



## **BKA New Club Start-Up Assistance Package**

- In regions of the country where there is an Area Association the application must come via the Area Association
- The area association must show how the application fits within their Development Plan (those fitting will be prioritised by the BKA)
- The Area association must show how they will support the start-up of the new club, both in terms of personnel and finance
- The plan must be provided to the BKA in writing, at least 3 months prior to the planned activity
- The BKA /decision will be made and communicated within 14 days of receiving the application
- No applications can be considered retrospective to any activity
- Reports on activities must be made firstly after the initial 2 weeks, after 6 weeks and after 6 months. The required reporting must be received by the due dates
- All claims in connection with any grant must be accompanied with signed receipts. Payments will be made within 14 days of receiving accurate claims, provided reports have also been received

### **The BKA Package**

#### **i. Pre-Promotion**

- This is the **critical** activity and must happen in the 2 weeks prior to the first 'taster' session. It must be primarily 'active' (personal) and not solely 'passive' (posters)
- It should take place at a busy leisure centre – the same one as will be used for the 'taster' sessions
- A 'chatty' male and female member of the proposed new club should be present at the leisure centre from 18.45 – 20.15 on weekday evenings. This will catch the 19.00 and 20.00 centre users. Supplementing this with weekend activity is desirable. You will need a rota of helpers
- Emphasis should be on 'come along and try it', 'nobody else will know what they're doing', 'it's mixed', 'along the lines of basketball or netball – but very different from both', 'It's free!' and 'bring some friends'
- Keep the contact brief and friendly

- **The BKA will pay:**
  - For mileage at 15p per mile for one car, to a maximum of £3 per journey x 10 journeys: £30
  - For promotional handouts (what, where, when, contact details): up to 1000 x A5 and up to 50 A4 photo-copied posters, to a maximum of £12
  
- ii. **Hall Hire**
  - One hour per session is sufficient, and provides the economy to continue longer
  
- **The BKA will pay:**
  - For 1 hour x 8 (weekly) sessions, at up to £30 per hour
  
- iii. **Coaching**
  - Each session must be 'playing' focused for a minimum of 40 minutes
  - The coach should create a 'fun' environment
  - **The BKA will pay :**
    - the coach £25 for up to 8 sessions: £200....or the normal fee paid to this coach, whichever is the lower
  
- iv. **Equipment**
  - Equipment may be available for the period, after which it must be purchased or hired from the BKA
  
- v. **Income**
  - The first 2 sessions will be free, afterwards sessions must be charged at £2 per person. **This income is due to the BKA**

It will be seen from the above that the **BKA is prepared to provide assistance valued at nearly £500, less income.**

It should be noted that attendance at the first 2 sessions must be communicated to the BKA promptly and that the BKA reserves the right to cancel subsequent sessions where initial take-up is poor.

**This information is subject to change at any time**

**Peter C. Allan  
Chairman  
June 2003**

