



NORTH PARADE BOWLING GREEN ASSOCIATION

**THE SUNCASTLE, NORTH
PARADE SKEGNESS,
LINCOLNSHIRE, PE25 2UB**

Written By:

The Committee, August 2024.

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1. Executive Summary

North Parade Bowling Greens have been in existence for some one hundred years. For the past 68 years the week-long English Bowling Federation (EBF) National Finals Week has been hosted here which is the culmination of the bowling season for the 26, 13 Men's and 13 Women's, County Bowling Associations which are affiliated to the EBF. The venue is known as "The Home of the English Bowls Federation".

In addition, two local bowls clubs, South Parade Bowls Club and the Suncastle Bowls Club are located here. They play all their home league matches at the venue which involves both clubs being active there at least twice each week. Previously there had been three local bowling clubs one of which disbanded due to the lack of maintenance of the greens.

Annually, in June, there is a week-long Over 55s Open Bowls Competition which brings competitors from many parts of the country. In addition from the 2024 season it has been confirmed that the annual September Open Competition will be reinstated. Previously there were two other competitions that took place on an annual basis, but these ended when Magna Vitae, who were the management entity of the bowling greens at that time were no longer the responsible body.

Over the past few years, notably over the last five years, the playing service of the greens has deteriorated. This has been a factor in the reduction in usage of the greens and has had a detrimental effect on the number of bowlers that have attended the week-long competitions outlined above.

East Lindsey District Council who owns the venue have, for several years, wanted to divest themselves of it. Several attempts to find an organisation to take over the management of the greens have been made but they have not been successful. In late June they made it clear that if an organisation was not found then funding for the venue to remain as a bowls facility would be withdrawn and the greens, which are part of the heritage area on Skegness seafront, would revert to being a lawned area for use of the public and the playing of bowls would end. If this was allowed to happen it would remove a well-loved asset from both the local community and the national bowls community and it would have a severe and detrimental effect on the tourism industry in the town as the week-long competitions attract a large number of competitors who patronise the local hotel accommodation and frequent the

local restaurants and hostelryes. The loss of income would be badly felt amongst the business community.

It was at that juncture that a campaign group Save Our Bowling Greens was formed. After an initial public meeting was held, which proved there was a lot of support for the bowling greens to continue, it was decided to form the North Parade Bowling Green Association to take on the management and running of the venue to ensure that bowls could continue to be played there into the future.

2.Introduction

All sports demand dedication, perseverance, skill and passion even a sport that seems, on the surface quite sedate. Bowls is no exception. Participants strive to reach a level of competence that allows them to be as successful as they wish to be. The sport needs to accommodate those that wish to play for fun, camaraderie and exercise at small bowls clubs to enjoy the physical and mental health benefits of being out in the fresh air, to those that aim to compete at the highest level of the sport. That can only be achieved if the infrastructure, both physically and organisationally, is available for them to do so.

There are many local bowls clubs available throughout the country that have various levels of amenity. They have been developed for the needs and requirements for small competition, normally local league participation that involves two clubs. There are some, fairly small in number, that can accommodate larger competitions involving bowlers of a higher standard.

There are very few that can accommodate a truly national competition. North Parade Bowling Greens is one such venue. To have three bowling greens that can be played on simultaneously is rare indeed and is why the EBF have committed to hold their National Finals here as long as both they and the venue are in existence. There is also the possibility that the other competitions that have been mentioned previously can be reinstated.

In addition, the Lincolnshire Bowling Association, one of the county members of the EBF, have also expressed a strong interest in bringing to the venue the following:

- Inter-county fixtures
- County trials
- County championship finals weekend
- Two inter-club finals days.

All of this, both from an EBF and Lincolnshire Bowling Association perspectives is dependent upon the greens being brought up to and maintained at a high standard and the venue being properly managed.

3. Aims and Objectives

Aims:

- To promote the involvement in the sport of bowls regardless of age, religion, gender, race or ability.
- To meet the sporting needs of individuals in the community and beyond up to national level.
- To promote equality of opportunity for participation at all levels
- To promote inclusion and enhance the quality of life of people in Skegness.
- To promote healthier lifestyles.
- To attract and retain a greater number of competitions to the venue.

Objectives:

- To provide bowling greens that meet the needs of the community.
- To provide bowling greens that meet the needs of the community on a national level and to attract more competitions and usage of the greens.
- To provide a bowls facility which is accessible to all.

4. The Project

North Parade Bowling Greens is a long-established bowls venue which has been in decline over recent years. We propose to raise the profile of the venue both locally and nationally. We will do this by ensuring that the greens are kept to a high standard and the venue is properly managed. In partnership with East Lindsey District Council we will ensure that the facilities at the venue, club rooms, changing rooms, office space and toilet facilities are enhanced and maintained to provide the necessary accommodation for both local community bowls clubs and visiting bowlers, bowls clubs and bowls associations to allow both competition and social usage to take place in an enjoyable and safe environment.

We will enable social usage of the greens by putting into place “Pay to Play” whereby individuals and small groups, both residents and visitors to our resort, can hire the greens on an hourly basis. This has been done in the past but we feel that with more publicity and greater managerial input the take-up will improve.

We will raise awareness of the local bowls offer, encouraging a greater participation for all irrespective of age, gender, ability or ethnicity by providing taster sessions and an open weekend. We believe very much in a “start them early” approach and will therefore be particularly looking at raising participation in the younger generation. By attracting people into the sport of bowls we would expect an increase in the membership of local bowls clubs, especially the two clubs that are resident at the venue.

In relation to competition bowls and tournaments, we have had encouraging discussions with the English Bowls Federation and others to increase the number of competitions and tournaments at the venue. This will be dependent on the uplift in the facilities, especially the improvement that is required to the greens playing surfaces. The Association believes increasing protection and security at the site is a key component to increasing the quality of the playing surface and surrounding amenities. We have had discussions with a local Professional Sportsturf Management green-keeper who has been contracted to improve the greens in the short-term and who will be willing to extend that to a permanent contract.

We will increase the awareness of the venue and raise the profile both locally and further afield. This will be achieved using social media, advertising both locally and further afield and word-of-mouth within the bowls communities that use the facilities at the venue. In essence we will provide an improved venue which will see greater use by more people.

5. Management Structure and Staffing.

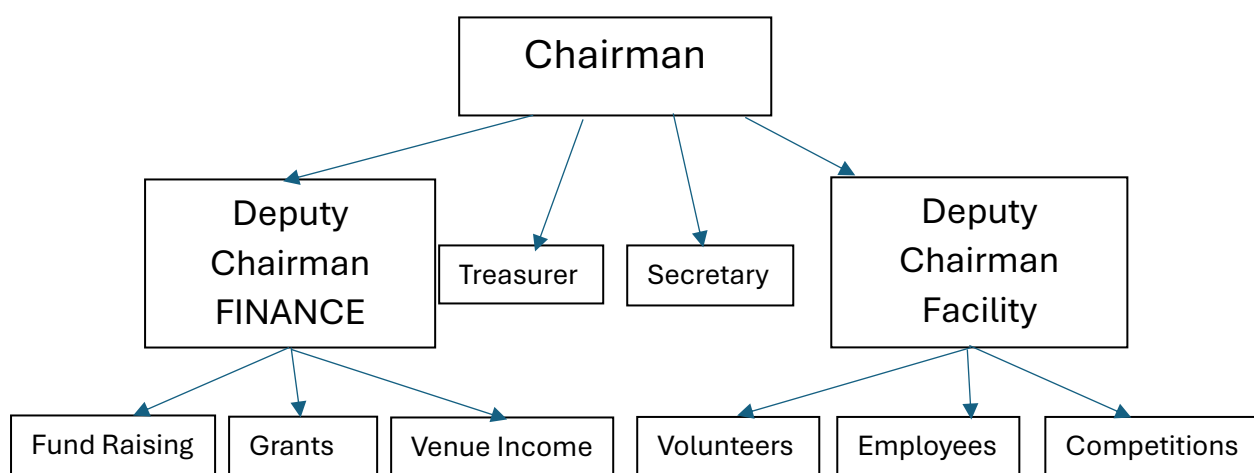
Management:

The venue will be effectively managed by the Management Committee which will be made up of local people from various backgrounds all who will bring something different to the group and who have much experience in sports management, obtaining grants and other funding, administration, local government, local business, bowls organisations both local and national, PR and social media, and Councillors at Parish, District and County level. In addition we will have representation for young people. The Association is keen to use every opportunity to encourage participation from as many sources as possible, and as such, have already forged links with local business groups.

Sub-Groups

The committee will form sub-groups to enhance the management of specific areas of activity. These sub-groups will become established as the Association matures. The sub-groups will be directed by and responsible to the management committee and will have individually focused agendas.

ORGANISATION:



Staffing:

It is envisaged that staff required will be minimal and that the requirement will be met by those people who have already expressed an interest in volunteering for the association. The exception being the Green Keeper who will be employed on a permanent basis. There is also a possibility that there will be a requirement to employ staff to cut the greens during the playing season but again it is envisaged that this will be met with volunteers.

Staff Posts:

- Green Keeper (Contracted)
- Seasonal Grass Cutting Team (Volunteer)
- Pay-To-Play Staff (Volunteer - Initially provided by Suncastle)
- Cleaner (Volunteer)

6. The Market

The Market is obviously limited by the lack of alternative uses of the bowling greens and the venue. Therefore, there will be a need to ensure that the association is as active as possible within the limited opportunities available. As has been stated elsewhere within the plan there have already been positive discussions to increase the usage of the greens. The present users of the venue have indicated that, given the necessary improvement in the playing surface of the greens that is already underway, they will be interested in increasing the amount of use they make of the venue going forward. In addition, the Lincolnshire County Bowls Associations, both men's and women's have indicated that they would wish to move their competitions and other activities to North Parade. It is our intention to vigorously pursue these opportunities. We will actively seek to increase the use of the venue by the local bowls clubs that are located there and also to initiate and grow Pay-To-Play whereby bowlers can access the greens on an ad hoc basis using their own equipment or equipment provided by the Association.

7. Marketing Plan

Initially we will raise the awareness of the North Parade venue locally and nationally using social media and the local press. This has already begun with our Facebook Page “Save Our Bowling Greens” having attracted some 700 followers both locally and nationally. We have also had coverage in the local press relating to our campaign on radio and television. We will continue to use those assets. In addition, we will advertise “Skegness Bowls Weeks” which will be the strapline for all the week-long bowling competitions that will take place at the venue and we will also advertise all other competitions that we are hoping to attract to the venue. We also plan to raise awareness of bowls within schools and other sporting organisations locally and to provide “taster sessions” or “roll up sessions” to encourage greater participation in the sport. We have had positive feedback from this initiative and we will be following this up further as we approach the 2024 outdoor bowling season in April of 2025. Printed media, magazines, appear to be very few and far between but we will attempt to use what is available. As the bowls community appears to be tight knit, we will also encourage word-of-mouth to raise awareness of our existence. Finally, we plan to organise competitions that will increase our presence within the bowling community both locally and nationally.

8. Financial Information

The Association is very much aware of the challenges that we face regarding the financing of the venue. We will be heavily reliant on grants and sponsorship due to the already discussed limited market in which the venue has always operated and will continue to operate in. Initially, the East Lindsey District Council grant, which will be reduced over time, will be of significant importance to our financial well-being. As we become more established we will provide a greater proportion of our income through our own commercial activities which we will grow. In addition, the annual grant that we will receive from our partners the English Bowls Federation from the 2026 season will bolster our financial strength. The two local bowls Clubs that are resident on the greens, Suncastle Bowls Club and South Parade Bowls Club, have agreed to voluntarily mow the greens which has significantly reduced the expected expenditure. Stringent financial management will be required from the very start of our tenure and will need to be applied going forward to ensure efficient use of the funding obtained. We believe that operating a sporting facility within a heritage area should make obtaining grant funding easier as there will be a wider range of opportunities available. Although we feel we do have some experience within the association to obtain this type of funding, the offer by East Lindsey District Council to provide access to a Grants Officer will be very advantageous.

As requested, we have produced a realistic estimate of both the Association expenditure and income for the first 5 years of our tenure. We believe this will put the association on a firm financial footing and allow us to proceed beyond the initial 5-year period with confidence in the sustainability of the association.

FINANCIAL PROJECTION 2025 - 2029

EXPENDITURE	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
ITEM					
GREENKEEPER	15,750	21,750	21,750	21,750	21,750
EQUIPMENT MAINTENANCE	1,200	1,200	1,200	1,200	1,200
EQUIPMENT REPLACEMENT	4,000	9,000	4,000	4,000	4,000
REPAIR AND MAINTENANCE	8,000	5,000	5,000	5,000	5,000
FUEL	450	450	450	450	450
WATER	1,100	1,100	1,100	1,100	1,100
RATES (1)	0	0	0	0	0
LEGAL COSTS	1,000	500	500	500	500
ACCOUNTANCY FEES	500	500	500	500	500
COMMITTEE EXPENSES & HONORARIA	400	400	400	400	400
INSURANCE	400	400	400	400	400
WEBSITE	800	300	325	350	375
MARKETING	400	400	400	400	400
PROMOTIONAL EQUIPMENT	4,500	4,500	2,600	2,600	2,600
TOTAL EXPENDITURE	£38,500	£45,500	£38,625	£38,650	£36,675
INCOME	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
ITEM					
GREEN FEES COMPETITIONS	2,000	2,000	3,000	3,000	3,000
GREEN FEES BOWLS CLUBS	2,000	2,100	2,250	2,500	2,750
GREEN FEES CASUAL (3)	1,000	1,500	2,000	2,000	2,000
FUND RAISING & SPONSORHIP	1,500	3,000	3,000	3,000	3,000
GRANT FUNDING ELDC (2)	30,000	24,000	19,000	15,000	12,000
GRANT FUNDING EBF (2)	NIL	10,000	10,000	10,000	10,000
BUSINESS ADVERTISING WEBSITE	2,000	2,500	3,000	3,000	3,000
TOTAL INCOME	£38,500	£45,100	£42,250	£38,500	£35,750
EXPENDITURE	£38,500	£45,500	£38,625	£38,650	£38,675
DEFICIT/PROFIT	£0	£400	£3,625	£150	£2,925

Explanatory Notes:

Rates (1): The Association will be applying for Community Amateur Sports Club status with HMRC.

Grant Funding (2) This includes:

(a) ELDC Grant of £30,000 reducing incrementally over a 5 year period.

(b) Annual EBF Grant of £10,000 to begin in 2026. This grant will encompass the green fees for all EBF competitions held at the venue and is also to enhance the sustainability of the venue.

Casual Green Fees (3)

These will be set at the following rates:

£3.50p per person per hour.

Group rate. 4 people or more £3.00 per hour.

Organised Community Bowling: £2 per person per session.

In-Year Surplus/Deficit

Any In-Year surplus funds will be carried forward to ensure that any emergency or unforeseen expenses that are incurred, or any expected income streams that are not achieved can be managed. All income will be used for the good and benefit of the sport of Bowls in Skegness and the surrounding area and for the good and benefit of the Association.

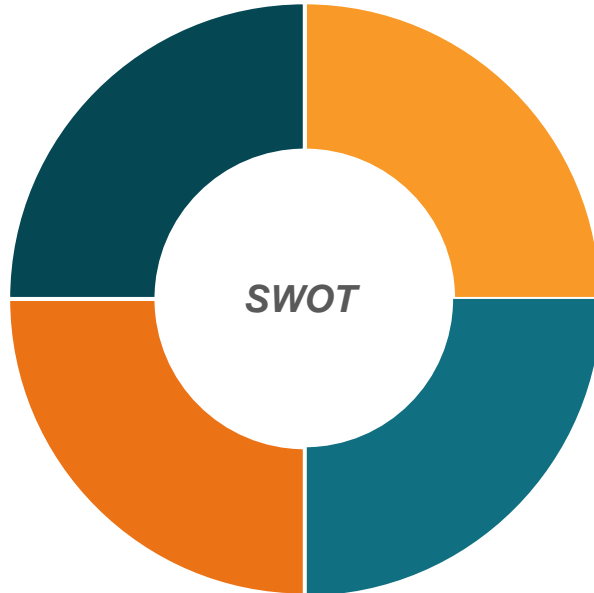
9. Swot Analysis

STRENGTHS

- Local Community Support
- English Bowls Federation Support
- Experienced and Knowledgeable Committee
- Existing Income Streams
- Heritage Asset
- Initial/Ongoing ELDC Support

OPPORTUNITIES

- Increase Venue Usage
- Increase Income
- Attract Venue Sponsorship
- Access to Grant Funding Sport, NHS and Heritage
- Improvement to Playing Surfaces
- Recruitment of Volunteers



WEAKNESSES

- Lack of Security at Venue
- Poor Standard of Accommodation
- Reduction of ELDC Support over Time
- Possible Heritage Restrictions
- Possible Over Reliance on Grant Funding

THREATS

- Damage to Venue and Playing Surfaces
- Lack of Funding/Income

10. Conclusion.

After the meeting of 7th October, we submit this Business Plan for your perusal.

Steve O'Dare

Chairman, North Parade Bowling Green Association

APPENDIX – EXPRESSIONS OF SUPPORT

ENGLISH BOWLING FEDERATION

NOTTINGHAMSHIRE COUNTY (EBF) BOWLING ASSOCIATION

NORFOLK FEDERATION ASSOCIATIONS (Mens/Ladies)

LINCOLNSHIRE (EBF) BOWLING ASSOCIATION

Good Morning Steve

I attended the recent Town Council meeting with Mike Carr and the meeting at the Suncastle Pub.

I am writing on behalf on the Lincolnshire (EBF) Bowling Association to express our support for the new group that is in the process of being set up. As I mentioned at the meeting, it is most important that we have certainty for 2025 whilst everything is being set up and negotiated with ELDC.

There are a number of ways that the Lincolnshire Associations can support the Skegness Association once things have been settled which are mainly through increased use of the greens.

Each year we hold the following events:

Trials for County teams

Matches against other Counties - we have two Mens and Two Ladies County teams who currently play three home matches per season

Our County competitions finals weekend which brings a lot of competitors and supporters to the event.

We also hold two inter club competition finals days during August.

Currently all of these are held at member clubs. However, I know that we have a desire to use Skegness as our Association base and make better use of the facilities that are there on offer.

This would also bring more visitors to the town on top of those who attend for the EBF finals weekend and the over 55s competition week.

I hope that this support by our association with assist with your negotiations.

Kind Regards

Stephen

Stephen Cornwell

Hon Secretary Lincolnshire Bowling Association

[Lincolnshire \(EBF\) Bowling Association](#)

lincsfedbowls.com

Nottinghamshire County (EBF)

Bowling Association

General Secretary

Mr. Amjad Rana

Subject: Preservation of the Skegness Bowls Greens

Dear Steve O'Dare,

I am writing to you on behalf of the Nottinghamshire County Bowls Federation to express our deep concern regarding the potential closure of the bowls greens in Skegness. As an organisation with a long-standing tradition of participating in and supporting the sport of bowls, we are compelled to highlight the significant impact that such a decision would have, not only on our members but on the broader community and the heritage of the sport itself.

For 69 years, Nottinghamshire County Bowls Federation has made an annual pilgrimage to Skegness, where our members have cherished the opportunity to compete and engage with other enthusiasts on these historic greens. The Skegness bowls greens are more than just a venue; they are a cornerstone of our sporting calendar, fostering camaraderie, sportsmanship, and community spirit.

The bowls greens in Skegness are steeped in history and have become synonymous with the sport itself. The legacy and tradition of bowls in Skegness are of immense importance, not only to our federation but to countless players and fans across the country. The national finals held in Skegness are a source of great pride, not just for us but for the entire town, drawing participants and spectators who contribute significantly to the local economy.

Beyond their economic impact, these greens serve as a vital social and recreational hub. They attract visitors who love the sport and appreciate the unique charm of Skegness. The closure of these greens would not only deprive the town of a valuable source of revenue but also erode a piece of its cultural heritage that is cherished by many.

We implore the council to consider the profound implications of shutting down these greens. The history, pride, and economic benefits they bring to Skegness cannot be overstated. It is our hope that the council will recognise the irreplaceable value of the bowls greens and ensure their preservation for future generations to enjoy.

Thank you for your time and attention to this important matter. We remain hopeful that the council will take the necessary steps to protect this vital aspect of Skegness's sporting and cultural landscape.

Yours sincerely,

Amjad Rana

Hon Secretary NCBA

Hello Steve

I am writing to inform you that Norfolk Federation Associations are fully behind your efforts in securing Skegness bowling greens at North Parade. It has been the home of the Federation for so many years now and we would like it to continue for the foreseeable future and beyond.

Regards

Lilian Barber Secretary

on behalf Norfolk County Womens Bowling Association.



ENGLISH BOWLING FEDERATION

President

Trevor Flatt



Chairman

Mike Carr.



National Secretary

Dave Woods Esq.



Honorary Treasurer

Ty Roberts Esq.



Inaugurated 1926

15th October 2024

Dear Steve

I write to confirm that the English Bowling Federation fully back and support the work that is being done by the newly formed North Parade Bowling Green Association. As you are aware the National Executive Council of the EBF has proposed a special Skegness Levy of £1 to help finance the future of the Association and if agreed at our AGM in November will provide financial support annually from 2026 onwards of at least £10,000 per annum.

In addition to financial support, as you know, we wish to continue to contribute to the overall strength of the Association by giving any other guidance needed to make Skegness a 'Centre of excellence' for EBF bowling and our official home in terms of the National Finals that will celebrate its 70th year of coming to Skegness in 2025, followed by the centenary of the Federation in 2026.

As Chairman of the EBF I would like to personally thank yourself, Richard and Carl for the enthusiasm and commitment you have all shown to get the new Association up and running and again pledge my support going forward as a member of the Association's Committee.

I understand there is plenty of work to be done to ensure that the aims and objectives of the North Parade Bowling Green Association are fulfilled, but with a good dedication team nothing is out of reach, and I am certain with support also from East Lindsey District Council the vision of all involved will be achieved.

Yours sincerely

Mike Carr
Chairperson, English Bowling Federation.