

# Northamptonshire Indoor Bowling Association

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Dear Secretary,

## AFTER COVID, WHAT THEN?

I am writing to you at the request of the NIBA Executive Committee. In the past few months, whilst there has been precious little bowling activity, the committee has been trying to look ahead to a time when something approaching normal bowling activity might once again be possible in the County.

We are greatly concerned, as we are sure you are too, that there will be a significant drop in active membership, due to a reluctance to start again after such a lengthy shutdown and a fear of catching COVID-19. In addition, finances will be seriously impaired. We need to do something to restore confidence in our sport. The NIBA considers recruitment of new members will go a long way to resolve these issues.

Possible ideas to address this, that have arisen in our discussions include: -

1. Targeting the 30-50 age group, many of whom have children. "Sport for all ages" theme could be a possible approach.
2. Stressing bowls is a non-contact sport.
3. Relaxing dress codes for new members.
4. Using our younger star bowlers as "Local Legends" in the marketing strategy.
5. Devising your recruitment effort in collaboration with another local club.
6. Using local radio/TV to bring our message to more people.
7. Contacting local schools about bowling as a curriculum offer.

You will have other ideas, we are sure – and we would be pleased if you would share them. Clearly there is no magic bullet, we are all facing the same challenge but if we can learn together, we will all benefit.

As you know from previous correspondence, the NIBA is keen to help clubs and our offer to each club of a one-off payment of up to £1000 to help with your efforts to recruit new members is still available.

We hope from what is said in this letter, you can see that we are wanting to find out how best the NIBA can help your club at this difficult time and to hear about your views and plans. How best can we move forward together for the future of indoor bowls in the County?

You will most likely want to discuss this with your Committee(s) before letting us have a response: it would be helpful to have your views by mid-February.

Best wishes for a healthy 2021.

Don Scott  
Secretary, NIBA