Info
- Template risk assessments

**Action: Clubs to feed back any thoughts on new documents they would like.**

## 7. Introduction to Bowls Coaching Award

Officially launched on Sunday 25<sup>th</sup> May 2014. New award is aimed at those who are to coach beginners and children. Courses cost £30 for member clubs and £20 for existing club coaches. Courses are 6 hours long and a mixture of practical and theory. LI is in the process of booking courses for the west and will circulate details once confirmed.

Clubs can book onto a course and find out course details by looking on the Bowls Scotland website: <http://www.bowlsscotland.com/coaching/coach-education-courses>

- Clubs would like more notice of dates to allow clubs to access

## 8. Volunteer Development

LI asked what are the training needs of the volunteers in your club.

- 1 day first aid course

**Action: Clubs to feed back any training volunteers would like**

## 9. Agenda for future meetings

LI informed the group that these meeting are for club benefits and therefore would like clubs to feed into topics to be discussed during the forums.

- Funding – Information on how to complete and application form
- Clubmark
- Sponsorship – how to source

**Action: Clubs to feedback to LI any future topics to be discussed prior to the next meeting**

## 10. District Development Coordinator Action Plan

LI informed the group that RG will have specific actions to complete this year in order to move development of the district forward and asked all clubs for cooperation in helping RG to do so. RG's actions area as follows:

Action / Target
Host two Club Development Forums in District 23
Two coaching courses to be held in District 23
Look at CPD courses for District 23 and organise.
Calendar of events created for the whole of District 23
30% of clubs in District 23 to take part in Try Bowls membership campaign
Draft a case study of a club that is focused on 25 – 55yr old recruitment activities
Identify a club to work with around recruitment activities

## **AOCB**

- There is a lot going on in the district and clubs don't know when it is therefore is it possible to draft a calendar of events so all clubs can feed into it.  
*This is part of RG's action plan to put in place for the district therefore LI asks that all clubs help RG to collate this information.*
- If clubs hold open events or are looking for equipment, is there any equipment available that clubs can access?  
*Clubs can access equipment from other clubs and previously there was a list of available equipment. If any club has an open event or wishes to borrow equipment from other clubs please contact LI and RG so we can make this available.*

## **11. Thank You**

LI formally closed the meeting.

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