

ENGLISH INDOOR BOWLING ASSOCIATION LTD



BOWLS ADDENDUM to EIBA GUIDANCE NOTES on RECRUITMENT & RETENTION

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BOWLS RECRUITMENT SCHEMES

[BOWLS Recruitment Schemes+](http://www.eiba.co.uk/Guidance/retention.pdf)
<http://www.eiba.co.uk/Guidance/retention.pdf>

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BOWLS MEMBERSHIP RETENTION

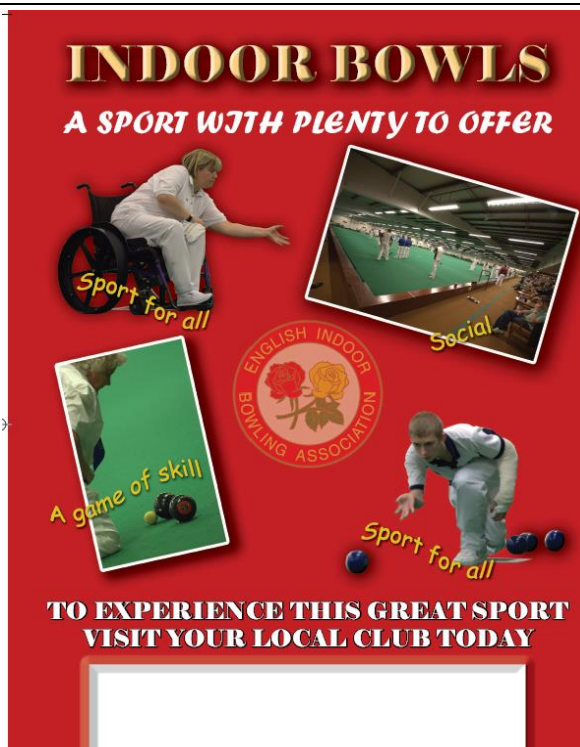
[BOWLS Membership Retention+](http://www.eiba.co.uk/Guidance/recruitment.pdf)
<http://www.eiba.co.uk/Guidance/recruitment.pdf>

Schools & Youth Initiatives (EIBA Youth & Schools Group)

Please go to our website for the current copy of the:

- EIBA Schools guide - www.eiba.co.uk/youth/schoolsguide.pdf
- Guidance on setting up a Junior Section - www.eiba.co.uk/Guidance/junior-section.php
- EIBA National Youth Awards - www.eiba.co.uk/youth/youthawards.php
- Junior Activities for Bowls Clubs – <http://www.eiba.co.uk/youth/junior-activities.pdf>

Utilise EIBA Promotional Literature:



EIBA Marketing Flyers available in A4 and A5 format

<http://www.eiba.co.uk/downloads/eibaa4promotionalflyer.pdf>

<http://www.eiba.co.uk/downloads/eibaa5promotionalflyer.pdf>

EIBA is working on promotional items, such as promotional posters, based on Smiley Face" design
<http://www.eiba.co.uk/downloads/posters.php>

Just click on the poster to download. The %White Text box+at the bottom can be altered accordingly to your Clubsneeds.

"10% off" Poster

<http://www.eiba.co.uk/downloads/10off.doc>



"Free Trial Session" Poster

<http://www.eiba.co.uk/downloads/free-trial-session.doc>



"No Joining Fee" Poster

<http://www.eiba.co.uk/downloads/no-joining-fee.doc>





"General" Poster

<http://www.eiba.co.uk/downloads/general-smiley.doc>



Pull-up Banners, PVC Banners and Posters


These are available through our appointed signage companies Inventive Media Publishing and Burnham Media Services Ltd at specially agreed prices.

 <p>ADVERTISING DESIGN PRINT EXHIBITIONS DIGITAL SIGNS</p>	<p>Inventive Media Publishing Tel No. 01638 666 918 quoting EIBA and your Club name. address: Rutland Chambers, 19 High Street, Newmarket CB8 8LX e-mail info@impgraphics.co.uk www.impgraphics.co.uk</p>
	<p>Burnham Media Services Ltd Tel No. 01935 508608 quoting EIBA and your Club name. address: Brooklands, Water Street, Martock, Somerset, TA12 6JP e-mail peter@burnhammedia.co.uk www.burnhammedia.co.uk</p>

 <p>PULL-UP BANNERS Available from 800mm</p> <p>From £80 plus Vat and Carriage</p> <p>Other size Banners are available on request</p>	 <p>Exhibitions Banner Stands</p> <p>1000mm Widescreen Roller Banner Stand</p> <p>From £123.00 plus Vat</p>
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PVC Banner
2.4m by 0.6m = £30 + Vat and Carriage
2.4m by 1m = £30 + Vat and Carriage

	<p>POSTERS</p> <p>A1 poster = 1x £20 A1 poster = 5x £60 A2 poster = 1x £15 A2 poster = 5x £45 A3 poster = 1x £10 A3 poster = 5x £20</p> <p>All prices are + vat and carriage</p>
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Best Practice Ideas

In addition to the Best Practice Ideas contained in the above publications, we recommend the following additional actions:

- Ensure that your Club has an entry in Directories . e.g. Thomson (free entry is possible) and Yellow Pages.  
- Ensure that your Club has an entry in Sports Directories operated by your Local Council and other organisations . e.g SPOGO - <https://spogo.co.uk/>.  the sport & fitness finder Councils.
- Establish contact with the Sports Development Officers at your local
- Establishing a contact with your local County Sports Partnership www.eiba.co.uk/csp/csp_summary.php 
- TALKING SPORT . guidance for Clubs Officers www.clubmark.org.uk/members-area/talking-sport-the-new-way-of-learning 
- Prepare a Sports Development Plan+ www.clubmark.org.uk/files/RS-planning-your-clubs-Quick-Guide.pdf . Further examples are available from EIBA HQ.
- Establish a Junior Section, obtain Clubmark Accreditation and/or make a bid for Sportivate+funding through your local County Sports Partnership
- Undertake Taster Sessions, encouraging your members to Bring Friends to the Club. Copy the scenario outlined in the Bowls Alliance initiative entitled Bowls for Free+ www.bowlsdevelopmentalliance.com/playbowls/bowls4free.
- Sign up for the Bowls Alliance Bring a Friend+National campaigns - www.bowlsdevelopmentalliance.com/bringafriend 
- Utilise the Bowls Alliance Play Bowls Roadshow+initiative, by advertising your Club at local shopping centres - www.bowlsdevelopmentalliance.com/playbowls/playbowlsroadshow
- Send details of Recruitment events, including pdfs of Flyers to EIBA so that we can promote on our website
- Send details of Recruitment events to Local Authority Sports Development Officers
- Ensure that you are offering an outlet for the Family to take part in the sport. Provide Bowls Drives without a dress code, set up systems to establish Novice leagues with the opportunity to become integrated within existing Teams as and when the players feel that they will be comfortable to play.
- Encourage Members to bring neighbours to the Club . use Club membership data to map out where your Members live and then compare this information with the Market Segmentation Data+that shows the population located within 5km of the Club.

Further details can be found at:

<http://segments.sportengland.org/index.aspx#segment=dominant&focusType=LA&focusName=205>

http://www.sportengland.org/research/market_segmentation.aspx

- Embrace the concept of a Community Club and the **EIBA VISION** that the NGB & Indoor Club works with Local Population/Council/Leisure Operator to produce a **“Community Indoor Bowls Club”** delivering an Indoor Bowls Sports Development Plan+to attract the Family.
- Prepare an Analysis of Rink Usage during Winter+and Summer+season to identify areas where Income can be increased . i.e. ensure that where possible the maximum number of players per rink (2 teams of 4) takes place for each session.

- Highlight the benefits of playing Bowls including the positive impact it will have on obesity levels within the local community.
- Establish Disabled Bowls groups . especially Visually Impaired and Wheelchair users
- Reward Club Volunteers . many CSPs and Local Authorities operate Annual Award schemes
- Establish a %New Member+team . ensure that %New Member Contacts+are published on EIBA, CSP and Local Authority Websites
- Establish a Website for the Club . plenty of pictures showing people enjoying themselves
- Make contact with organisations in your area who cater for over 50s

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Disclaimer - Every effort has been made to ensure the accuracy of the information contained in this guidance note. The English Indoor Bowling Association Ltd (EIBA), its servants or agents shall not at any time, in any circumstances, be held responsible or liable to any party in respect of any loss, damage or costs of any nature arising directly or indirectly from reliance placed on the material in this guidance note, or any other guidance notes issued by the EIBA This information has been prepared as a basic guide only and should not be viewed as a substitute for obtaining comprehensive expert or professional advice.