



From Little Acorns



Bowls Development Alliance

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For the Attention of the Club Secretary.

We were pleased your club recorded an 'expression of interest' when attending the Bowls Development Alliance's (BDA's) presentation by Susan Cooper at Sutton Bowling Club recently.

The Surrey Area has now formed a group to be known as Surrey Bowls Alliance (SBA) which will represent the BDA in Surrey and can help **your club** receive between £40 and £390 if your club is prepared to commit to a recruitment campaign. Please read this first part of the pack and if you wish to continue please contact me by email or telephone.

Once we have your commitment, we in turn commit to setting the ball rolling by providing you with Part 2 of the 'Starter Pack' which contains further details of how to apply for your club's part – up to £390 - of the BDA's grant to you.

With very best regards.

Derek Harvey
Secretary

SURREY BOWLS ALLIANCE

HOW TO ACCESS FUNDS IN RECRUITMENT DRIVES

A GUIDE AND EXPLANATION OF THE STEPS YOUR CLUB CAN TAKE WHEN UNDERTAKING MEMBERSHIP DRIVES

Part One

INTRODUCTION

- Surrey is an Intervention Area; this means that the County has access to money made available through Sport England to the Bowls Development Alliance for purposes related to Bowls Club's efforts to recruit new members.
- There are certain steps your Club is required to take to access this money, the main one being that you must prepare and submit a plan of action involving holding a 'Taster Session/Open Day' and/or a 'Bowls4Free' period. These must be planned into your programme and details submitted with your application.
- Your application will be considered and if acceptable passed for you to action. Payment will be made after the event on production of the necessary receipts etc.
- The following pages give you an idea of what is required and also includes further sources of assistance in your efforts to recruit.

What's on Offer?

Taster Sessions (Funding of up to £40.00 available)

- Normally a 2 hour session offering a chance for people to 'taste' what bowls is about.
- Advertise the sessions in local surgeries, local businesses, libraries, community centres, physiotherapists
- An opportunity to get prospective members along to your Club and just show them the basics involved in the game.
- A chance to meet existing club members and chat over a cup of tea, see your facilities.
- A chance to explain the game in simple language
- Take them out on the green, no coaching just an opportunity to bowl a few bowls

Bowls4Free (Funding up to £350.00 available)

This is a 4 session programme that allows people to come along to their local club and receive 4 free 2-hour sessions as an introduction to the sport. Coaching is available and at the end of the 4 sessions it is hoped that participants will join the club. The structure of these sessions should be as follows :

Session 1

- Introduction to the fundamentals of the game...trying to get as near the jack as possible!
- Get them out on the green and trying bowls for size – get them bowling

Session 2

- Recap of Session 1
- Set up practical exercises at length to suit participants abilities.
- Continued encouragement by coach. Questions answered.

Session 3

- Recap Sessions 1 & 2 forehand and backhand.
- Explanation of various shots.
- Introduce scorecard and board.
- Explanation of fours, triples, pairs including number of bowls and positions.
- Fun competitions with other new members or club members.

Session 4

- Various exercises to encourage pupils to think "line and length".
- Measuring and bowls etiquette.
- **Membership details made available and details of club nights.**

Your Club needs to decide :

- ❖ What intervention events does your club wish to organise?
Taster Sessions or Open Days by another name, and/or Bowls4Free Sessions comprising four coach-led sessions.
- ❖ When do you wish to run the events (dates and times?)
- ❖ How many people are you targeting to attend each event?
- ❖ How are you going to attract people to your event?
- ❖ What is your target for conversion to club membership?
- ❖ What tasks need to occur prior to the event and on the event day, who will be responsible for each task and what is the timing target scales.

Remember there is money to assist YOUR club in its membership drive!

Is your Club still interested?

Contact Derek Harvey at:

harvey953@btinternet.com

or give me a call 020 8680 2546

I will send you **Part 2**, giving examples of the type of successful application we have processed so far and the documentation required.