

NATIONAL MEMBERSHIP REGISTER

NATIONAL MEMBERSHIP REGISTER – WHAT IT WILL PROVIDE

- A register of outdoor bowlers in Bowls England affiliated Clubs bringing us in line with all other National Governing Bodies
- An opportunity to improve the service that Bowls England, County Associations and Clubs provide to their members
- Consistency of reporting to Bowls England from Clubs and County Associations
- Help Bowls England reach and recognise all bowlers regardless their memberships status or playing ability



NATIONAL MEMBERSHIP REGISTER – WHAT IT WON'T BE

- An income generation tool for Bowls England
- A lessening of importance for County Associations
- A “Snoopers Charter”
- A breach of data protection laws or privacy



MEMBERSHIP ORGANISATIONS

- There are over 8,000 membership organisations in the United Kingdom (with memberships of over 1,000 individuals/organisations)
- The UK has an estimated population of 66.5million – at least 80% belong to at least one membership organisation/association
- According to YouGov the fastest expanding membership organisations are online communities – the average UK adult belongs to 8!

MEMBERSHIP ORGANISATIONS

- Most membership bodies hold details of all their members including:



- Bowls England will be in the top 100

WHO BENEFITS

■ Bowls England

- Improves the ability to support the club and county associations
- Greater opportunity to understand the membership
- Provides a more effective method of communication with the membership
- Will bring the sport of bowls in line with other sporting National Governing Bodies

Without a full understanding of the Bowls England membership demographic – how can Bowls England best meet the needs of its members?



■ County Associations

- Improve the consistency in reporting: Club – County – Bowls England
- Reduction in the workload: There will not be the need to update and collate all the club and member information
- Ability to authorise club changes within your County

WHO BENEFITS

■ Clubs

- Free administration tool for club volunteers
- Club ownership: data restricted to approved personnel with transferable login providing a simple handover if the personnel changes
- Greater membership insight: knowing who your membership are, why they joined and what they want out of their membership provides many benefits:-
 - Easily accessible proof of your membership demographics
 - Increased membership retention rates
 - Help in advertising the club to other potential members
 - Knowing what aspects are working, and what needs to be changed

WHO BENEFITS

■ Members

- The choice to receive information on bowls-related topics:
 - Coaching
 - Competitions
 - Greens Maintenance
 - Safeguarding
- They will have the choice to OPT IN!
- Information securely held in a fully GDPR Compliant System – no paper trail or personal laptop



COMMUNICATIONS

- The Membership Register will provide a direct communication channel from Bowls England to clubs and members updating them on:
- Clubs
 - Facility and greens opening guidance
 - Sport England and other government funding opportunities
- Members
 - The latest news updates
 - Updated preferences to receive updates on the topics you want to only



GENERAL DATA PROTECTION REGULATION (GDPR)

- Enforceable from 25 May 2018
- Replaced the Data Protection Act 1998
 - Covers the use and storage of 'personal data'
 - Personal Data is any information held by an organisation/business relating to an individual person (electronic or paper form)
- Applies across most of Europe
 - Unaffected by Brexit

GENERAL DATA PROTECTION REGULATION (GDPR)

Impact on Bowls

1. All organisations must work within the remit of the GDPR
2. Many of its points already apply under current data protection laws
3. Clubs/County Associations can take a number of proactive steps to ensure that they comply with it
4. The GDPR states that Personal Data can be held, without the need for consent, if it is:
 - **Adequate/Relevant/Non-Excessive**
5. As long as a Club, or County Association, reasonably considers the storage of Personal Data (such as a telephone number, e-mail address or home address) to be relevant and non-excessive, they can continue to hold it

GoMEMBERSHIP

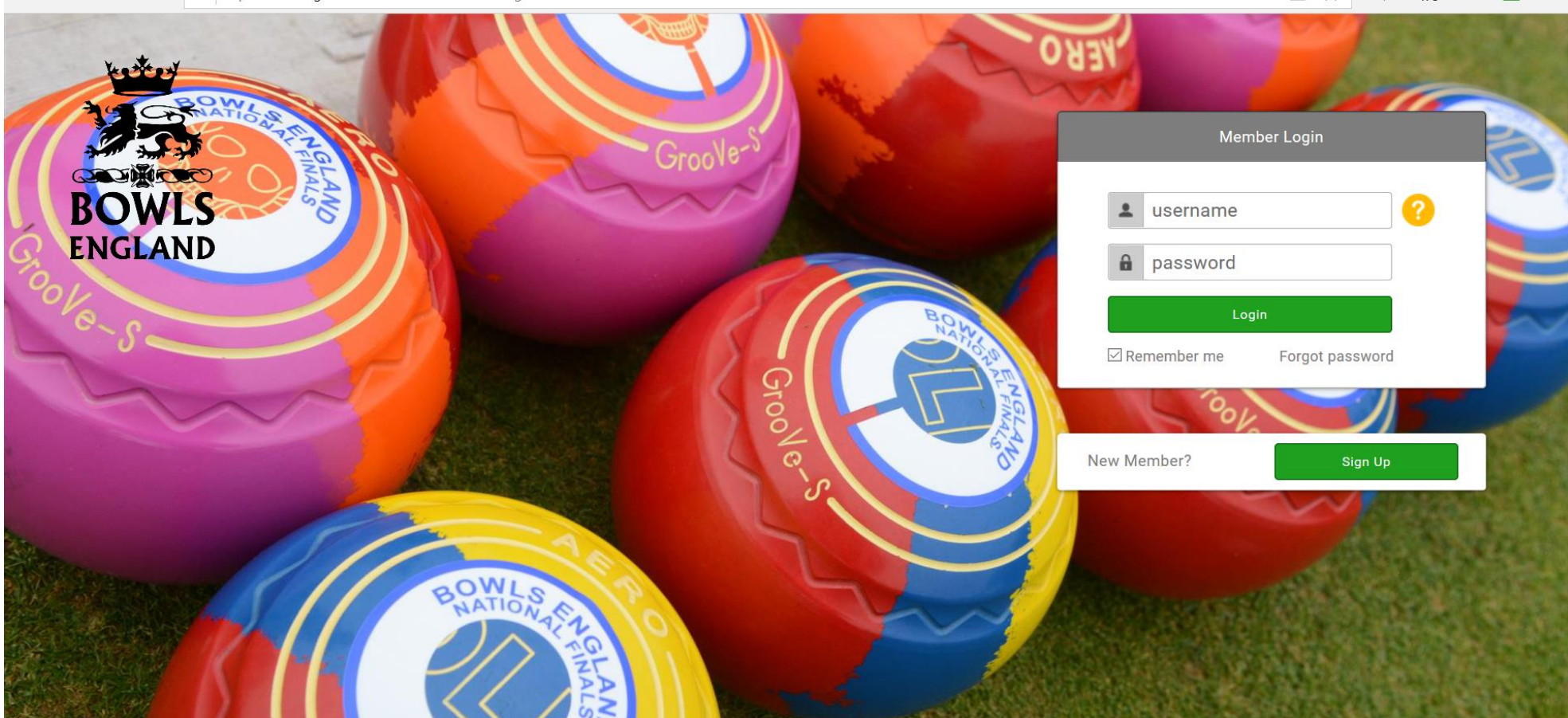


USED BY OVER 50 NATIONAL GOVERNING BODIES WORLDWIDE



GoMEMBERSHIP

← → ↻ 🏠 🔒 https://bowlsengland.azolve.com/Account.mvc/Login?ReturnUrl=%2f 📖 ☆ ⚙️ 🔍 📄 📧 ⋮



Member Login

?

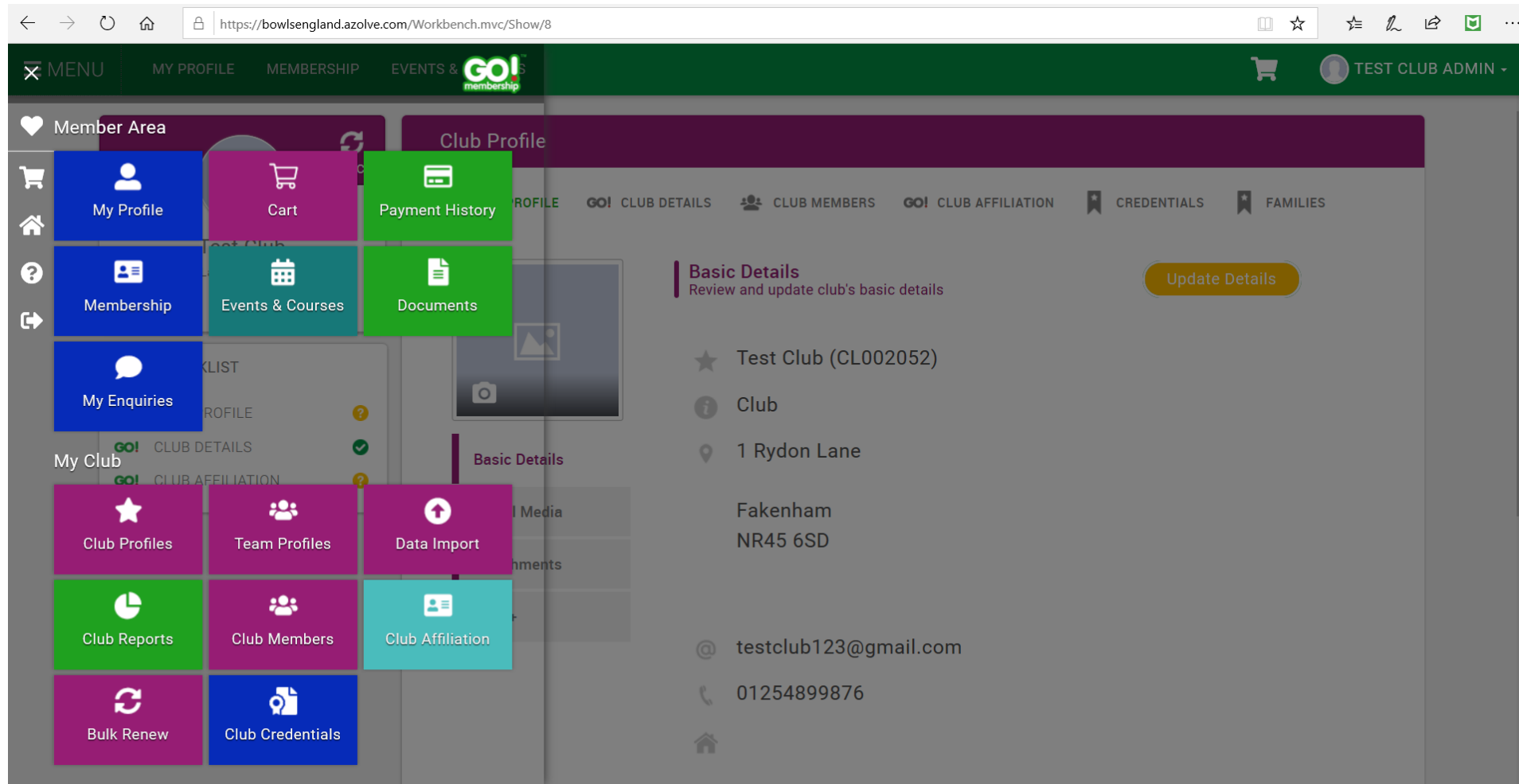
Login

☒ Remember me [Forgot password](#)

New Member?

Sign Up

GoMEMBERSHIP



GoMEMBERSHIP

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☰ MENU


MY PROFILE

MEMBERSHIP

EVENTS & COURSES

🛒

👤 TEST CLUB ADMIN ▾



Switch

Test Club

📍 1 Rydon Lane, Fakenham, NR45 6SD

CLUB CHECKLIST

★ CLUB PROFILE

GO! CLUB DETAILS

GO! CLUB AFFILIATION

Club Profile

★ CLUB PROFILE

GO! CLUB DETAILS

👤 CLUB MEMBERS

GO! CLUB AFFILIATION

🔖 CREDENTIALS

🔖 FAMILIES

Club Members

Below is a list of all your club members for you to view and manage

Search...

🔍 Search

Membership ▾

Sort by Surname ▾

⋮

+ Add Existing Member

+ Add New Member

All Members


No Membership

7

7

Summary by Membership ▾

👁️




Test Club Admin ★
jamie@bowlsengland.com
ME002116

M

C

No Membership




Aaron Davies ★
1testclub@testclub.com
ME002124

P

M

No Membership




Alice Hughes ★
Ahughes@testclub.com
ME002123

P

M

No Membership




James Martin ★
james.martin@testclub.com
ME002121

P

M


No Membership



Test Player ★
jamie@bowlsengland.com
ME002115

M

No Membership



John Smith ★
john.smith@azolve.com
ME002120

P

M

No Membership

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☰ MENU


MY PROFILE

MEMBERSHIP

EVENTS & COURSES

🛒

👤 TEST COUNTY ADMIN ▾



Test County Admin
No Licence
Expires -
▲ ME002117
📧 jamie@bowlsengland.com

REGION CHECKLIST


★ REGION PROFILE ?

GO! REGION DETAILS ✓

GO! REGION AFFILIATION ?

County Profile

★ COUNTY PROFILE GO! COUNTY DETAILS GO! CLUBS 👤 MEMBERS



Basic Details

Social Media

County Report

County Report
County Report

Club Invoice Report Download

County Clubs Report Download

County Members Report Download

County Members
Volunteering Opportunity Download

NATIONAL MEMBERSHIP REGISTER – YOUR QUESTIONS ANSWERED

- **How will it work?**

- Data input/Data removed at club level
- Data shared, **as relevant**, with County Association and Bowls England

- **Who can access the entire register?**

- Authorised Personnel Only - Club/County and Bowls England - Authority levels set throughout system

- **How will this be funded?**

- The National Membership Register is wholly funded by Bowls England

- **Where will data be stored?**

- Stored centrally in accordance with data protection and IT security requirements

- **Why is this information required?**

- To enable Clubs, Counties and Bowls England to better meet the needs of their member's

WHAT HAPPENS NEXT?

- Clubs to complete a template Excel form and return to their County Association
- County Associations to collate and forward these to Bowls England
- Bowls England will upload all of the current membership to GoMembership
- Clubs and County Associations to have the ability to manage and update their own information/membership details
 - ✓ Add new members/volunteers
 - ✓ Remove former members/volunteers

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