

# Business Plan



WHITEFIELD BOWLING CLUB

A COMMUNITY INTEREST COMPANY

Prepared by

**The Directors**

**December 2022**

<https://whitefieldbowlingclub.co.uk/>



“To continue to provide sport and recreational resources for the community benefit. To support our partners in delivering services that make a difference”

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# 1. History

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Whitefield Bowling Club was formed in 1882 on land leased from Lord Derby. A small clubhouse was put on the site and a photograph of the original clubhouse is displayed in the current clubhouse.

In 1890 the land was offered for sale to Whitefield by The Lord Derby's estates and the Club successfully secured a mortgage and in 1891 formed a Company Limited to ensure the long-term principles of community access and sustainability.

The principles and objectives for the Company Limited has always been to provide a community resource accessible to everyone and that has been achieved for 130 years.

During the first world war Whitefield Bowling Club supported injured and convalescing troops by providing subsidised food and refreshments. We continue our community ethos and principles by providing allotment spaces (free of charge) and a community facility for people to meet and chat in the afternoons and evenings or quietly sit in our beautiful grounds overlooking Stand Church and watch the bowling.

Whitefield has continued from day one to provide a bowling green and facilities for members, leagues, town team and beginners. The teams have experienced much success over the years producing four Waterloo winners. Our "ladies" team(s) continue to lead across the region and build on record breaking success. We are proud to have established close relations with local schools to provide facilities for recreation and bowling access. Our beginner's classes are well supported and free.

Over the years Directors and Shareholders have not profited from the Club, but have used the income to manage the facilities and provide a welcoming and open club and returning profit to the community via grants and support, we are extremely proud to actively support [Bury Hospice](#), [Trust House food bank and kitchens](#) and Bury visually impaired society and individuals needing support.

The Company Limited, via its Directors, set up a Community Interest Company in 2021 to carry the community ownership and management and successfully transferred all its assets to the newly formed Company in September 2022.

Whitefield Bowling Club has over 130 years of history of returning profit to the community via grants and support. The shareholders have made an altruistic decision to decline financial reward and "gift" the premises and land to the community to:

- Lock the land and asset into a community commodity in perpetuity
- Further establish and enshrine a mechanism for returning all profit to support the community

## 2. Executive Summary

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### Product

Whitefield Bowling Club provides a bowling green and sporting facilities with bar and function areas. Income is generated via sales, rentals, membership, and sponsorship. The service is designed to bring in operational capital through profit to support community facing projects.

### Customers

Whitefield Bowling Club Ltd has been in existence since 1891 and has a substantial membership. A long and distinguished history of trading in profit. The green and facilities are use daily for sports and social events from all parts of the community. Continuing influx of enquiries to rent / use the green and hire the venues for social gatherings (weddings, christenings, funerals). Expansion and modernisation of facilities, floodlights and ground improvement will increase the availability and uses of the premises and expand the customer base.

### Future of the Club

Recognition from the shareholders of the value of the land in terms of community facilities and benefits is acknowledged with the fact that the £1.45 million pound asset has been declared a Community Interest Company and the asset locked. The buildings have reached the end of their natural life and rebuilding is required as a priority. The renovated buildings will house and enable significant community projects and allow us to transact more day-to-day sales and rental income to generate greater profit to support community projects as a totally non-profit organization. It is recognised that WBC CIC has significant capacity to capture improved income across several streams and further establish a centre and hub for our community benefit.

Commercially we will work with sponsors and partners to improve sales and continue to return profit. The renovated building will allow a greater capacity for functions and bring opportunity for expansion of the membership.

Expansion of the site will allow partners to relocate from costly rented accommodation into purpose designed rent free space to allow the community benefit to be increased.

The demand for the services we provide increases year on year. Our 35% profit margin achieved on turnover will result in significantly more funds to invest in our community by the expansion of service areas and availability once the new building is established.

### 3. Incorporation Details

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Whitefield Bowling Club CIC is currently registered (13628703) at companies' house as a Community Interest Company Limited by Guarantee.

**Accountants / Tax Adviser:**

**Christine Salmon**

32 Euxton Close  
Bury  
Lancashire, BL8 2HY

**Architects:**

**HES Architects Ltd**

8 Church Street  
Swadlincote  
Derbyshire, DE11 8LE  
<https://he-studio.co.uk>

**Bankers:**

**Co Operative**

P.O Box 250  
Skelmersdale  
WN8 6WT

[Running a business in lockdown: David, Whitefield Bowling ...https://www.tide.co.uk/blog/coronavirus-how-to-run-...](https://www.tide.co.uk/blog/coronavirus-how-to-run-...)

**Business Adviser:**

**Cliffen Consulting**

8 The Fieldings  
Sutton in Ashfield  
Nottinghamshire, NG17 2TF  
<https://cliffen-consulting.com>

**Solicitors:**

**Blackstone**

8 Cecil Road  
Hale  
Altrincham  
Cheshire, WA15 9PA  
<https://blackstonesolicitorsltd.co.uk/>

**Web Domains Owned:**

<https://whitefieldbowlingclub.com>  
<https://whitefieldbowlingclub.co.uk>  
<https://www.facebook.com/Whitefieldbowlingclub>

## 4. Products and Services

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Include:

- Crown Green for rent and use (Members, leagues, schools, and members of the public)
- Games and Snooker room(s)
- Bar and refreshment facilities
- Food
- Event and room hire
- Whitefield Bowling Club Community Allotments
- Whitefield Bowling Club Community Bikes Hub – construction completed

To Include (pending bid approval):

- Changing facilities
- Food distribution and storage areas
- BTEC training areas for school leavers and return to work support
- Creche facilities
- Mother and child Yoga

### Pricing Structure

Whitefield Bowling Club has established a network of suppliers to ensure we achieve the best possible price across all products. We price match with similar organizations and service providers to ensure we attain maximum value for money. We carry out market testing on local providers to ensure our policy for providing competitive (and often lowest) priced products. We currently operate at circa 35% profit across all sales.

## 5. Market Analysis

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At present we are unable to support the demand for facility rentals (both our bowling green and room hire) and will further test prices once we have repaired / refurbished our facilities. We are aware that this commodity is in demand and should be priced accordingly for all commercial rentals.

A continuous record of returning a profit within the limited envelope of accommodation and condition. Opportunity to bring in further trade that is demonstrated by the requests for bookings and numbers of would-be members. The loss of several venues and bars in the area has increased demand and is further support for expansion.

An established and profitable operating system that continuously delivers profit and is aware of its customer and market. We embrace the digital era the improvements and benefits the technology brings. We recognise that staff and our volunteers are the backbone and essence of WBC and one of the primary reasons for our long history and excellent reputation.

We as part of our exploration and research fully understand that the building and future of the club's existence is totally dependent on securing funding and the fact that we may need to secure private funds. We are aware that any private funders would need repayment and security. We have developed a "Plan B" as a fallback position. We have explored rental demand and charge within the area and consider there is significant demand and rental recovery is assured.

## 6. Risk Assessment

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### **STRENGTHS**

- Existing clientele and membership
- Track record of achieving profit
- Substantial and honourable history
- Strong and experienced management team and partners
- Excellent market and expansion opportunity
- Professional advice and support in situ
- Financial reserves
- VFM aware with a tested supply network
- Established as a centre for sporting excellence
- Recognised as a community benefactor

### **OPPORTUNITIES**

- A building that is energy efficient and supports the climate agenda
- To deliver a totally compliant and accessible building for all users
- Bring in community partners onto a self-supporting site (remove rental loss)
- Increase financial support from increased income streams
- Provide facilities for digital training and “back to work” experience
- Increased capacity for community café and feeding project
- Increase capacity for food bank and stores
- Changing rooms and facilities for schools
- Flood lights to extend recreation into autumn and winter
- Local employment
- Retention of a community asset
- Bringing in mental health and wellbeing support

### **WEAKNESSES**

- Necessary funding for new building
- Site access and location for continuation of services during rebuild
- Diversity and representation on ourBoard
- Access to influencers and prominent support channels

### **THREATS**

- Loss of the community asset (building and land) through inability to find financial support
- Non paid directors failing in long term commitment
- Loss of volunteers
- Removal of Building Insurance
- Escalating costs and effects on purchase and customers’ ability to pay



## 7. Marketing and Sales Plan

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The existing client base is made up of members, teams and the public. We have a long and distinguished history and loyal membership base and a long waiting list for would be members. This captures and assures us that there is a larger and sustainable demand for the services and products. We will through the increased capacity expand the membership number while continuing to demonstrate our core values and ethos. We cannot currently accommodate requests for meeting rooms and social gathering space so are assured that the improved function facilities will be incrementally filled.

WBC is widely known for its community values, the excellence of the playing surfaces and facilities, welcoming and professional staff and the competitive prices of services and goods. This quality and track record will maintain our position and continuity.

We have established a digital network within the existing structure that includes contactless payments, remote and minute by minute sales and income via tablets and ordering systems. Our banking is on line with open and consistent access for authorized people. We maintain a total CCTV monitoring and management regime. We have open broadband access for all customers and an up-to-date web page that gives important information and allows the customer to see all relevant detail, prices, diaries and this will be further improved and implemented as we improve facilities and services on offer to the local community.

Our existing supply chain is robust in terms of its value and reflected supply prices for our customers. We will test the prices further given the increased sales numbers and volume through the expansion and partner collaborations.

We will continue to pay all suppliers within 30 days of invoice and pay all staff a living wage that represents and reflects the values of this community venture.

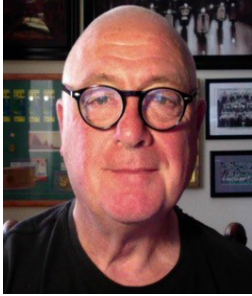
Working with our partners we will establish regular meetings to understand their business and target financial support in a timely and auditable manner. There is no intention for WBC to deliver the various projects, but we will ensure we can support, understand, and establish mutual mechanisms for interdependence.

Further our interaction with the local schools to establish a centre for Bowls, fitness and activity. Establish firm curricula time tables for activity and support within WBC operational plans.

Continue to support the allotments and self-sufficient growing agenda and activity for the users. Establish mechanisms for produce to be recycled back into the food distribution network via Trust House. Continue to work with Bury MBC to establish WBCCIC as a Bike Hub for further service provision and climate support.

## 8. Board Members & Team

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David M. Bevan  
Director of  
Governance



Colin Jack  
Recreation Director



Paul McMullen  
Communication Director

We envisage expanding our existing staff and management platform to employ a 32 hour “Services Manager” with responsibility for all day-to-day delivery platforms, partner liaison and administration. They will work closely with the finance director to prepare budgets, forecasts and identify trends and weakness. They will undertake VFM reviews across all services and goods. Through robust reporting regimes we will ensure we maintain rigid analysis, up to date information and identify risk and opportunity.

The enthusiasm of volunteers, partners, schools our councillors and member of parliaments supports the director’s direction and intent for this much loved and valued community venue.

## 9. Directors Responsibilities

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### Governance

- Registration and reports to community company regulator in keeping with statutory responsibilities and time intervals.
- Delivering responsible person role with companies' house and delivering accounts and reports as required.
- Appointment and liaison with auditor/accountant for company reports both external and internal and all accounts.
- Arranging and delivery of annual general meetings with members and supporting paperwork, reports and minutes.
- Liaison, negotiation and management of partner agencies (social services, voluntary and community departments) in delivering maximum income and use of premises.
- Licensing applications and compliance with legislation involved in community venture and licensing laws.
- Grant applications and recovery.
- Membership applications, dispute, conflict and registration.
- Board meetings, minutes and reporting.
- Working with agencies and fellow directors and staff to deliver a premium service for the benefit of the community and the success of WBC CIC

### Compliance

- Health and Safety of ground and buildings. Weekly and monthly reports. Accident logs and near miss reporting and recording.
- Ensuring WBC CIC champions E&D. Equality policy, management and ensuring equal and open access to all.
- Arrangement and management of insurances, reporting, payments and claims.
- Legionella control, testing and record keeping.
- Fire compliance, alarms testing, extinguishers and logs.
- CCTV control, reports and maintenance.
- Annual electrical testing, P.A.T and recording.
- Gas safety and certification.
- Machinery and equipment safety, PPE, training and maintenance for volunteers, staff and any contractors.
- Safeguarding responsibility, policies, compliance, reports and management
- Security, keys, access.
- Accessibility, DDA and services.
- Data protection and information management.
- Working with agencies and fellow directors and staff to deliver a premium service for the benefit of the community and the success of WBC CIC.

## Operations

- Opening hours and arranging management of premises and facilities.
- Staffing and cover for delivering all services. Interviews, staff liaison, management, salaries, sick leave and all matters relating to employment law and services.
- Cleaning and facilities day to day management.
- Maintenance and services to all buildings. Ensuring value for money and audit trail of spend and payment.
- “Cellar” services, line cleaning, gas and support services.
- Stock ordering and audit, ordering of equipment and supplies as necessary ensuring all available in suitable quantities and representing value for spend.
- Liaison with partner agencies/persons for access, equipment and security.
- Advertising, sponsorship, signs, payments, notices.
- Security, keys and access.
- Digital platforms, broadband and entertainment systems, memberships.
- Working with agencies and fellow directors and staff to deliver a premium service for the benefit of the community and the success of WBC CIC.

## Recreation

- Green and surround management and maintenance. Ensuring planned and scheduled work programmes to maintain a premium quality green year round.
- Delivering maximum use of all facilities across a range of sports and activities. Working with appropriate bodies and agencies to promote sport and recreation across the community for the services provided by WBC CIC and its partners.
- Ensuring the maximum and continuing use of facilities.
- Arranging all competitions and events. Prizes, entry, handicaps, management.
- Federation, governing body, league and team liaison and services to external agencies in use and attendance of green and premises.
- League and membership terms, fees and dispute.
- Recovery of all fees, memberships and compliance with WBC terms and conditions of use for members and users.
- Hire and use of green and surrounds.
- Working with agencies and fellow directors and staff to deliver a premium service for the benefit of the community and the success of WBC CIC.

## Finance

- Contract procurement and management across all platforms (gas, water, digital/broadband, services, electrical etc) ensuring WBC achieves the best possible market costs. Direct debits and standing charges.
- Establishing clear and open accounting and reporting at determined intervals for all members, regulators and directors.
- Daily accounting and record keeping of spend and income with particular focus on bar spend and income.
- Banking services, change and cash security. Audit of account.
- Wages and staff payments. Expenses and payment recovery.
- Achieving best possible prices for the supply and purchase of food, wet goods, equipment and supplies across all services.
- Pricing of all goods for sale to ensure a fair and reasonable price is achieved across all services.
- Establishing a climate that champions “value for money”.
- Maximising opportunity for income.
- Continuing internal audit and inspection of all spend, income and contracts.
- Responsibility for all awards, gifts, grants and spend (within director authorisation and compliance limits).
- Investment.
- Grant and bid management. Ensuring WBC CIC is aware of all opportunities to expand and support services.
- Payment to schedules of building and maintenance works.
- Working with agencies, fellow directors and staff to deliver a premium service for the benefit of the community and the success of WBC CIC

## Communication

- Responsible for procurement and management of all digital access and management platforms including sports, music and entertainment.
- Web site profile and day to day supervision and updates.
- Management and communication of diaries, appointments, events, competitions league games, opening hours and notices.
- Publicity and communication with all members, funders, and partner agencies.
- Training programmes for community, members of digital awareness and access.
- Procurement of equipment and mechanisms for access and distribution to members and our community.
- Pursuing opportunity and grants with support for the CIC commitment to digital access and awareness.
- Working with agencies, fellow directors and staff to deliver a premium service for the benefit of the community and success of WBC CIC.

## 10. Milestones / Progress Reporting

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### Priorities

- Shareholder permission for name change and to disposal of the asset (complete)
- Agree articles and rules for proposed new company (complete)
- Lower grant and support in recognition of additional costs (on going)
- Appoint solicitor to deliver company changes (complete)
- Appoint architect to prepare plans with our partners and agencies (done and under review)
- Land Valuation (complete)
- Structural report and scaffolding (complete) Register as a community interest company (complete)
- Transfer assets from Co Ltd to CIC (complete) Determine funding opportunities and prepare bids (underway)
- Determine funding opportunities and prepare bids (on going)
- Keep partners and community contacts advised and aware (on going)

## 11. Budget

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We own the land and property so have no rent. We are rate exempt being a sports and community hub. We currently pay bar staff for 15hrs (£10 per hr) and the remaining opening time is staffed by volunteers. We do see our increased opening hrs for the ground floor members area resulting in c30hrs paid staff.

Due to the Subsidence issue, our risk assessment has forced us to restrict access to the club. The figures below therefore reflect a 50% decrease in the normal level of bar sales

### Current Position - Income

Income	Qty	£each	Total per Annum	Cost of Sales	Margin
Membership	300	25	7,500	0	7,500
Bar Wet Sales	52 weeks	1,500	78,000	27,300	50,700
Green Fees			2,000		2,000
Function Room Hire	10	100	1,000	0	1,000
Meeting Room Hire	52	50	2,600	0	2,600
Function Room Wet Sales (Events X Attendees)	10 x 50	20	10,000	3,500	6,500
Meeting Room Wet Sales (Events X Attendees)	20 x 10	10	2,000	700	1,300
Total			103,100	31,500	71,600

## 12. Budget – Plan A (Refurbishment)

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We have created two plans that outline our positions under two different scenarios. The first is our preferred position, whereby we receive a grant to carry out the structural repairs and refurbishment of the Club House.

The refurbishment is believed to extend the usefulness of the Club House for a further 40+ years.

It is hoped that our bid for funding through the Community Ownership Fund (Round 2) will gift us the £275,000 to carry out the repairs and refurbishment.

Once the work has been completed, we anticipate the following income:

### Plan A - Income

Income	Qty	£each	Total per Annum	Cost of Sales	Margin
Membership	300	25	7,500	0	7,500
Bar Wet Sales	52 weeks	3,000	156,000	54,600	101,400
Green Fees			2,000		2,000
Function Room Hire	20	100	2,000	0	2,000
Meeting Room Hire	52	50	2,600	0	2,600
Function Room Wet Sales (Events X Attendees)	20 x 50	20	20,000	7,000	13,000
Meeting Room Wet Sales (Events X Attendees)	52 x 10	10	5,200	1,820	3,380
Sponsorship			600		600
<b>Total</b>			<b>195,900</b>	<b>63,420</b>	<b>132,480</b>



## 13. Budget– Plan B (Fall-Back Position)

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The fall-back plan is where we source funding in the form of a loan. We have considered two scenarios for this

- A loan to fund the Structural Repairs and Refurbishment c£250,000 (income as above)
- Plan B - Rebuild and First Floor for Two Apartments for Rental c£970,000

### Plan B - Income

Income	Qty	£each	Total per Annum	Cost of Sales	Margin
Membership	300	25	7,500	0	7,500
Bar Wet Sales	52 weeks	2,500	130,000	45,500	84,500
Green Fees			2,000		2,000
Room Hire	100	100	10,000	0	10,000
Room Hire Wet Sales (Events X Attendees)	52 x 75	20	78,000	27,300	50,700
Sponsorship			1,000		1,000
Apartment Rent	52 weeks	400	20,800		20,800
Total			249,300	72,800	176,500

## 14. Overheads

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### Current Position

	Description	Annual Cost
1	Maintenance and Repairs	1,200
2	Insurance	1,200
3	Utilities	4,000
4	Telecoms	450
5	Grounds Maintenance	2,000
6	Wages	24,000
7	Cleaning & Windows	1,200
8	Professional Fees	400
9	Sky / BT Membership	3,000
10	Refuse and Recycling	500
11	Air Products	100
	Total	38,050

### Plan A.

	Description	Annual Cost
1	Maintenance and Repairs	1,200
2	Insurance	1,200
3	Utilities	4,000
4	Telecoms	450
5	Refuse and Recycling	500
6	Registrations / Memberships	330
7	Air Products	800
8	Postage / Stationary / Printing	240
9	Grounds Maintenance	2,500
10	Wages (includes proposed full time manger)	64,000
11	Cleaning & Windows	1,500
12	Professional Fees	400
13	Sky / BT Membership	3,000
14	Fire and PAT compliance Testing	2,500
15	CCTV and Remote Alarm Management	1,600
16	Common area lighting and management annual costs and maintenance	500
17	Health & Safety Adviser	3,000
18	Business Adviser	1,000
19	Advertising	5,000
	Total	93,720

Plan B.

	Description	Annual Cost
1	Maintenance and Repairs	1,200
2	Insurance	1,200
3	Utilities	6,000
4	Telecoms	450
5	Refuse and Recycling	500
6	Registrations / Memberships	330
7	Air Products	520
8	Postage / Stationary / Printing	120
9	Grounds Maintenance	2,000
10	Wages (includes proposed full time manger)	50,000
11	Cleaning & Windows	1,500
12	Professional Fees	400
13	Sky / BT Membership	3,000
14	Fire and PAT compliance Testing	2,500
15	CCTV and Remote Alarm Management	1,600
16	Common area lighting and management annual costs and maintenance	500
17	Health & Safety Adviser	3,000
18	Business Adviser	1,000
19	Advertising	5,000
20	Apartment Costs	15,800
	Total	96,620

## 15. Financial Plan

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### Current Position.

Income	103,100	
Cost of Sales		31,500
Overheads		38,050
Total	103,100	69,550
	Profit / Loss	33,550

### Plan A.

Income	195,900	
Cost of Sales		63,420
Overheads		93,720
Total	195,900	157,140
	Profit / Loss	38,760

### Plan B.

Income	249,300	
Cost of Sales		72,800
Overheads		96,620
Total	249,300	169,420
	Profit / Loss	79,880

As we can see, the strict control on expenditure in our current situation is still returning a profit. This of course is in a situation where no work is being carried out to remedy the Club House structural issues. It is clearly understood that the worsening condition of the building will drive the finances into loss and eventual closure of the venue.

The anticipated incomes for Plans A and B are showing sustainable profits based on low end sales predictions. Once the club builds its reputation for a safe and well appointed venue, the sales are expected to rise considerably.

## 16. MP Letter of Support

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HOUSE OF COMMONS

LONDON SW1A 0AA

Louis Smyth  
Community Interest Companies  
1<sup>st</sup> Floor  
Companies House  
Crown Way  
Cardiff  
CF14 3UZ

Our Ref: PC/ CW9460

23 March 2021

**Re: Whitefield Bowling Club**

I hope you and your family are keeping safe and well and please accept this letter as a support letter for Whitefield Bowling Clubs application to become CIC accredited.

Whitefield Bowling Club is based in my constituency and has 134 year history of serving the local community. I would like it to be recognized that the club are moving all of their considerable assets to a status that will ensure the land and premises will continue to serve and be dedicated to the community. The club has now linked up with Bury Council's social services and is working with some of the most vulnerable people in our local community. I am very pleased this is happening and that the club has reached out to set this partnership themselves.

Whitefield Bowling Club is committed to improving the lives of local people and continues to be dedicated to improving the local area. I am pleased that the club are champions of many community projects and have been working with people of all ages and genders to deliver a diverse number of local schemes.

I strongly support Whitefield Bowling Club and their application to become CIC accredited. I hope you will look on their application positively.

Thank you for taking the time to read this letter.

Yours sincerely

Christian Wakeford MP

## 17. Clubhouse Plans

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As you can see from the photos above, the need for repairs is very urgent - without them we will be forced to close our doors.

We have engaged Architects to prepare a new design that we will put forward for funding and this is currently being prepared and bids written.

The existing buildings require major work owing to severe and continuing movement and the very real fact that they are at the end of their natural and practical use. The cost is estimated to be in the region of £267,500 as per the summary in section 18 below.

We have received a valuation of our Club which values us at £1.45M a copy of which is available @

[https://whitefieldbowlingclub.com/help/documents/WBCCIC\\_VALUATION.pdf](https://whitefieldbowlingclub.com/help/documents/WBCCIC_VALUATION.pdf)

## 18. Plan A - Project Costs

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	Description	Cost in £
1	The existing slate roof that is failing, deteriorating fixings, battens will be stripped, this will also take the weight off the support structures for remedial work. The roof covering will be replaced with a lighter sympathetic tile (agreed via planning) that will also facilitate panels for energy recovery	60,000
2	All windows to front elevation will be removed to facilitate repairs, new double-glazed units (carbon footprint and energy conservation) fitted on completion of the works	25,000
3	A supporting system will be installed to support the roof timbers and remaining structure	7,000
4	Remove failed brickwork and excavate below cellar to uncover and prepare for piling/concrete following engineers' inspection and install remedial specification	50,000
5	A system of grey water recovery will be installed at excavation stage to house storage tanks and pumps	12,000
6	Rebuilding damaged brickwork and extending toilet facilities that will allow DDA compliance and modern serviceable services	42,000
7	Strip and renew gas wet system and replace with ground source heating system	20,000
8	Increased insulation, lowered ceilings and thermal improvement works	10,000
9	Brickwork renewal/replacement to 3 elevations at circa 40m2 to facilitate cladding/rendering to rear elevation to increase thermal properties	16,000
10	Tanking for cellars and increased lighting to facilitate Trust House store	12,000
11	Planning Applications and preparation	1,500
12	Structural Engineer	4,000
13	Accommodation/Toilets	6,000
14	Utilities	2,000

In total we are looking for funding of c£267,500

## 19. Our Fund-Raising Initiatives

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Given the current economic climate it is imperative that we do not rely on outside funding alone.

We have started several initiatives to create local community awareness of our plight.

1. A GoFundMe Appeal page has been created @ <https://gofund.me/075837a2>
2. A Donate Now Page is shown on our website <https://whitefieldbowlingclub.com/help/value>
3. Our offering for Local Business Sponsorship has been enhanced to include 3 levels of Sponsorship Opportunities – Booking of which can be done @ [https://whitefieldbowlingclub.com/sponsors/sponsorship\\_opportunities](https://whitefieldbowlingclub.com/sponsors/sponsorship_opportunities)
4. A series of Spread The Word Social Media Banners of various sizes have been created to allow friend of the club to add the banners to their email signatures, websites and social media posts. The images contain a link that directs the click to the donations page on our website. [https://whitefieldbowlingclub.com/help/spread\\_the\\_word](https://whitefieldbowlingclub.com/help/spread_the_word)
5. As we have supported several worthy causes over the years, we in turn are now asking those same causes to help us by spreading the word.