

## Clubs identify recruitment, retention and funding as top priorities for 2012

Clubs affiliated to Bowls England that responded to the recent Sports Club Survey highlighted recruitment, retention and better facilities as their top three priorities for 2012.

The survey is conducted every two years by the Sport & Recreation Alliance on behalf of its members, including Bowls England, and is a review of clubs, facility access, finances, challenges and opportunities.

This year's survey drew responses from 1,942 sports clubs across over 40 different sports - with 203 Bowls England affiliated clubs among those who gave their time to complete the survey.

Bowls England Chief Executive Tony Allcock MBE said: "This is an important piece of research for our sport and I would like to thank all those clubs who took the time to complete this survey.

"Nine in ten of those clubs that responded identified recruitment and retention of new members as their top priority. This is perhaps not surprising as 58 per cent had said that membership levels in their club had dropped over the last 10 years. To help address this we will continue to offer marketing materials to clubs and look at additional support that we can give in addition to assistance that may be available through the Bowls Development Alliance. Nearly 50 per cent of clubs also identified that their facilities may need upgrading in the coming year, and we will therefore be continuing to offer our funding advice service to clubs in addition to the Development Loans that are available to affiliated clubs."

The full results were released last month, and will now be considered by Bowls England as it develops future plans to support clubs.



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## Bowls England hits the road to meet clubs and counties

**Bowls England's Development Officer Alistair Hollis is hitting the road this closed season to undertake a series of seminars as part of our commitment to keep Clubs and Counties better informed.**

The seminars are open to all clubs within the county and cover a wide range of topics including funding, services to clubs, marketing and recruitment - thereby helping clubs to address the concerns raised in the Sports Club Survey. Attendees can also raise their own topics during an open 'question time' to conclude the event.

To date Alistair has attended events in Gloucestershire, Oxfordshire, Northumberland, Somerset, Warwickshire, Leicestershire, Buckinghamshire, Devon and Herefordshire, and he will shortly be attending events in Wiltshire, Durham and Sussex. Details on dates and venues are available from the relevant county associations. Details of additional dates will be circulated to clubs via county associations when confirmed.

# Bowls England in bid to earn greater protection for bowls clubs

Bowls England is maintaining pressure on MPs and local councillors to gain greater safeguards for affiliated clubs who may be under pressure from rising costs, local authority budget cuts and proposed changes to the planning system.

Here Chief Executive Tony Allcock MBE explains just some of the work that is being carried out, much of it behind the scenes, by Bowls England on behalf of its affiliated clubs and county associations.

*“Supporting clubs is one of our top priorities, and during the past few months Bowls England has been working, with the support of the Sport & Recreation Alliance (S&RA) and other partners, to highlight at a national level the issues facing the sport sector.*

*“In July, members of clubs from several counties took the opportunity to make sure their concerns about the threat to clubs from developers and local authority budget cuts were heard during a lobby held in the shadows of Westminster, as players played on the lawn of College Green with Big Ben in the background to generate interest from MPs, media and members of the public. Club representatives also took the opportunity to meet with their MP during the day to highlight their own individual issues, and the attendance of several young players helped to show those in power that decisions made now will impact on generations to come.*

*“Our Development Officer is an active member of the S&RA’s Local Authority Working Group. Together with representatives from many other similarly-affected sports including rugby union, football, swimming and tennis, that group is presenting a ‘united front’ on behalf of the clubs and individual members that they represent. Bowls England is also aware of the proposed planning reforms and I have recently written to Rt Hon Greg Clark MP, Department for Communities and Local Government, to express our ‘deep concern at the lack of protection for sport and recreation facilities in the draft National Planning Policy Framework’.*

*“On Tuesday 25th October a small delegation from Bowls England including myself attended a specially-organised event at the House of Commons in which we were looking to get MPs to pledge their support for sport and sign up to a number of policy goals, particularly greater protection for club facilities and a better music licensing policy for sports clubs. All our members can be assured that we will continue to work on their behalf to get the best possible deal for our sport.”*



***The Lobby of MPs in July is just an example of Bowls England’s work to campaign on behalf of clubs at national level***

## ‘Like us’ on Facebook and ‘follow us’ on Twitter

**Did you know you can now keep up to date with the latest news, forthcoming events and results from Bowls England on Facebook and Twitter as part of our commitment to keep members fully informed.**

You can keep in touch with Bowls England just by ‘liking’ Bowls England on Facebook or registering to follow ‘@BowlsEng’ on Twitter. You then receive automatic updates through your personal Facebook and/or Twitter account, which can be accessed by computer or smart phone.

Bowls England is using Facebook and Twitter to broadcast regular updates, in addition to our website provision, and we hope this will help to raise the profile of our sport among current and future participants.

# Ditton BC, Kent, named 'Club of the Year' for 2011

Bowls England is delighted to announce Ditton BC, Kent, as the 2011 'Club of the Year'.

It beat stiff opposition from the runner-up Clarence BC in Weston-Super-Mare, Somerset, to win the prestigious competition that is generously sponsored by Drakes Pride. Highcliffe BC, Hampshire, was placed third in the competition.

The award proved to be 'third time lucky' for the club, which had been highly-commended in the competition for the last two years and has continued its efforts to promote the club and recruit new members to the sport of bowls, as shown on this page.

Ditton BC was also one of the first outdoor bowls clubs in England to achieve Clubmark accreditation from Sport England, which is recognition of the club's commitment to developing a high quality and welcoming environment for young people to take up sport.

Clarence BC also produced an exceptionally strong entry demonstrating the considerable efforts they had made with an extensive recruitment campaign over the past 12 months.

Tony Allcock MBE, Bowls England Chief Executive, said: "I am delighted to announce Ditton BC in Kent as winners of the 2011 Club of the Year title. All three finalists were once again of an exceptionally high standard, but Ditton BC proved that the old adage of 'if at first you don't succeed try, try and try again' still holds true. I would like to congratulate all those clubs who reached the final stages and to thank Drakes Pride for their continuing support of this competition, which really does highlight the great work that is going on in clubs across the country to support our sport."

As winners, Ditton BC will receive:

- Six sets of Drakes Pride Bowls
- The Tony Allcock Trophy (to be kept for one year)
- Two free tickets to the Bowls England Men's Annual Dinner and Presentation of Prizes
- Bowls England Pennant and Club of the Year Flag
- Framed Certificate
- A badge for each club member
- A match against the Bowls England Presidential Team

As runners-up, Clarence BC will receive:

- Four sets of Drakes Pride Bowls
- The D'Arcy Drayton Cup (to be kept for one year)
- Two free tickets to the Bowls England Annual Dinner and Presentation of Prizes
- Framed Certificate
- A match against the Friends of English Bowling

**Would your club like to be considered for the title in 2012 - watch out for entry details next spring!**



# Save your club money - become a CASC!

The Community Amateur Sports Club Scheme (CASC) enables amateur sports clubs to register with HM Revenue & Customs (HMRC) and benefit from a range of tax reliefs, including business rate relief and Gift Aid. There are now more than 6,000 registered CASC's and these clubs have benefitted from almost £100 million in savings.

## *The advantages of CASC are:*

- 80% mandatory business rate relief.
- The ability to raise funds from individuals under Gift Aid.
- Full exemption from Corporation Tax on capital gains and interest.
- Some exemptions from Corporation Tax on income of less than £30,000 pa.
- Some exemptions on property income if gross property income is under £20,000 pa.

## *Is your club eligible?*

The conditions for becoming a CASC are fairly easy to meet. Your club must fit in with these in practice as well as having these as requirements in the club rules and constitution.

## *Your club must:*

- be open to the whole community
- be organised on an amateur basis
- be non-profit making
- have as its main purpose providing facilities for, and promoting participation in one or more eligible sports
- meet the location requirement
- be managed by 'fit and proper persons'

## *More information?*

HMRC website: [www.hmrc.gov.uk/casc/casc\\_guidance.htm](http://www.hmrc.gov.uk/casc/casc_guidance.htm)

CASCinfo website: [www.cascinfo.co.uk](http://www.cascinfo.co.uk)

Alternatively contact Alistair Hollis on 07765 050408 or e-mail: [alistair.hollis@bowlsengland.com](mailto:alistair.hollis@bowlsengland.com)

## English Bowls Youth Development Scheme

Berkshire's B J Byles won the overall title at the English Bowls Youth Development Scheme (EBYDS) National Finals held on the last day of the Bowls England National Championships in Worthing.

### *Full list of winners at the EBYDS National Finals:*

- Top Senior: B J Byles (Berkshire)
- Top Junior: Harry Goodwin (Devon)
- Top Girl - Singles: Chloe Wordingham (Northamptonshire)
- Top Boy - Singles: Charlie Souter (Surrey)
- Top Girl - Skills Performance: Claire Smith (Nottinghamshire)
- Top Boy - Skills Performance: B J Byles (Berkshire)

The English Bowls Youth Development Scheme is a Partnership initiative for young people to develop in the sport of bowls supported by Bowls England and the English Indoor Bowling Association Ltd together with representatives of the coaching and umpiring bodies.



**BJ Byles receives the 2011 award from Bowls England Chief Executive Tony Allcock MBE**

# Clubmark recognition for St. Austell and Goodwood

**Congratulations to St. Austell BC, Cornwall, and Goodwood BC, Leicestershire, who this summer became the first outdoor clubs in their respective counties to attain the prestigious Clubmark Accreditation.**

To achieve the award both clubs had to work towards a set of consistent minimum operating standards for their junior sections, thereby demonstrating a safe, child friendly and effective place for young people to participate in the sport of bowls.

ClubMark is a cross-sport quality accreditation scheme for sports clubs with junior sections. It was introduced by Sport England in 2002 and clubs must meet a number of criteria to receive the award including sound management, child protection, minimum operating standards and a diverse playing programme for juniors.

Shirley Robson, Club President at St. Austell BC, said: "The Officers and committee of St Austell Bowling Club are delighted that we have achieved the Clubmark accreditation and are proud to be the first outdoor bowls club in Cornwall to achieve this award. We look forward to working with others to grow our great sport of bowls."

Goodwood BC Secretary Bill Smith added: "We were keen to achieve Clubmark so that we can work even harder to increase the number of junior bowlers and will now be looking to develop links with local schools and to offer coaching to young people. In addition, we hope that following the close involvement of Bowls England clubs across the country will be able to benefit from our experience and progress with applications of their own."

Goodwood BC received its award during a specially arranged BBC Radio Leicester outside broadcast attended by Bowls England Junior Internationals Patrick Hulbert and Katie Smith, together with Bowls England Development Officer Alistair Hollis - with the media interest stirred by the club's achievement.



*Goodwood BC President Ian Lockington receives the club's award from Natalia Marshall of Leicestershire & Rutland Sport during a specially-arranged presentation*

## Bowls England backs 'Bring A Friend' weekend

The Bowls Development Alliance (BDA) has announced the first 'Bring a Friend' weekend will be held on Saturday 29th and Sunday 30th October.

This event and date has been arranged by the BDA, of which Bowls England is a partner alongside indoor, crown green and short mat associations, and the day in October is primarily to assist indoor and short mat clubs with recruitment. However, as a partner of the BDA, we feel our clubs should be aware of the date, especially as many are 'dual use' and may have indoor and/or short mat facilities.

The Bring a Friend Day is designed to encourage current members to bring their non-bowling friends and introduce them to our sport during a day of fun and informal bowling followed by an evening of entertainment. This is an ideal opportunity for clubs to increase their membership whilst at the same time promoting the very best aspects of our great game.

There will be a similar event at the start of the 2012 outdoor seasons that will be more relevant to our member clubs and those from crown green. For more information, visit [www.bowlsdevelopmentalliance.com/bringafriend](http://www.bowlsdevelopmentalliance.com/bringafriend)

## New 'family pairs' competition for 2012

Bowls England is to introduce a 'Family Pairs' competition in 2012 with the final stages being held during the Women's National Championship fortnight at Royal Leamington Spa.

The event will replace the Mother and Daughter Pairs competition, which was held for the final time this season.

Tony Allcock MBE, Bowls England Chief Executive, said: "We have received lots of feedback in support of the introduction of a Family Pairs competition. We could easily see in the final stages pairs consisting of brothers and sisters, fathers and daughters, mothers with sons and grandparents with grandchildren. This will not only be open to many more combinations but go to show that our sport is, indeed, one that different generations and both sexes can participate in together."

The following combinations are invited to enter:

- Grandmother and granddaughter/grandson
- Grandfather and granddaughter/grandson
- Mother and daughter/son
- Father and daughter/son
- Sister and sister/brother
- Brother and brother/sister

Step relatives of the above are also eligible to play. Husband/partner and wife are not permitted.

Entry cards for the 'Family Pairs' are now available from Bowls England or can be downloaded at: [www.bowlsengland.com](http://www.bowlsengland.com)

# Bowls England rewards 'unsung heroes'

**Do you know someone in your club or county whose efforts off the green go unrecognised?**

Bowls England introduced the 'Certificate of Merit' in 2009 to duly recognise our sport's 'unsung heroes' – for example the Secretaries, Treasurers and Green Keepers who work tirelessly to enable us all to enjoy our game of bowls.



*Jack Gray receives the Certificate of Merit from Bowls England Senior-Vice President Stuart Lake*

In the first two years Bowls England presented the award to 17 members for their outstanding efforts at both club and county level. This year a further six members will receive the prestigious award - the first of which was presented to Jack Gray from Eastnor BC, Herefordshire, at his county's annual dinner earlier this month.

Jack was nominated for his efforts at both club and county level since he began bowling in 1969, having served the county as treasurer since 1992 and also as Press Officer during which he has developed excellent relationships with the local media, including the Hereford Times in particular, which has helped to gain prominent coverage of our sport.

Details of the remaining 2011 recipients will be communicated in due course.

***Nominations for 2012 are now open, and nomination forms can be downloaded from the Bowls England website or are available on request from Bowls England. The closing date for nominations is 31st August annually.***

## New venue for finals of Women's Top Club

The finals of the Women's National Top Club competition will be held at Victoria Park, Royal Leamington Spa, on Saturday 15th and Sunday 16th September 2012. The quarter-finals will be held on Saturday afternoon followed by the semi-finals and final on the Sunday.

Bowls England Chief Executive Tony Allcock MBE explained: "The venue and format for the final stages of the Women's Top Club competition has been the subject of much debate for several years and we feel the time is right to make these changes, which will make the finals more accessible to both players and spectators. In addition, by starting the quarter-finals on the Saturday afternoon we anticipate that this will save the majority of qualifying teams the cost of overnight accommodation on the Friday evening."

# Improve your club's facilities thanks to a Development Loan

Clubs across the country are improving their facilities thanks to an interest-free Development Loan of up to £20,000 from Bowls England.

Development Loans are one of the key services provided by Bowls England to support its clubs. Indeed many clubs are unable to meet the requirements of commercial loans, so the Development Loans scheme has helped many to improve their facilities that otherwise may not have been able to do so.

In the past loans have been provided for a range of projects – from funding major projects such as clubhouse extensions and car park re-surfacing to smaller requirements such as new kitchens and improved security.”

Loans can be repaid over a maximum of eight years - meaning clubs can budget with the security of ‘no added charges’.

For more information please e-mail: [moira.drost@bowlsengland.com](mailto:moira.drost@bowlsengland.com) or telephone 01903 820222.

***Development Loan Case study: Bradwell BC in Norfolk took advantage of a Bowls England Development Loan to help fund improvements to their Club - take a look below and see how we helped them:***



## Support for clubs through Running Sports

Running Sports is a programme created and funded by Sport England to support volunteers working within sport.

**runningsports**  
official partner

The Running Sports programme provides products and services in a variety of formats from books and workshops to online user guides.

Running Sports resources can help you to grow your club, get more people involved, manage your club more efficiently, develop partnerships with other clubs and gain practical ideas for raising funds and sponsorship. It also runs regular workshops across England to make sure that you and your club can get practical assistance in a wide variety of areas.

For more information on Running Sports just go to: [www.runningsports.org](http://www.runningsports.org) or telephone 0800 363 373.

# Bowls England Roll of Honour 2011

Bowls England wishes to congratulate its National Championship and Competition Winners in 2011. Pictures of all winners can be viewed on the Bowls England website at: [www.bowlsengland.com](http://www.bowlsengland.com)

## Women

### ***Bonmarche National Singles:***

Ellen Falkner – Cambridgeshire

### ***Sporting Highlights National Pairs:***

Chris Gowshall and Amy Gowshall – Lincolnshire

***Waterside Lodge Sales National Triples:*** Sophie Tolchard, Ruth Rogers and Natalie Melmore – Devon

### ***Dorset Bowls Resort National Fours:***

Tracey Dent, Kirsty Burnett-Cox, Chris Gowshall and Amy Gowshall – Lincolnshire

### ***Waterside Lodge Sales National Junior Singles:***

Annalisa Bellamy – Lincolnshire

### ***National Junior Pairs supported by Marion Bushnell:***

Sophie Inchley and Amy Stanton – Worcestershire

### ***Wessex Park Homes National Two-Wood Singles:***

Ellen Falkner – Cambridgeshire

### ***Universal Asset Protection National Over 55 Singles:***

Liz Garrity – Cumbria

### ***Universal Asset Protection National Over 55 Pairs:***

Teresa Pearson and Gill Jones – Durham

### ***Walker Cup supported by Friends of English Bowling:***

Surrey

### ***Waterside Lodge Sales Amy Rose Bowl:***

Devon

### ***Johns Trophy supported by Friends of English Bowling:***

Hampshire

### ***TLH Top Club:***

Eastbourne BC (incorporating Saffron Ladies), Sussex

### ***Mother & Daughter Pairs supported by Angela Harris:***

Susan Alexander and Ellen Falkner – Cambridgeshire

### ***Sutton Winson Champion of Champions:***

Lynne Bowen – Worcestershire

## Men

### ***Jolliman National Singles:***

David Bolt – Durham

### ***Thomson National Pairs:***

Dean Hemming & Rob Stanley – Worcestershire

### ***PFL National Triples:***

Darren James, Neil Popham & Steve Bonetta – Devon

### ***LB Bowls National Fours:***

Bernard J Byles, Matthew Hyde, Simon Jones & Alan Price – Berkshire

### ***HSBC National Junior Singles:***

Jamie Walker – Northamptonshire

### ***NFU Mutual National 55 & Over Singles:***

Mike McDonagh – Surrey

### ***NFU Mutual National 55 & Over Pairs:***

David Parr & Charlie Gay – Cornwall

### ***Spofforths Champion of Champions:***

Louis Ridout – Somerset

### ***Balcomb Trophy supported by Friends of English Bowling:***

Lancashire

### ***White Rose Trophy:***

Huntingdonshire

### ***Middleton Cup supported by Friends of English Bowling:***

Devon

### ***Dales Sports National Club Two Fours:***

Darlington Railway Athletic BC – Durham

### ***TLH Top Club:***

Worcester BC, Worcestershire

## Mixed

### ***CycloSsage National Mixed Pairs:***

Alan Dent & Amy Gowshall – Lincolnshire

### ***Universal Asset Protection National Mixed Fours:***

Anne Pearce, Wendy Line, Peter Line & Colin Thresher – Hampshire

### ***Tony Allcock Mixed Over 60 Two Fours supported by Friends of English Bowling:***

Supreme BC – Surrey