



19th December 2021

[Birmingham2022/Coaching/Development Group/Fundraising](#)

Bowls England are having a big push of publicity and events in 2022 and Birmingham2022. They have written to us saying:

"2022 is an absolutely massive year for our sport and we are delighted to share with you our plans to support affiliated clubs to grow over the next 12 months, together with details on how your club can work with us and your County Association to maximise the opportunity.

"We want to use the profile of a home Commonwealth Games to build the brand of bowls, one of our core priorities in the Fit For The Future strategy. This can then act as a springboard to achieving our participation target of 1million playing experiences by 2026.

"We're working on five main projects to use the profile of Birmingham 2022 to grow all areas of our sport. Our main focus is to increase participation; get more players on the green and into your wonderful club.

A Pay & Play Platform to make getting on the green as easy as possible and raise valuable income for your club

A new, casual, form of bowls to ensure newcomers have a great first experience and become regular participants

The return of Bowls' Big Weekend from Friday 27th to Sunday 29th May as an opportunity to throw open your club's doors once again

A Have-A-Go experience to go around the country to high footfall areas such as shopping centres & town centres, where we can then signpost local people to your club

An advertising campaign to inspire participation around the Commonwealth Games

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Margaret has agreed to be our "Activator" for this and will be getting information and ideas from BE. We have taken part in some BE projects in the past and this offers a great opportunity for the club. We will need helper when we work out exactly which parts we are going to get involved with. So get ready to volunteer.

Coaching

We do need more members to train as Coaches and we are looking into ways of facilitating and funding such training. More Coaches leads to less pressure on the existing coaches and the more members we can attract.



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Development Group

In 2018 we set up a Development Group who worked with the Bowls Development Agency (a side shoot of BE) and during 2018/19 provided funding and facilities for recruitment and lots of ideas. We hope to re-start this group after Covid prevented its meeting for 2 years. We will be contacting previous group members and others in the New Year to get working again.



Fundraising

If we are to try and keep our membership fees down we need to raise extra funds preferably from outside the club.

easyfundraising – we get donations from online purchases of goods and services you make through the scheme (see the website or below) - friends and family can also use this scheme and help us

Raffles – donating prizes and buying tickets at our Social matches

Loose change collection bottles - "Don't weigh yourself down. Pop your spare loose change into your bottle and bring along to the club when it is full." Pick up an empty bottle are available for filling over the winter.

Second hand clothing and equipment – donating, buying

Cards, crafts and memorabilia – making, buying

Sponsorship – Although we have sponsors we would welcome more so if you have contacts please let David Stafford know

Social evenings (Beetle Drive/ Christmas Party) – attending and taking part

Grants – these provide income for specific projects and if you know of any grant funding opportunities please let me know

Membership fees – this is our main source of income and you can help by recruiting more members. There should be another Bowling For Beginners course next year so invite your friends along.

Other ideas – we are always open to suggestions of other ways to raise funds. If you have any ideas that you would like to try please see Jack. In the past we have had a Race Night, Spot the Bowl competition, Plant Sales, Music Evenings, Tombola stalls at Sports Charity events

We also benefit from the following Norton Sports Charity activities

Norton Sports Charity Monthly Draw - By entering you will be taking part in the monthly draw for the current first prize of £200 , a second prize of £75 and a third prize of £50 and also boost both Norton Bowling Club's and Norton Sports Charity's Funds. Simply complete a Standing Order Form for £4 per month available in the Pavilion.

Moline Cross – all members are encouraged to use the facilities (and their discount card) after matches or whenever they fancy and to attend events that they promote. Profits from the CiC@74 are eventually fed back into the Sports Charity and will benefit us all.