

DESBOROUGH BOWLING CLUB

MANAGEMENT COMMITTEE

MINUTES OF MEETING HELD ON TUESDAY 17TH JANUARY 2023

PRESENT: John Bucknell (President and Chair)
Roger Wyatt (General Secretary)
Mark Essex
Bruce Adams
Mike Whittingham (Deputy President)
Brian Harris
Mark Peachey
Fred Ashmore
Bob Forster
Angie Isaac
Marina Bignell

1.0 Welcome

1.1 The President welcomed all members and wished all the Desborough team good luck for the forthcoming match versus Durham at Potters on Sunday 22nd January 2023 – the Champion of Champions.

1.2 Apology for Absence

- Jasbir Notay (Treasurer)
- Geoff Lofthouse
- Jennie Macleod
- John Davis

3.0 Reports from: -

3.1 Indoor Section

3.1.1 It was noted that there were still problems being experienced with cancellation of Friendly match fixtures. Away fixtures are proving difficult in attracting members to play although we are still playing most of the scheduled fixtures, both home and away. Further support from members would be much appreciated.

3.1.2 Due to cancellations, it is unlikely there will be a HERGA fixture in the 23-24 season. The fixture calendar for the 23/24 season is currently being worked on.

3.1.3 The Monday and Wednesday roll-ups are continuing to have excellent support.

3.1.4 All Indoor Leagues are progressing to schedule.

3.1.5 In the National Competitions Desborough has still several members competing, Roy Fabry in Men's Singles, and the Men's Over 60's Double Rink are still undefeated after 4 rounds. The Ladies still have Helen Jones, Nicola Jones and Loraine Woodley all competing in various categories (please see EIBA website for full details)

DESBOROUGH BOWLING CLUB

3.2 Outdoor Section

3.2.1 The next outdoor season Finals date to be 15/16th September 2023 (to be confirmed) This will give a 2 week break between the Outdoor and Indoor seasons.

3.2.2 All 2023 Outdoor Fixtures, except for Great Hollands have now been finalised. We are still awaiting notification from Lambourne as to another possible new fixture. The Friendly fixtures with Southampton Old Green have now been agreed with date changes.

3.2.3 The Away Day has been cancelled due to the high hire costs of a coach although it may be resurrected if members agree to help subsidise the coach hire costs.

3.2.4 The post-match catering (snack menu, either £6.00 or £4.00) has been agreed in principle with all the outdoor clubs.

3.2.5 There are a few KLV, Royal Shield and TVL matches to agree start times with and this year our KLV team in Central East will have a full program.

4.0 Minutes of the last Management Meeting held on 7th December 2022

4.1 The minutes of the last meeting were approved on a proposal from Bob Forster, seconded by Mark Peachey and duly signed by the Club President as being a true record of those meetings.

5.0 Matters Arising from the last Management Meetings held on 7th December 2022

5.1 None

6.0 General Secretary's Report

The following items are noted:

6.1 The current membership as of 1st January 2023 is estimated as:

Category	No of Members October 2021	No of Members October 2022		Total	Variance (+/-)
		Male	Female		
Total Full Members	109	80	32	112	+3
Total Outdoor Only	14	7	4	11	-3
Total Indoor Only	395	302	101	403	+8
Life	10	7	1	8	-2
Social	54	70	84	154	+100
Grand Total	582	466	222	688	+106

6.2 The new shirts are now being used for National and County Competitions. It is proposed that the new shirts should replace all the existing club shirts as from an agreed date, say 2024. The costs associated with the change must be assessed and approved by the Finance Committee.

6.3 Further Club Sponsorship is to be sought to assist with the costs of purchasing the new kit.

6.4 The new honour boards have been completed and have been installed in the new display cases in the Indoor Bowling rinks. Several additional items of record have been forthcoming, and these will be incorporated in the next re-print.

6.5 We have now registered our Trust details with HMRC, as required by the Trust Registration Service.

DESBOROUGH BOWLING CLUB

6.6 The next **Open Day** will be held on **Saturday, 18th February 2023** (The first available date) The event will be advertised via our existing banners and adverts in the Maidenhead Advertiser together with targeted Facebook posts. **Coaching sessions** will commence on **Sunday 26th February**, 9:30am to 11:00am.

6.8 A new **Marketing Campaign** to be initiated with Baylis Media as from February 1st, 2023, namely: - 13 weeks in the Maidenhead Advertiser in a 15cms up x 8.5cms across advert, plus targeted Facebook posts that they offer with every advert placed. The Facebook targeted post will now benefit from an extended social media audience reach, delivered across Facebook, Messenger, and Instagram platforms, in addition to standard print media advertising. This provides a consistent marketing message across all platforms - ensuring a stronger return on marketing investment.

Social media ads will be served to a targeted audience, determined by geographical market, age, demographic group and interests – to ensure our advert is delivered to a customer group best suited to our business objectives. All advertising will be posted under the respective news brand – which continues to be the trusted news source across the local communities.

Each booking includes one advertisement in the Maidenhead Advertiser/Slough & Windsor Express and a 7-day social media campaign.

6.9 In addition to the Baylis Media initiative we will market directly to selected local groups and businesses, Undertakers, Estate Agents, Schools, scouting organisations etc.

6.10 We will take up Pietro's offer to prepare a short video showing the Club's facilities and bowling activities. A script to be agreed.

6.11 Two new advertising banners have been fixed to a neighbor's fence in Stafferton Link and to the West elevation of the Bowling Rinks in Green Lane.

6.12 The draft design of the History Wall mural was tabled for comment and approval. It is planned that the final version will be installed by early February 2023.

6.13 A new "Club Activities" Rota matrix has been devised and will be used to plan the managerial and staff tasks over a weekly/monthly period. The planned activities will include Bar staffing, Events, and locking-up procedures, day-by-day. It was acknowledged that the Rota must be "live" and kept current and updated regularly. A link to the website/cloud base to be investigated to allow multiple users access to update information.

6.14 **ALL** existing Clients have been retained for 2023 and further Corporate Team Building Events and Members celebrations have now been booked for 2023: -

12 th January - Sequirus with 12 delegates
10 th February – Shanly Group with 25 delegates
5 th February – Members' 70 th Birthday Party
Monthly – Evening Meetings of Chamber of Commerce

6.15 The indoor rink wooden carpet edge grippers have been replaced with metal versions and the carpet stretched. The new grippers should ensure the rink speed is maintained.

6.16 The roof leaks are being repaired and once completed the cleaning of the indoor carpet will take place asap. (N.B The roof is guaranteed for 30 years!)

DESBOROUGH BOWLING CLUB

6.17 The outside green drainage has been investigated, however, to date no defect(s) has been identified. Avonmore are now preparing to carry out an additional treatment to the green to ensure the water is draining adequately through the topsoil and this is not what is causing the problem.

7.0 Financial

7.1 The completion of the Club's historical Corporation Tax /VAT submissions, in relation to the last 4 years accounts, have been finalised by Ellora and the 3 years accounts are now with HMRC. After much delay in responding HMRC have now appointed an Inspector to finalise and agree our tax assessment/ liability.

7.2 The general increase in ALL costs relating to Utility charges, food and beverage and inflationary service costs have resulted in a projected increase in costs for the Club. There continues to be further increases in all areas.

7.3 The 5-Year Plan has been amended to illustrate a scenario, whereby we achieve a break-even point after 3 years and with manageable losses over the next 2 years. All very necessary to ensure the Club's financial position is viable and sustainable in the future.

7.4 The 5-Year Plan referred to in 7.3 above to form the basis for the new operating budget for the next 3 years. Jaz has now incorporated the monthly budget forecasts into future accounts and financial reports.

7.5 The current electricity usage is higher than anticipated, £4,800 for December 2022. It was agreed that RW would review current usage patterns and prepare an analysis, comparing year – on - year consumption and costs, to determine where the increases have occurred. The issues associated with the measurement of the Kitchen's usage to also be calculated and recommendations as to any changes to future kitchen rent charged, if applicable.

7.6 The cost of the TV arrangements with SKY and BT was discussed and it was agreed that we would contact our members, via a form of questionnaire, as to whether they considered these facilities added to their enjoyment of the Club facilities. It was noted that currently all TV is received through the SKY platform and there is no other arial currently fixed to the property.

8.0 Social Events.

8.1 Since the last Management Meeting in December, we have recorded profits of £568. The Christmas Carols and Songs were very successful. The New Year's Eve party was disappointing, from an attendance point of view, however those who did attend had an excellent evening. It was agreed that we would seek our members' views as to the type of event, if any, we arrange for next year.

8.2 Over the calendar year we recorded profits of £7,639 + £1,176 from 200 Club – an excellent result.

8.3 It was agreed that we would seek to incorporate more dates/events into the Social Calendar for 2023/24, and for the forthcoming summer months when we will be looking to increase club revenue wherever possible.

8.4 Valentine's Day- the Function area is currently booked on the 14th of February by the Maidenhead Lions. An alternative date to be arranged with the Caterer to commemorate the occasion?

DESBOROUGH BOWLING CLUB

9.0 Staff Issues

9.1 The recruitment process for the new Bar Steward, Commercial Manager and Receptionist/Administrator is ongoing.

9.2 Brian Jones has given notice that he will be retiring from his post as Club Bar Steward, as from March 31st and we are currently reviewing the relationship between the Commercial Manager's JD and the Club Bar Stewards JD. It is proposed that a new Bar Person will also have to be recruited, to support the Bar Steward, for the future.

9.3 All posts will be initially advertised, internally amongst our membership and via a 10cms up x 5.6cms across recruitment advert in the Maidenhead Advertiser for 2 weeks + 2 targeted Facebook posts.

10.0 Treasurer's Report

10.1 The November accounts. Sales are £9K up on budget, Lettings being down on budget £2.7K. Bar sales and events are up £4K on budget. Green Fees up £7K.

10.2 Forecast for year is cost of £53K and the budget is £33K.

10.3 The Club's accounts for 2019/20 have been submitted to HMRC and we are still awaiting their response. Once this is received we shall then be able to calculate any roll-over relief on losses accrued in previous years and finalize and submit the 2021/22 accounts.

11.0 AOB

11.1 The Coronation of King Charles III will take place on Saturday 6th May 2023 and Monday 8th May is a Bank Holiday. It was agreed we will look to arrange an appropriate event over these days to celebrate the occasion.

11.2 The car park lighting is not on after 12:00midnight. It was suggested we purchase a high-powered, rechargeable torch for use on the rare occasion it is required. The torch to be kept in Reception (with First Aid kit). The torch would also be available for emergency use in the event of a power cut to the main building.

11.3 One of our members has advised that there are grants of up to £10K from Sport England for venues providing specialised facilities for Parkinson groups. RFW to investigate on-line as to whether DBC would qualify.

11.4 The Bowls World Championship Final will be shown on BBC 2 on Sunday afternoon, 22nd January, starting at 3:00pm. Our Desborough Team will be playing on Sunday morning in the Potter's Champion of Champions Final versus Durham, before the main event, and we have been informed unfortunately it will not be televised or streamed live.

11.5 It was suggested that we should arrange a date in early May 2023 (May 8th Bank Holiday?) for an Outdoor Open Day to ensure we give maximum publicity and attract as many new members as possible.

11.6 The Health & Safety Regulations and as they apply to our day-to-day use of the Club premises are to be prioritised for February. Appointment of members for specific roles and necessary training to be carried out to ensure we comply with all legislative requirements.

DESBOROUGH BOWLING CLUB

11.7 We have a Club Welfare Officer, as required in the Club's Constitution and Rules, appointed at the AGM (RW) who, as part of the role of General Secretary, has received the necessary training (BE Safeguarding Certificate and DBS (Disclosure and Barring Service) approval). This role includes the duties outlined for the Child Protection Officer.

11.8 It was noted that Whiteknights are currently carrying out a survey of their members to gain more information and recommendations as to what they would like to see at their club in the future, in relation to the way it is run and what bowling and social activities they feel are required. A similar questionnaire may be appropriate for DBC to an agreed composition and format.

12.0 Dates of Next Meetings (all start at 10:00am)

Wednesdays

22nd Feb	22nd March
26 th April	24 th May
28 th June	26 th July
23 rd Aug	27 th Sept
25 th Oct	22 nd Nov
20 th Dec	

Roger Wyatt
General Secretary

Date: 18th January 2023