

# **Broxbourne Sports Club AGM September 2018**

## **Business Development Report**

This was a new role on the committee in 2017-18. The main activities undertaken this year have been:

### **Building local partnerships**

- Establishing regular liaison with the Sports Development Officer at Broxbourne Borough Council to find out about their priorities and initiatives and explore ways in which the club could be involved and/or work together for mutual benefit.
- Working with Active Herts in Broxbourne – this is a publicly funded project to help inactive people become more active
- Most recently I have met the Community Development Manager for Wormley and Turnford Big Local to discuss ways in which our facilities could be used for some of the initiatives they are planning in the area to promote physical activity and social inclusion.

### **Marketing and raising profile**

- Designing and printing a new leaflet to promote the club, the sports sections and the facilities available for hire.
- Establishing a section on the club's website to promote the other sports and activities based at the club with a view to this promotion being part of our offer to potential new hirers. It hopefully also benefits the club by showing that we have lots going on.
- Meeting all those who provide health and fitness classes at the club and developing a fitness timetable and web page
- Broxbourne Sports Club was a pit stop point for the Great Borough Walk in July. We provided refreshments for the 35 participants and in return the club's involvement was recognised on publicity for the event.
- 100 Club – revision of application form, web page and creating a plan for improving internal promotion. Further work needed to ensure better publicity for the monthly draws.

### **Terms of business**

- Revised booking form and terms for the function room hire
- A more radical revision of the terms and conditions for the sports facilities hire - almost complete now thanks to assistance from Iain Lock.

### **Developing new sports and activities**

- Meeting and evaluating two potential initiatives that approached the club about basing their businesses on our premises. One was a physio/well-being operation and the other a nursery. Neither have progressed.
- Walking Football – after several months of discussions with potential partners, we are due to launch our new group in partnership with GC Sports on 5<sup>th</sup> October. It will run every Friday 10.30am – 11.30am.

Sarah Elliott