

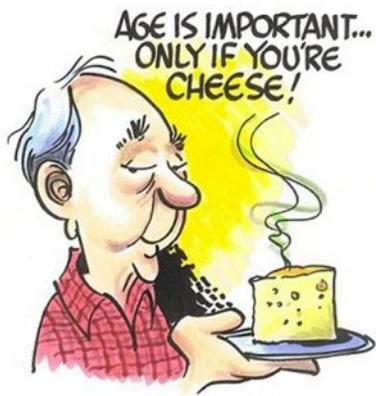
# Diary Dates

## FEBRUARY 2012

- 13th Melton Indoor roll-up 11.30 a.m.  
 15th Quiz and Social afternoon 2 p.m.  
 18th Casino Night Raffle £5 at the door (includes starter chips) Hot dogs & onions  
 20th Melton Indoor roll-up 11.30 a.m.  
 22nd Quiz and Social afternoon 2 p.m.  
 26th Sunday Lunch 12 noon for 12.30 Raffle. Menu: Pork fillet, apricots and mushrooms in white wine & cream sauce with rice and peas. £6 **SOLD OUT**  
 27th Melton Indoor roll-up 11.30 a.m.  
 29th Quiz and Social afternoon 2.00 p.m.

## MARCH

- 3rd Games Night 7.00 p.m. £1 at the door. Faith Supper. Raffle.  
 5th Melton Indoor roll-up 11.30 a.m.  
 7th Quiz and Social afternoon 2.00 p.m.  
 10th Coffee Morning 10.30 a.m.  
 12th CLUB ANNUAL GENERAL MEETING 7 p.m.



## Club library

New titles are regularly added to our stock. Thanks to all of our donors. Keep checking to see if there's something you'd like - and keep your old books coming in.

Norma Grimes

## Gardening Group news



Christine Dodge

Members and friends of the Group attended the first meeting of the New Year when Kate & John Ward visited us for the third time to show us slides and tell us about some of the beautiful villages and gardens in the Cotswolds. It was a very enjoyable afternoon which was rounded off by having tea and cakes which were provided by some of the Members of the Group. Over £60 was raised from admission fees and a raffle which will go towards the cost of a trellis and two climbing roses to further enhance the area at the back of the old scoreboard.

Our next meeting will be held on Tuesday 14 th February starting at 2 p.m. When we will be discussing plans for visits for the coming season.

**Everyone welcome!**

## Nostalgia is a file that removes the rough edges from the good old days

### I'm only here for the bowling - Concluded

It is clearly important, and timely, that these basic questions and potential solutions affecting the future structure and financing of the Club – together with others not identified here - should be openly discussed as we strive to put the Club on a sound economic footing.

**Your views and opinions on the issues would be greatly appreciated. The subject will be raised for discussion at the forthcoming Club AGM.**

**Put your thinking cap on and come to the AGM prepared to give us the benefit of your views to enable us to ensure a fair and equitable system for all in the future.**

**COLIN GRIMES**  
 Chairman



Men

SYSTON



GREEN



Ladies

Official Newsletter of the Syston Bowling Club

No. 71 February 2012

## The need to evolve

**YOUR part and the role of the AGM in that process**

**YOU'VE** heard it said before. "If you always do what you've always done, you'll always get what you've always had." In other words, you have to consider and be prepared to change if you want to grow and develop. The old adage holds true for both individuals and organisations.

A Club such as ours, comprised of individuals voluntarily coming together for a common purpose and led by a democratically elected group of representatives drawn from their number, is not immune from the challenges which this basic principle identifies. In fact, we face a particular set of problems, because of the traditional age range of our membership, which makes us especially vulnerable to the effects of ageing on our membership numbers, to which other social groups within the community are immune. We are under constant pressure to identify and recruit new Members, simply to sustain year-on-year membership numbers. In addition, we face the challenge of retaining existing Members, keeping them happy and convinced that their membership represents good value for money.

So far, over the past 75 years, we have clearly had a degree of success. We must have been doing something right. We remain in a strong and vibrant condition as we move towards our centenary.

As time has gone by, changes in people's habits and expectations, both in the wider society and within the local community, have caused the Club to adapt and evolve. Clearly, it is a very different place from that which was founded in 1932. Some of that evolutionary process has been gradual while other aspects have been more sudden and dramatic. (For example, while dress codes have slowly changed over the years, the decision to build a clubhouse was a momentous, groundbreaking decision bringing about seismic changes within a relatively short timeframe.)

Any Club must respond positively to the needs and wishes of its membership. While elected representative Committees play their part, the Annual General Meeting represents the key forum for exploring and expressing membership views and identifying pointers for future growth and development. From such discussions, clear signals emerge pointing to desirable changes in policy which, if implemented, can be expected to lead to further evolutionary growth and to ensure maximum membership retention levels. A happy and satisfied membership, speaking with pride and confidence about the benefits of belonging, serves as the best possible promotional and recruitment tool that a Club such as ours can devise.

On page 4 of this edition of the Newsletter, you will find an article on the current financial structure and health of the Club. It is intended to stimulate discussion - not present any form of ready-made solutions. Your views and opinions on the issues are vitally important as we strive to continue the evolutionary process which will ensure the Club's survival until its centenary - and beyond!

Come to the AGM and play your full part in that process, **PLEASE!**

**Your views, opinions, news and any other material of interest to Members would be welcomed for publication in future editions. Please send to George Dodge, as Editor, by the first Monday in every month**

**SYSTON BOWLING CLUB** Clubhouse Telephone: 0116 269 2105

All communications to **The Chairman:**

Mr Colin Grimes, 8 Quenby Crescent, SYSTON, Leics LE7 2BW  
 Telephone: 0116 2608 412 email: [systonbowling@btinternet.com](mailto:systonbowling@btinternet.com)

## Lady President's piece



Sheila Parker

I would like to take this opportunity to congratulate **Stan Page** on becoming Men's President and thank him for stepping in at a difficult time. I wish him every success and look forward to enjoying a successful year, working together to raise funds for Rainbows which, we have agreed, will continue to be a joint and worthy cause. Thanks to all of you who have supported the **Jazz Night** scheduled for 24th March. All tickets are already sold and I am sure we can look forward to a very enjoyable evening.

**Stan** and I have decided that, on Sunday 6th May, instead of the proposed Charity Fete, we would like you all to join us for a Charity Bowls Match - **Men v Ladies**. On that day, perhaps, we could still

arrange a few stalls as a means of raising more funds for a good cause. Watch out for further details in due course.

Finally, can I urge all ladies to give full support to the forthcoming AGM of the Club and to play a full part in the important discussions on the future direction of our wonderful Club.

## The Club coach column

*This month, Des gives advice on determining accurate delivery direction to achieve the ability to "Bowl to inches"*



Des Eggitt

IN all calculations relating to bowling, we must begin by assuming that we are playing on a "true" surface - as when playing indoors.

Begin by taking care to ensure that the mat is always square on to the

rink number. This is important, being the base on which the position of the feet is determined.

As a player planning a forehand delivery outdoors on Rink 4, your shoulders should squarely face the boundary peg between your own rink and neighbouring Rink 5. (*Indoors, playing with indoor woods, you would do the same. If you're using outdoor woods, you should face the number on the neighbouring Rink.*)

Hold your wood so that it rests at the estimated position for the correct elevation and is pointing directly at your selected marker. This is known as the player's "line". Lines are important in bowls. Your feet must point down that line along which you should estimate the length of your step forward at the point of delivery to suit the expected pace of the playing surface.

It is essential that you place your feet in the correct position on the mat. Haphazard standing is to be avoided if consistency is to be achieved.

**What you sow at the mat, you reap at the jack.**

The same careful approach to standing on the mat applies equally to a backhand delivery, but your aiming point will be found on Rink 3 to your right.

The selection of the length and direction of your step forward will determine the final position of your wood at the head.

When a satisfactory result is obtained from a delivery, it is self-evident that an exact repetition will enable you to bowl within inches of the original. Concentration is all. Without it, consistency will never be achieved.

Finally, remember that when you are bowling down a line, you are looking for the "shoulder" - the point at which the wood begins to curve towards the jack - and not the jack itself. If you can be effective in judging where that point is, you will find accuracy in delivery.

**If you have any particular problems on which you would appreciate the advice of our Club Coach, please do not hesitate to contact him at any time.**

## Welcome! to Club Patrons

Each of the businesses to be featured on this page is registered as a Club Patron and is thereby deserving of the support of all Members

*Jennings*

Ladies' fashions & lingerie

15 HIGH STREET, SYSTON  
Tel: 0116 260 6747

**NEGOTIATIONS** with several other local companies to sign up as Patrons continue. In the meantime, we are pleased, once again, to commend support for this local company that offers exceptional personal service for ladies of all ages.

## Club AGM

A MUST for all Members



Administrative Secretary  
Val Foreman

**MONDAY** 12<sup>th</sup> March should be firmly marked as a vitally important date in every Member's diary. As previously notified, this is the date for the Club AGM - the most important event in

the year. At the AGM you enjoy the democratic right to express your views, opinions and advice on the way in which your Club has been managed and developed and, equally important, elect to the Board of Directors a team of representative fellow Members in whom you have confidence to guide the organisation in the right direction for the year ahead.

To help you decide just how well the previous year has gone, you will very soon receive a copy of the Annual Report of the Directors together with your personal copy of the Club accounts (Profit & Loss and Balance Sheet). Please study these

documents, and the rest of the Agenda for the meeting, carefully and don't be afraid to ask for help in understanding any matter of doubt or concern. You can raise these points either at the AGM (*no-one is going to scoff or deride you for speaking up*) or with any serving Director before the meeting. The clearer your understanding of the situation in which the Club currently stands, the more informed and useful will be your advice and guidance and the greater the confidence you will have in the ability and willingness of the representatives that you elect for next year to act in your best interests and the best interests of the Club as a whole.

Be informed. Be confident. Be active.

Be positive. Above all, be **THERE!**

**Thank you!**

**THANKS** to everyone who supported the latest "**Guess Who!**" photographic competition which raised £56.

Winner, **Dave Hudson** correctly identified 25 of the 27 people!

Results can be seen on the main noticeboard in the clubhouse.

## 49 Club update

**LATEST WINNERS** are **Val Foreman, Betty Wheatley, George Dodge** and **Pete Hancock**.

**PLEASE** inform **Anita Lowder** if you do not intend to continue in the **49 Club** after this month

[www.systonbowlingclub.org](http://www.systonbowlingclub.org)  
for Diary, Fixtures, Results, Honours Boards, Press Releases, Newsletters, photos and other Club details

*Well, hands, actually!*

Executive formulate new policies to protect the Club

Thanks to the outstanding services provided by **Gerry** and **Verna Kennell** and, most recently, **Rod** and **Eileen Heggs**, our Club enjoys a reputation second-to-none for the range and quality of our matchday catering and hospitality. At the same time, surplus revenue generated from match teas makes a significant contribution to Club finances. In 2011, without this revenue, we would have made a loss. Not surprisingly, therefore, the Men's Executive Committee is anxious to sustain both the high reputation of the Club and the attendant operational surpluses from the service we provide.

This year, the Executive Committee have faced two serious difficulties in achieving that ambition.

First, it was made clear that we could no longer rely upon the same levels of volunteer service we have enjoyed in the past from the Ladies' Section. Following very amicable discussions between the Executive Committee and the ladies involved, it became clear that the Men's Section would have to become much more self-reliant.

Second, the Section was unable to identify a volunteer to assume the role of Catering Manager for 2012.

In addressing these challenges, the Executive started by re-defining the role of the Catering Manager. He will exercise the twin responsibilities of the purchasing, delivery and storage of the necessary supplies **and** production and supervision of a weekly rota of Members to be required to work in the kitchen to prepare, serve and clear away after the teas each Saturday. He will no longer be expected to be regularly "hands-on" in the kitchen on match days.

As agreed at the AGM, this weekly rota will comprise one nominated Member from the Men's Section and two ladies. As far as possible, volunteer wives/partners of Members will be used in order to minimise the demands made on the Ladies' Section. The three individuals designated for kitchen Following unanimous agreement on these

developments by the Executive Committee, **Gary Kilbourne**, already elected to the Committee as Competitions Secretary, volunteered to fill the vacant post of Catering Manager for 2012. Under the new system, he is optimistic about his chances of persuading at least one other Member to assist.

The Executive Committee has also agreed that a commitment to kitchen duty, on no more than one Saturday during the Season, represents a reasonable requirement of membership. Once the rota is published, Members should inform the Catering Manager, at the earliest possible moment, if the allocated date is not suitable. Efforts will then be made to exchange dates with another Member. Once the rota is finalised, it will be the responsibility of the individual Member to arrange for his duty to be covered should he subsequently find that he is unable to fulfil his obligations.

In the unlikely event that any Member should refuse or seek to be excused from kitchen duty, only proven medical or health and safety grounds will be accepted. The Executive Committee have confirmed that they are prepared to consider sanctions, possibly including fines and/or match suspensions, for any individual who refuses or fails to co-operate with this policy which is seen as a reasonable measure to safeguard the future of our Club.

Please look for the rota to be published during March and posted in the changing rooms and contact Catering Manager, **Gary Kilbourne** (Tel: 260 7922), should you foresee any difficulty.



## Food for thought

Drinks from the bar, raffles, social functions, Coffee Mornings, library books etc.

**EVERY** penny you spend on these is a penny saved from next year's membership subscription.



**REGULAR** appeals for more support - especially from the Men's Section - for the range of social, committee and other non-bowling activities organised by the Club, are often greeted by replies along the lines of "I joined a bowling Club, not a social Club." Fair enough.

## Or is it?

Examination of the Club's finances for 2011 (you will soon be receiving your personal copy of the year's accounts) shows that total annual income from membership subscriptions was less than £6000. This was not even enough to maintain the green (£9870), let alone meet the running costs of the clubhouse and attendant licences, affiliation fees and other regulatory compliance demands. When we take these costs into consideration, we can identify a shortfall of close to £8000 over the year. Even this figure takes no account of our reliance on the voluntary efforts of a small number of highly motivated individuals who give freely of their time - and, in some cases, money - to oversee the efficient management of the Club through the various committees. The monetary value of their contribution is incalculable.

In other words, to run a bowling Club, pure and simple, we require an annual income of close to £15000. Based on a joint total membership of 85 (2011 figures), we could readily justify setting the 2012 annual subscriptions at **£175** in order just to break even!

## How can we therefore justify charging only £90 (figure set for 2012)?

The answer, of course, as the annual accounts demonstrate, is that we optimistically rely on additional income from the Bar, coffee mornings, 49 Club and a regular programme of social activities - particularly in the close Season, and continuation of the support of Committee volunteers. In this way we manage - just

about - to cover the difference between the two figures.

When we examine the data for attendance and support for the social programme, we can identify no more than 20%- 25% of the membership of the Men's Section as regular participants. The equivalent figure for the Ladies' Section is closer to 60%.

In other words, the large majority of the Men's membership is being heavily subsidised by the minority, aided by the majority of the Ladies' Section who, between them, contribute an average of more than £50 per head per annum over and above their annual subscription fee. While one could clearly argue that this system is unfair on the socially "active" minority, is there any practical solution? Is it appropriate to seek changes to the system?

Is the current annual subscription situation as fair and as sustainable as it might be? What would be the effect of setting an annual fee of £175 with immediate effect? Could/should we consider Implementing a fee of £175 over a three year (or longer) period?

Should/Could those who regularly support social events and/or serve on Committees be given some kind of credit to offset against their annual subscriptions? Because they play fewer matches, should the ladies pay the same annual subscription as the men?

Should those who do not wish to participate in the social programme or to serve on Committees be required/invited to pay a proportionately higher annual subscription? Would it be practical to consider a system whereby everyone initially would be required to pay a higher subscription, with the opportunity to generate "credits" to be set against next year's subscriptions through attendance at social events or by service on Club Committees?

Would a change in the nature of social events prove more popular? If so, what kind of programme/event would attract you to lend support?

**Concluded on back page**