



CLUB UPDATE

A special update from your Board

A New Club Plan!

The Board has recently been undertaking a full and considered review of our Club.

Whilst there are many successes and positive points to build upon, the key conclusion of our review is the pressing need to rebuild a membership which has been slowly declining over recent years.

This is therefore now one of the Board's top priorities.

Ultimately, our target is to increase membership from its current level of 500 to 650. This to be achieved over a 3 to 5 year period.

Fortunately we have plenty of capacity to accommodate more members. Increasing our membership to the above target levels will enable us to keep future membership and and rink fees as low as possible without detrimental impact on existing members in terms of access to the green or social activities.



The background

Contributions from members in the form of membership fees, rink fees and money spent at the bar make up over 95% of our income.

A continued slow decline in membership, combined with year on year rising costs from utilities, services, insurances and so on, would inevitably then quite quickly result in either an increasing cost burden on existing members, the need to cut costs within the Club (eg cutting opening times) or both.

It is thus critical that we start to rebuild membership levels.

How can you help?

We will need help from all members able to contribute their time to work alongside other volunteers and staff to promote the Club. This will include going out to various community groups, from schools to older peoples' communities, in order to share the benefits of being a member of our Club.

Please speak to any director or Mark if you feel you could help.

Planned Activities

The Board is now busy building a plan of activities that will deliver on this key priority. This is due to be finalised in September. It is expected to include two core elements:

- ✦ actively reaching out to various groups in the community where we believe new members might be
- ✦ increasing our presence in the community generally through for example, local media and local events

At the heart of these will be staff and members going out and about to share within the community what we already know; that not only do we have excellent facilities but we also get to enjoy the sport of bowls (at all its various levels) within a great social environment.

What else is in the Plan?

Our review identified various other activities needed to ensure that the Club remains a first class facility able to attract and retain an increasing membership.

Having both a Club Manager and quality caterers in place were two of these.

We have also already shared the need to invest in both a new membership / league management system and an upgraded website. This activity is ongoing and we can expect to see the positive results of these later in the year.

There is then a further list of ideas and initiatives to keep improving on our great club. These will all be considered, shared and discussed as we work through the Plan.

2018 / 2019 Fees

Based on the Plan proposed here, membership fees for 2018 / 2019 will be kept at current levels. It is though necessary to increase rink fees by 10p per session for the majority of bowlers.

Funding the Plan

After the 3 -5 year period we believe it will take to reach our target membership of 650 we will again be in a year on year break even revenue position.

In the meantime the Club is in the fortunate position of having sufficient reserves from which it is able to

- ✦ fund the investments highlighted here
- ✦ keep future contributions from existing members at reasonable levels
- ✦ maintain reserves at a level sufficient to meet the cost of significant unexpected adverse events

Your Feedback

The Board welcomes your views on this Plan. We would also welcome sharing more detail with those interested.

Whilst it is trusted that members will agree with the direction of this Plan the Board recognises that not everyone will agree with everything that is proposed.

Alternative and additional ideas and opinions are always welcome.

Please share your views with any director or with the Club Manager, Mark Hutcheon. You can email Mark at "mark@angelibc.co.uk"