



# NEWSLETTER



**Melton & District Indoor Bowls Club Limited**

**August 2019**

**Editor: David Brown, Tel 01664-566152**

## **A Philosophical view from Walter**

### **Sheer Nonsense.**

Guggins was his unusual name,  
And he favoured the entrepreneurial game,  
For ailing ageing outdoor bowlers,  
He devised a sling worn round the shoulders,  
And real advantage was thus attained,  
Which saved the biceps from being strained

He turned his attention to the indoor scene,  
Where tetchy bowlers vented their spleen,  
There he heard the perpetual moan,  
Although usually in quiet undertone,  
About stickers on and stickers off,  
By impatient bowlers in a huff,

So he sat himself at a rink side table,  
With a glue pot and tweezers to remove the label,  
He offered a swap service 5p a set,  
A cheaper bargain you'd never get.  
The idea was popular and caught on fast,  
But a certain character was quite aghast.

From behind the bar this gentleman shot,  
Far from pleased with the 'take' he'd got,  
'Wot's goin' on? I need enlightening.'  
His manner was menacing, really frightening.  
'Gluepot' gave him a card - explained his pitch.  
Asking, 'how the hell else am I gonna get rich?'

'It's very distressing to me,' the bartender said,  
'You're taking club revenues, which affects wot I'm paid,'  
He read the card, then said, 'Listen Muggins,  
Get lost, with your card reading Gluepot Guggins.  
Or I'll stick your gluepot in an anatomical junction,  
Where certain vital parts may cease to function.

And that my dear friends is how enterprise is snuffed out at a very early stage and a budding businessman comes to a sticky end. Don't you just hate the Alastair's of this world?

## **Summer Gala**



The recent Gala organised by Eva Radford attracted some very interesting "Summer Bowling Outfits"

## **Qualified Coaches**

The Club appreciates that the bowling membership may need on-going assistance to improve their skills. Whether it is a personal thing to help individuals to find solutions to faults or to help develop the skills needed to encourage consistency; the Club Coaches can help.

To date the Club has 13 qualified coaches, listed below, who are more than willing to help you. As well as offering individual or group appointments some also have set sessions to accommodate those who just turn up. All our coaches can offer help and advice up to County level to all abilities.

So, whether you are newish to the game or well established but need help for on-going niggles or perhaps the challenges of health/age situations, they can guide you and develop practice/training regimes for you. More and more assistance equipment are being developed to help people stay in the game and again the Coaches show you examples and help you try them out.

A lot of Bowling problems can arise from an individual's outlook in life and the Coaches can give you psychological advice to help you develop a more positive and realistic view.

We are extremely fortunate that the Club has provided this investment into its membership and hopes that you will take full advantage of the services the Coaches have to offer.

### **Qualified Club Coaches:**

Peter Bailey; Peter Bennett; Gary Kilbourne; Peter Kipling; Glenise Marshall Carol Pick; David Pick; John Poulton Yvonne Poulton; Mick Rawle; Angela Rodgers; Erica Warrington and Mark Warrington.

### **The set Sessions for Beginners and improvers are:**

**Tuesdays at 4.10pm – Peter Bailey and/or Peter Kipling**

**Wednesdays at 4.10pm - Carol & David Pick**

**Wednesdays at 7pm – Peter Kipling**

**Fridays at 2pm – Peter Bennett.**

### **Junior Section set Sessions:**

**Saturdays at 09.40am – Erica Warrington.**

For the above set sessions please just turn up 15 minutes before the time and the Coach will be pleased to accommodate you.

If the set sessions are not convenient or you wish to have 1-1 or group coaching, please contact Peter Bailey on:

e-Mail: [peterbailey19@btinternet.com](mailto:peterbailey19@btinternet.com)

Mobile: 07547777258

and he will make the necessary connections with your preferred Coach.

### **Club Membership.**

As you are probably aware the Club suffered its worst reduction in Membership numbers at the April 2019 renewal. Over 100 people did not renew their membership for a host of reasons and this together with the sharp rise in Club running costs made the Club realise that a full appraisal is needed.

In partnership with the Bowls Development Alliance the club is reviewing all aspects of its recruitment and retainment policies, procedures and actions.

The main focus of creating a Club Development Plan centres around:

1. Forming a Marketing & Recruitment Strategy;

2. Developing the Club's programme of activities to absorb the expected influx of new members; and
3. Ensuring sustainability and continuity in the way the Club is run.

The Board of Directors, together with its Bowls Management Committee will be kept informed of the progress of this very important exercise and will eventually adopt agreed findings within the Club's current 5-year plan.

A very important aspect of the Development Plan is to involve the whole membership by emphasising its importance and trying to generate as much support as possible. Without necessary change the Club's membership will continue to fall and the consequences will be reflected in general Club membership, rink, league and competition entry fee increases.

A positive outlook is therefore necessary to ensure the Club membership is catered for in the best possible way. If every Member was to contribute to that positive outlook the journey to **necessary** change will be very much easier and quicker.

So please listen out for the various future request to the Membership for your input and wherever possible be willing to participate.

**The Club needs you and You need the Club – Be Positive.**

Peter Bailey

### **Bar Prices**

The Bar is one of our main streams of income, as well as providing a service to members and the public.

So it is important that we offer value for money and try to better, wherever possible, the prices of similar local establishments in order to encourage sales. It is

also important that the products on offer are attractive to our customers.

Unfortunately, like all other drinking establishments, we face ever increasing costs relating to the operation of the Bar service. Energy is of course one of these elements and keeping beer and larger cool requires electricity, which increases in cost year on year. Waste disposal is also another significant factor, and our water costs have doubled this year due to a change in ownership of the supplier. We now pay over £500 per month for water and sewerage.

However, one element of our costs over which we have no control is the cost of sales, and whilst over the past two years we have absorbed all increases, we find that we are unable to continue to do this in the present climate. So it is with regret that Bar prices will increase from Friday 30th August, generally in line with the latest Brewery increases.

One of the factors in this decision has been the impact of losing so many members at the last renewal date on 1st April, so please do whatever you can to help with the recruitment of additional new members, so that we can maintain our approach with Bar prices.

### **League Continuity**

When the club opened on Christmas Eve 1987, a programme of league bowling had already been formulated. This was to ensure that the club would receive a regular and guaranteed income from bowling as part of the company's business plan used to obtain the necessary finances to build the premise.

As with any business, the first few years are always the most difficult to manage, and in our case, with a borrowing level in excess of 95% of the building cost, this was certainly the situation. Hence the

need to have a regular guaranteed level of income from the bowling activities as this was a major contributor to our overall income.

The income from the Bar could not be guaranteed of course, particularly so as members of the public were not permitted at that time, so the Bar income depended heavily on whether or not members chose to purchase a drink.

Fortunately, our bowling programme was heavily supported with two leagues running during the weekday evening sessions, one at 6:20pm and another at 8:30pm. Each league had an entry of fourteen teams, with one rink being left available each session for competitions, at both Club and National level.

There were also friendly matches against visiting teams on both Saturday and Sunday every week throughout the winter season. Some weeks we were even able to support two matches on the same day, one at home and the other away.

Admittedly, membership soared to 1200 just a few weeks after opening, so things were looking great for the long term future of the business. Our approach in having league-only bowling sessions on weekdays, was the basis of the club's success, and got us through some very difficult times, particularly when interest rates rocketed to 15% during in John Major's EMF crisis.

Over the following years, membership began to fall, as was to be expected, but it levelled off at around 600 to 700 for a good number of years.

However, due to the lack of a recruitment programme, membership then began to fall year-on-year, some of this being due to members passing on to higher service, some moving out of the area, but also

some new members, leaving because they were regularly losing league games to the more experienced players. No-one enjoys losing on a regular basis, so it was not surprising that our ability to retain members was proving difficult, and this has in turn led to further reductions in both Membership and League entries.

It is accepted that other forms of event have replaced some of the leagues, and whilst this helps in the overall scheme of things, it doesn't guarantee the club's income.

It is accepted that not everyone wishes to play in leagues, and whilst it is fine to have some flexibility in the type of events on offer to members, we do need to be able to predict, within a few percentage points, the income that the business will generate in order to plan our budgets.

We have needed to carry out a series of repairs and renewals in recent years, and because the building is now over thirty years old, this programme needs to be continued, if we are to maintain the building in good order for the future.

In the past, the Board of Directors has always held an agreed level of reserves, in the event of there being an emergency requiring immediate and substantial funding, but the justification for this level of reserves, now has to include an amount to cover falling membership as well as reduced income from bowling.

We therefore need to regenerate interest in our league bowling programme and continue our programme of recruitment in order to create a more certain degree of income with which to sustain the club in the long term.

**Remember, this club belongs to you, not some wealthy Russian oligarch, able to throw money at it.**