



BOWLS ENGLAND – BENEFITS OF CLUB AFFILIATION

A National Governing Body (NGB) is an organisation that acts as the custodian of its sport and governs activity within that sport. It is an essential part of a sport's fabric, bringing its many varied parts together as one and can be its ultimate back-stop, such as navigating through the Covid pandemic.

Bowls England is the NGB for flat green outdoor lawn bowls, the form of the sport played at the Commonwealth Games. Our role as an NGB is broad and encompasses -

- Promoting lawn bowls and lobbying on its behalf to ensure its voice is heard.
- Investing in lawn bowls whether it be through the generation of commercial revenues or through the channelling of government funding.
- Providing practical support to affiliated lawn bowls clubs and grassroots players.
- Developing and delivering new ways to play the game to grow participation.
- Administering and staging international and national lawn bowls competition and events.
- Providing the structures to educate and develop coaches, umpires and volunteers.
- Managing the international teams including lawn bowls contingent within Team England, England's Commonwealth Games Team.
- Managing talent development pathways to help players fulfil their potential.
- Interfacing with World Bowls and other partner organisations.
- Regulating the environment in which the sport is played including discipline and safeguarding.

To help us perform our important role as an NGB and to harness the collective strength of our sport, local bowls clubs affiliate to Bowls England paying a fee. In turn, this affiliation enables clubs to unlock a range of services, all of which are detailed on our website.

The Bowls England affiliation fee is calculated at £5 per playing member, with each County Association also charging an affiliation fee, which varies between counties. This is a fraction of what most sports charge – for example the current affiliation fee to England Golf is £9.50 per person. Despite this method, affiliation does not deliver individual benefits as such. In effect, playing members are contributing to their club being affiliated and it is the club which benefits from the services we provide.

A common mistake is to see affiliation as just about competitions. It is not. All playing members of a club, whether they play in competitions or play the Bowls England formats, must be declared and affiliated if the club wishes to affiliate. This is because the benefits are for the whole club, and all members will be advantaged if their clubs makes the most of its relationship with us. If affiliated clubs or individual players wish to play in national competitions, there is a separate charge for this.

We are a not-for-profit organisation and affiliation income is reinvested back into our mission – namely to enrich the lives of participants, connect communities and ensure lawn bowls is healthy for future generations. Our five-year strategy 'Fit for the Future', details our plans over the coming years which will help all 2000 affiliated clubs grow and prosper.



The Club Services section on our website explores all the benefits and explains how clubs can make the most of affiliation to Bowls England. A summary of these benefits are below:

Player Recruitment and Retention

- Opportunity to be part of **Bowls' Big Weekend**, lawn bowls' National Open Weekend in May 2022, and access free resources, guidance and training. Use of the Bowls' Big Weekend brand and have your event promoted through a national marketing campaign.
- Access to **national marketing and PR campaigns** and initiatives including Let's Roll and Women Can to help grow your club.
- Grow your junior membership with access to **Junior Development** resources, ability to enter Bowls England Junior competitions and be part of the Junior Academy programme.
- Your club featured on Bowls England's **online Club Finder** so newcomers can easily locate your club.
- Access to **Diversity and Inclusion** support to help your club broaden its playing base.

Development and Training

- Opportunity to benefit from a **Club Development Programme** delivered by experts from our development arm, the Bowls Development Alliance. The tailored programme supports clubs across a whole range of areas such as club management, volunteering, recruitment and coaching.
- Access to **Club Matters** providing free, convenient, practical resources to help your club to develop, grow and become more sustainable and successful.
- Access to a wide range of **officially recognized coaching and umpire courses and qualifications** through our delivery partners Coach Bowls and the English Bowls Umpires Association.
- Access to Bowls England **webinars and podcasts** providing club leaders with advice and best practice on topics that have been identified as important.
- Opportunity to **nominate individuals or your club for the Bowls England Awards Night** and access to the event so we can celebrate all the unsung heroes within our sport.

Finance and Business

- Heavily discounted **Civil and Employer's Liability Insurance** through trusted partner *Sutton Winson*, saving money on this essential requirement.
- Access to an **interest-free Club Loan** to enable clubs to make that important capital investment.
- Access to a **free Grant Finder service** enabling clubs to identify potential funding opportunities and unlock new pots of money.
- Opportunity to access **bursaries** delivering significant savings for affiliated clubs on **Coach Bowls coaching qualifications** and **EBUA umpire qualifications**.
- Opportunities for your members and their friends/families to **raise funds for your club** when they do their weekly shop through *EasyFundraising*.



Governance

- Free **Legal Helpline** to assist clubs across a range of issues for example leases, constitutions, disciplinary matters and employment law.
- Guidance and **support on club disciplinary matters** disputes, complaints and grievances to help you navigate through challenging situations.
- Access to up-to-date **Health and Safety guidance** and support to avoid your club tripping up.
- Access to the latest **Covid-19 guidance**, support and resources to help your club get back to bowls.
- Support, template policies, training and guidance in relation to **safeguarding** in order for your club members to enjoy our sport safely.

Facilities

- Access to our **Greens Maintenance Advisory Service** providing free, practical and independent advice to give your club the best possible playing surface.
- Opportunity to access a **Greens Bursary** saving successful clubs up to £200 per year on a Greens Maintenance qualification.
- Access to educational seminars and content through our partner *Dennis Mowers*
- Access to our **quarterly e-newsletter for green-keepers** called *Cutting Edge* providing insight, advice and offers to those who look after your green.

Competition and Events

- Ability to **enter National Championships and Competitions** and compete in the National Finals at Victoria Park, Leamington Spa, venue for the Birmingham 2022 Commonwealth Games.
- Opportunity to access a **Celebration Match**, in which a Bowls England team led by its President will play a club team to mark your special occasion or anniversary. Celebration Matches give clubs an opportunity to raise awareness and generate income.
- Ability to apply for a **Tournament Licence** to ensure your club's events are run properly and prize funds are handled appropriately.

Club Support Network

- Access **a team of Bowls England and Bowls Development Alliance experts** who can help you make the most of affiliation.
- Access to our **monthly e-newsletter for club leaders** providing insight, advice and news related to club management.
- **Access to Facebook Groups** to share best practice and network with other club leaders.

Coming for the 2022 Season...

We are currently exploring other benefits as we always look to provide more support to our clubs based on feedback over the past 12 months.

These include:

- Access to a **national Pay and Play booking system**, allowing your club to easily promote spare capacity on your greens and drive revenue from a large market of potential bowlers who just want to book a rink.



- Access to a **new, casual form of lawn bowls** enabling your club to attract and engage bowlers who wish to play more informally.
- Access to a **Club Health Checker** which allows affiliated clubs to be able to assess the health of their club. It will provide recommendations on how to become more effective and sustainable, and Bowls England and BDA staff will follow up with support where appropriate.
- Improved **club resources** to help you to run your club including updated Model Constitution, job descriptions for key club officers and financial management advice
- New opportunities **including cashless payment** and preferential rates for **defibrillators** to keep your members and visitors safe