



National Membership Register ('GoMembership')

Frequently Asked Questions: March 2020

1. Why is Bowls England introducing a Membership Register?

- Most large organisations and National Governing Bodies use Membership Registers to manage their members including The National Trust, English Heritage, England Golf, RSPB etc.
- Our members, through their County Associations, asked for one centrally led Membership Register, that covered all affiliated Bowls England members

2. How will the Bowls England Membership Register work?

- Current membership data will be input at club Level
- Previous membership data will be removed at club Level
- Data will then be shared, **as relevant**, with the county association and Bowls England

3. Who can access the Data within the Bowls England Membership Register?

- Individual members: Their personal details **ONLY**
- Club administrators: Information about their own club members **ONLY**
- County association administrators: Relevant member/club information within their own County **ONLY**
- Bowls England: Relevant member/club information, accessed by authorised personnel **ONLY**

4. How will the Bowls England Membership Register be funded?

- The National Membership Register will be provided as a service to affiliated clubs and county associations by Bowls England **FREE OF CHARGE**
- The National Membership Register is funded entirely by Bowls England

5. Why does the National Membership Register need my email and Date of Birth?

- The system requires your email to create a unique user ID – this is similar to the majority of software systems (for example Facebook). Your email **WILL NOT** be passed by Bowls England to any third party without your permission as any such action would be in breach of data protection legislation
- You will have the option to choose what information you receive, on bowls related topics. This includes coaching, competitions, greens maintenance and safeguarding. It is



an **OPT IN** system – if you do not opt in, your email address **WILL NOT** be used for any communications from Bowls England

- Your Date of Birth is required, rather than age brackets, to avoid your club administrators having to update the information annually. With a Date of Birth input, the software will automatically update

6. What happens with my personal information in reports?

- All names will be removed from any overall data reporting
- Your personal information will never leave the system
- Bowls England will have a large data source that will give an overview of affiliated members that are playing the sport, for example:
 - Bowls England will be able to create a report stating that Club X has 65 members with the following breakdowns
 - 35 male; 30 female
 - 11 members aged under 18; 14 members aged 18-54; 40 members aged 55 and over

7. Why is this information required?

- Reduces the long term workload at club/county level in collating and updating club/member information
- Gives Bowls England the ability in the future to support the clubs with more information and advice – particularly with regard to funding applications, coaching courses, safeguarding, governance and greens maintenance
- To give consistency in the reports to the county/Bowls England from clubs and county associations
- Will provide a simple handover of information in the event of a change in administration at club/county level
- Gives clubs greater membership insight: knowing who your members are, why they joined and what they want out of their membership provides many benefits:
 - Increased membership retention rates
 - Help in advertising the club to other potential members
 - Knowing what aspects are working, and what needs to be changed

8. Where will data be stored?

- Securely and centrally on the GoMembership platform in accordance with current data protection and IT security requirements