



# CLUB UPDATE

## An Interim Update to members from your Board

### Club 5 Year Plan

#### *Main elements of the 22 Plan*

As a reminder, the following summarises the actions to be targeted as part of our agreed 5 Year Plan...

1. Increase full members subs by £5 at Aug 22 renewal then every 2 years
2. Increase rink fees by 50p at Aug 23 renewal then every 2 years
3. Increase net membership by 30 every year, achieving a membership of at least 650 by Aug 26
4. Increase bar usage by 5% per member
5. Increase bowling hall usage by 5% per member
6. Reduce energy usage by 10% (through better management of the heating / cooling)

With a further year's experience we now feel that Action 3 above is overly ambitious for our Club. This is due to both the Club's age demographics and the relatively large proportion of new recruits who decide that bowls is not for them within their first year or two.

However, due to a hugely welcome unanticipated dynamic (see below) it's now clear that, provided the Club can successfully implement all other elements of the agreed Plan, a lower membership target of c550 (down from 650) should be sufficient for the Club to return to a breakeven cash position within 5 years. Great news for the Club!

### Good News!

On the 25 November 2022, in the face of ongoing cash losses and soaring costs, the Club's Directors presented a 5 Year Plan to fellow members.

Successfully implemented, this Plan would bring the Club back to a sustainable financial position within 5 years. Doing nothing would result in the Club running entirely out of funds within a relatively short period.

The fantastic news is that, based on the Club's accounts for the 9 months to May 23\*, we are well on track to successfully fulfil the first year of that Plan. This is thanks to an expected increase in net membership at next renewal, increased rink usage, increased bar usage and reduced energy costs.

As a result, we now expect to be able to provide for the cost of installing further ventilation and still stay within the 5 Year Plan's expected first year cash loss of £27,000.

We are also able to keep to the intention to freeze our **annual subs for this year's renewal** and **increase rink fees** (which haven't changed for 2 years) **by just 50p**.

We extend huge thanks to everyone who has contributed to the successful year to date.

At the heart of this success is our recruitment of another 100 new members over 2022 / 23. This follows similar numbers of new members recruited over the previous 2 years. This surge of new members has brought a renewed vibrancy to our Club, which can be seen in our bowling hall this summer. The hall is now fully booked or very busy for the majority of summer sessions thanks to busy turn up and play sessions, leagues, club comps, friendlies, EIBA Nationals and a singles league now boasting 7 leagues with 8 bowlers in each!

Thanks to everyone who has helped organise these activities.

\*Accounts for 9 months to May 23 available from Club Steward on request

### *So what's changed?*

The above noted previously unanticipated dynamic is our hugely stronger summer bowling seasons.

Whereas the Club's summer income used to be c60% of winter income, it's now more like 85%!

This boost to our summer income makes a massive difference to the Club's overall financial position.

It also allows us to open 7 days a week all year round - benefitting everyone, including staff, sponsors, caterers and, of course, members.

The Club being busy all year round in turn helps us attract new members all year round.

All in all great news for the future of our Club.

The change is driven by the relatively small proportion of our newer recruits who choose to bowl outdoors over the summer months; a dynamic we expect to continue.

### *Updated 5 Year Plan*

The Directors thus propose to update the Club's 5 Year Plan. It will now target 100 new members a year rather than a 650 overall net membership. Bringing in 100 new members every year is expected to get the Club to the required sustained level of 550 net members.

All other elements of the Plan are proposed to remain unchanged.

The revised Plan will be presented to the next AGM to ensure it has member support.

Of course, achieving 100 new members year after year is still a major challenge for the Club. But one we are confident that the Club can rise to, particularly if we can sustain our run of successful Open Weekends.

## 2023 Open Weekend

Our Open Weekends are the key Club recruitment activity, directly or indirectly bringing in the vast majority of our new members. Critical to the Club achieving it's 5 Year Plan.

Fortunately, our last 3 Weekends have all been a great success and the key to these successes has, of course, been the support received from all our members. Particularly in promoting the Weekends within their local communities.

This year's Open Weekend will be held over the weekend of September 16th / 17th. *How can you help?*

a) Please distribute our Open Weekend flyers (available from the Club mid-Aug) to friends and neighbours.

b) Please invite friends, family and work colleagues to come and have a go. Everyone is welcome and all our guests leave saying what a well organised and fun event it is.

c) Please help out over the actual Weekend, or with the follow up Tasters. If you've not volunteered before why not start now? More details will follow in your Members Newsletter.

With your support we can put on another great Weekend!

## Club Ventilation

Keith Elliment has now completed a professional 'fresh air' ventilation assessment of our building. This concluded that the the Club's ventilation is consistent with current Building Regulations but improvements will be needed to meet expected future specific Regulations regarding sports halls.

We now await recommendations as to our options. Our challenge is of course to make the required ventilation improvements without compromising our current cooling & heating systems (critical given current energy prices!).

Hopefully, the necessary works will be completed over 2023.

## Why not be a Director?

The Club needs more Directors. It's a rewarding role that may need the occasional difficult decision, but is primarily focussed on steering the Club to ensure it's successful future.

We wish all members an enjoyable remainder of summer.

Regards from Babs, Bernard, Bob, Keith and Neil