

Case study: Desborough Bowling Club.

“The team at Wilson Partners has made the change effortless and seamless and the benefits of bringing them on board, helping not only with the numbers but also challenging us around the strategy for the way ahead, are already clear. We look forward to an exciting future together.”

In brief:

Wilson Partners offer a unique service to enhance a bowling clubs finances and strategy.

Who:

Desborough Bowling Club

What:

Outsourced Finance



The power of information

The background:

Desborough Bowling Club is based in Maidenhead and has been established since 1907 when the outdoor green was given to club by Lord Desborough. With its recent move to Green Lane, the Club has become one of the finest facilities of its kind in the UK offering not only outdoor bowls during the summer months but also an all year-round exceptional indoor facility comprising 8 lanes. The club not only serves its members, but is also a key part of the community, which offers exceptional high spec facilities for businesses to hold team meetings and conferences. In addition, the Club is available to a wide range of local charitable organisations who meet socially on a regular basis including running various classes for their members.

The problem:

As a club they are not run by shareholders or directors, but instead the club is run by their members and officers which include a President, Deputy President, General Secretary and Treasurer. With the move to the new facilities at Green Lane in Maidenhead and the considerable investment into its new facilities the Club realised the need to become ever more professional in its management without changing its ethos. It was a case of embracing change not fearing it as new and exciting opportunities opened up.

The solution:

Part of the thinking included reviewing the preparation of regular financial information on which to base future decisions and the Club decided to explore the option of Outsourcing their finances. The Club realised the benefits of producing ever more meaningful financial information both to ensure real time financial information was always available and accurate as part of managing the way ahead and making great decisions. Wilson Partners were invited to set out their proposals and this included the 'unique' offering of not only producing the regular financial information and presenting it at Finance Committee Meetings as well as Management Committee Meetings, but also included the provision of Club Treasurer being one of our experienced Business Advisory team bringing knowledge, experience and a network gained from working within the SME sector as well as extensive relevant experience of clubs and of the charity sector.

A committee member added "this is the most detail we have ever seen into the finances of the club."

"The Club had an annual budget for its accounting and within that budget we were able to provide all the services they required including the Treasurer position. We were subsequently retained to provide the Club with a full outsourcing offering including Book-keeping, VAT Return preparation/filing and monthly management reporting."

"We were able to upgrade the management reporting using cloud-based technology including Datamolino, Xero and Syft and we streamlined the process to provide ever more detailed management accounts tailored to the Club's needs."

Zoe Hellmuth, Associate Director,
Wilson Partners Ltd