

USE OF ADVERTISING AROUND THE BOWLING GREENS

Report of the: Head of Operational Services

Contact: Danielle Brown

Urgent Decision?(No)

If yes, reason urgent decision
required:

Annexes/Appendices (attached): Annexe 1 - Item 29 of Bowling Licence
Annexe 2 - Location of proposed advertising

Other available papers (not
attached):

REPORT SUMMARY

This report sets out proposals for the Home Ground Bowling Clubs to place advertising around the bowling greens during the bowling season as an extra source of income to the club.

RECOMMENDATION (S)

(1) That the Community & Wellbeing Committee gives permission for advertising around bowling facilities, which are directly managed by the Council.

1 Implications for the Council's Key Priorities, Service Plans and Sustainable Community Strategy

- 1.1 The Council's Key Priorities include supporting our community. Bowling clubs help to address this priority.
- 1.2 The continuing existence of the bowls clubs and bowling greens contributes to the key priority of supporting the community by promoting healthy and active lifestyles for the young and elderly, both physically and psychologically.
- 1.3 The Sustainable Community Strategy (2010-22) has community safety, health, housing, well-being, environment, and sustainability as priority themes.

2 Background

- 2.1 Bowling is a sport with the capacity to engage participants of all ages and abilities. In meetings with bowling clubs this year, feedback from representatives was that the sport gives members the opportunity to enjoy a vibrant social life whilst participating in a gentle, but competitive outdoor activity. Participating in the sport also provides members with a range of health benefits and is particularly well suited to the older generation.
- 2.2 Epsom & Ewell Borough Council has four bowling greens, located in: Auriol Park, Alexandra Park, Gibraltar Recreation Ground and Court Recreation Ground. Each green is licensed to a bowling club and each club has an associated facility/pavilion, which are maintained by the council.
- 2.3 All four bowling clubs have been existence for many years and participation in bowls has declined over recent years due to various reasons (such as people looking after grandchildren, people working longer etc.) which has resulted in clubs competing for members. These clubs have a steady membership that has remained static over the past number of years with no marked increase in numbers. The clubs are now in a position where they are looking at alternative sources of income to fund the gap between club subscriptions and the Council's licence fees.
- 2.4 Officers have been working with the bowling clubs to explore strategies to increase membership levels. However, if the clubs relied on their subscription fees alone they would be likely to lose players to the bigger privately owned clubs. This report sets out a proposal to assist the clubs to become more financially self-sustaining by looking at advertising as a means to raising extra revenue. The extra revenue acquired by advertising would be put towards club advertising and promotion to increase membership.

3 Proposals

- 3.1 From conversations with the clubs, it has been agreed that they would greatly benefit from some support in ways in which to capitalise advertising opportunities from local businesses.
- 3.2 Approval of such advertising will be on the condition that the nature of the advertisements and the erection of the signs is approved by a Council Officer (the Head of Operational Services) in advance, along with regular inspections to ensure that the specified conditions are in accordance with section 29 of their current licences. (See [Annexe 1](#))
- 3.3 It is proposed that the Committee gives permission for a trial to take place at Ewell Village Bowling Club, which is located in Gibraltar Recreation Ground.

- 3.4 The club will connect with local business to gauge interest. Once agreed with the business, the club will send a copy of the proposed layout of a vinyl banner, which will be 7ft. by 2 ft. for prior approval to the Council's Head of Operational Services.
- 3.5 Once approved the club will arrange for the banner to be made and the cost of the banner will be borne by the club and no cost incurred by the Council.
- 3.6 The club will then attach the banner to the fence with cable ties so that the banner is facing inwards towards the green. (see Annexe 2 for proposed location of banner)
- 3.7 The club will charge the sponsor an annual fee for their banner to be displayed during the bowling season, which runs from April until October.

4 Financial and Manpower Implications

- 4.1 The commitment to help the clubs increase their current income through advertising will be provided from within current resources at no extra cost to the Council.
- 4.2 The income from the advertising will provide an income stream for the bowling clubs which will help them protect their ongoing availability to residents.
- 4.3 **Chief Finance Officer's comments:** Income generation schemes are welcomed by the Council to help local clubs. There are no direct costs to the Council as a result of this proposal.

5 Legal Implications (including implications for matters relating to equality)

- 5.1 The sport of bowling can be played and enjoyed by participants of all ages and abilities. Due to its gentle physical and competitive nature, it is ideal for the over 55s and/or those with limited mobility, and therefore an inclusive sport for all.
- 5.2 **Monitoring Officer's comments:** The Council must approve any advertising before it is displayed by any of the bowls clubs in accordance with the licence agreement. In addition to obtaining the Council's consent, the clubs must also ensure that all advertising has permission to be displayed in accordance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

6 Sustainability Policy and Community Safety Implications

- 6.1 A degree of community safety is derived from having the on-site presence of each bowling club, all of whom play an active and integral part within the park community and its safety.

7 Partnerships

- 7.1 The proposal put forward in this report is centred upon working with the Borough's bowling clubs to promote the sport and increase financial sustainability. In order to achieve this, a greater level of work between the Council, the bowling clubs, and local businesses will be needed and in turn, enhance the level of Partnership working.

8 Risk Assessment

- 8.1 There is a risk that clubs could be unable to meet their licence fees unless they increase extra income over the future years.

9 Conclusion and Recommendations

- 9.1 That the Committee agrees that clubs can display advertising on around the bowling green.
- 9.2 That the Committee agrees to officers working with bowling clubs to help increase the clubs' financial sustainability.

WARD(S) AFFECTED: Auriol Ward; College Ward; Court Ward; Ewell Ward;