

Peebles Bowling Club (SCIO)

(Founded 1829)

**Walkershaugh
Peebles EH45 8AU**



Business Plan

Introduction:

Peebles Bowling Club has experienced significant growth in membership over the past six years, with a current membership, as of the AGM October 2022, of 200. To accommodate this growth and support our members, we are planning to develop our club house at a cost of £225,000. (approx.) We are committed to engaging with our wider community and encouraging participation in the sport of bowling.

Club Overview:

The Club was established in 1829, at which time it occupied the green behind Castlehill. In 1874, the club moved to Walkers Haugh and has remained there ever since. The Club house was extended in the 1970's with the addition of the locker room (flat roof extension) and the in 1980's when the bar area was altered and the front elevation was brought forward to enclose previously external ground. Minor internal alterations were made to facilitate the enlargement. The extension to the front was finished in brick with PVCu windows. The brick walls below the windows have become unstable, an issue that will be addressed as part of the proposed development. We are proud to have grown our membership in recent years from 89 (2016) to 200 (2022) bucking the general trend in Bowling Clubs across the country.

Our club is managed by a dedicated and experienced board of trustees, comprising 14 members. We have a strong commitment to promoting the sport of bowling in the community of Peebles and building a warm, welcoming, social atmosphere conducive to improving the conditions of life for all members.

Club Services:

Our club offers a range of facilities and services to our members, including access to our well-maintained bowling green, locker room and changing area, coaching and training programs, and a social clubhouse. We have also offered the use of our facilities to other Community Clubs and Groups e.g. Bridge Club, Scrabble Club, and Darts Team. Members can enjoy a friendly game of Bowls by themselves or with other members; participate in one of the many Club organised day-long competitions; or share in regular weekly organised matches. We also offer the opportunity to take part in competitive Bowls with a number of Leagues in operation both at County and District level. We regularly host visits from local Primary Schools to allow children to experience the game of Bowls.

Building Development:

We are planning a major building development of our clubhouse to accommodate our growing membership and improve our facilities. This development will cost £225,000 (approx.) and will be funded through a combination of grants, donations, and fundraising events. Central to this development, is the provision of new modern toilets, male, female

and disabled; more locker and changing room space; larger kitchen facilities and lounge area.

Marketing Strategy:

We are committed to engaging with our wider community to promote the sport of Bowling across the generations and to continue to attract new members. Our strategy includes the following:

1. Hosting open days and events to showcase our facilities and introduce the sport to new players. e.g. 'Traders Day' in which 46 teams from local Businesses, Shops and Enterprises submit teams of 4 with only 1 being allowed to be a current Bowler, to play in a day long 'round robin' of games. This sees 138 non bowlers playing the game of Bowls in a socially friendly and safe environment. (Currently a waiting list of Businesses to take part.)
2. Building partnerships with local schools and community groups to encourage participation in the sport.
3. Advertising through social media and local newspapers.
4. Creating targeted marketing campaigns for specific demographics, such as young families e.g. 'Try Bowls' (a day event organised and coordinated with Bowls Scotland).

Financial Projections:

Our financial projections are based on our current membership and anticipated growth, as well as our planned building development. We expect to achieve the following financial goals:

1. A general income of £36,000 in the first year after the building development growing each year as the benefits of the completed development bear fruit. [Year 2 -£38,000; year 3 £40,000; year 4 £41,000 and year 5 £43,000.]
2. Membership growth of 10% per over the next three years.
3. Special Fundraising of £10,000 in the first year after the building development starts to off-set any deficit in overall Funding.

Conclusion:

Peebles Bowling Club has experienced significant growth over the past few years, and we are committed to continuing this trend by investing in our facilities and engaging with our wider community. With our vibrant board of trustees and dedicated membership, we are confident that we can achieve our goals and become a leading destination for lawn bowling enthusiasts in the region.