



EASTER EXTRAVAGANZA

WELCOME - ACTIVE PEOPLE SURVEY - MILESTONES - HOTSPOTS -
DISABILITY AND MUCH MORE



Welcome to the April 2015 edition of the BDA newsletter.

The past three months have seen a real focus on encouraging those with a disability to take up the sport of bowls. Back in January more than twenty partners working across disability sport attended a meeting to drive the development of a National Disability Strategy for bowls. The strategy will look at developing a joined up approach to ensure that anyone looking to take up the sport will have the opportunity to do so. Clubs are encouraged to apply for package funding to assist in developing new sessions aimed at those with a disability and to purchase any equipment that might be needed.

The new "Working with Disabled Bowlers" module is now available for coaches and volunteers and aims to explore what clubs can do to welcome people whatever their ability. We are also really keen to recognise the great work that some clubs and organisations are already doing with disabled players and welcome applications for the **Love Fisher Brown** award which closes on May 29th.

Easter is nearly upon us and we hope to see more clubs than ever run a Play Bowls Day as the season opens and actively look to recruit new members to their clubs.

Happy Easter from myself and all of the team.

Susan Cooper - Development Director



Active People Survey

Sport England recently published their Active People Survey showing the current trends in participation across all sports. This survey is one of the ways in which Sport England, the BDA's majority funder, measures our performance and as such, it is vital that as many bowlers take part in the survey as possible. Active People randomly select five hundred respondents per local authority from the landline telephone listings and ask questions relating to recent sporting participation activities. Should anyone be contacted by the Active People Survey, the BDA would strongly urge you to take part and contribute to ensuring that the most accurate picture of participation in sport, and bowls specifically, can be reported.

For more information on the Active People Survey, visit <https://www.sportengland.org/research/who-plays-sport/>

55 and over Participation Milestone Passed!



The BDA have been celebrating the news that over 3,000 new participants, aged 55 and over, have been recruited into the sport since April 2014. The target for this period was to recruit 2,200 participants meaning the sport is on course to surpass this target by 1,000 people! This brings the overall 55 and over participation increase since April

2013 to 4,750 people and ensures that the BDA continue to hit the targets as set out in our Whole Sport Plan and those assigned to us by Sport England.



Did you know the BDA now has its own twitter account? Follow **@BowlsDA** for regular updates on BDA funded activities, Play Bowls Road Show locations and much more.



Record breaking attendance at 2015 Hot Spot launch events

Throughout January and February, the BDA team have been supporting the launch events of the six new Hot Spots for 2015, namely Cumbria, Lincolnshire, Herefordshire and Worcestershire, Northamptonshire (pictured), Suffolk and Somerset. All of the launch events have been well attended with a new record being set at the Suffolk launch night on the 26th January of 75 people which was then surpassed the next evening by the event in Northamptonshire which saw 81 people in the audience.



Disability Strategic Group Meeting



For the first time in the sport's history, all of the key organisations inside and outside of the sport met at the BDA offices in Melton Mowbray to create the initial content for the inaugural Disability Strategy for bowls. This strategy will be published shortly and see's contributions from a wide range of organisations and individuals including Bowls England, EIBA, the County Sport Partnerships and National Disability Sport Organisation networks in addition to Aero Bowls, Sport England and a number of individuals from within the sport with extensive experience regarding disabled participation.

A Steering Group is currently being created to oversee the successful implementation of the strategic actions identified by the Disability Strategic Group and to ensure that the strategy is a working document that will evolve on an annual basis. The BDA is committed to driving up disabled participation within bowls and supporting clubs to become more inclusive and accessible for disabled participants.

For those clubs already working with disabled participants, don't forget that the **Love Fisher Brown Award**, sponsored by Aero Bowls, is still open for entries and will remain so until 29th May 2015 with a variety of prizes to be won.



For more information on the BDA's disability work or to download further information regarding the **Love Fisher Brown Award**, visit <http://www.playbowls.org/index.php/disability>

National Participation Survey

The full survey report was published on 31st March 2015 and reveals what motivates current and former players as well as non-bowlers to spend their leisure time in the manner which they currently do. This insight is vital for clubs, coaches and the sport as a whole to bear in mind when engaging with current and new participants as it outlines how the sport can meet the needs of our participants and keep them engaged in the sport for longer.

Sport England launch new tool to support clubs

Sport England have recently launched a new tool which clubs can access on-line to support their club development. "Club Matters" collates all of Sport England's tools into one easy to navigate resource. Featuring template policies, financial advice and a club health check tool this is an excellent resource that all clubs should look to take advantage of. For more information visit www.sportenglandclubmatters.com



Another support for clubs comes in the form of the www.disablego.com website which allows clubs to register their facilities from which disabled people can search to gain further information about the accessibility of each venue before their visit. This is an excellent opportunity for clubs to showcase their facilities and to ensure that finding places to play for disabled bowlers is a quick and easy process.



Disabled Participation DVD

The Bowls Development Alliance are delighted to announce the production of a new DVD which aims to promote the sport of bowls for those with a disability. The DVD was filmed at Plymouth Life Centre and features a number of groups who use the centre on a regular basis to play bowls. There is also the opportunity to see some of the adapted equipment that is available to support players.

To order your copy please visit www.playbowls.org

Packages

Cash for your Club - An 'egg-cellent opportunity'



The March Package window has been a huge hit with over one hundred applications. Don't forget to send us photos and any reports of your events so we can put them on the Play Bowls website.

The next Package window opens on 1st July 2015.



Beginners take to the carpet



The Coventry Telegraph reported on the hugely successful project launched in Coventry where around thirty beginner bowlers and volunteer coaches took part in a four week bowls programme at Stoke Bowls Club.

The sessions were organised as part of Age UK's Inspire to Include venture which aims to provide over 50's and those with a disability the opportunity to learn a new skill.

To read the full article please visit:

www.coventrytelegraph.net/news/coventry-news/beginners-take-carpet-stoke-bowls-8291589

Skegness Indoor Bowls Club JUST ONE Open Day Success

In conjunction with Lincolnshire Sport and The Bowls Development Alliance, Skegness Indoor Bowls Club hosted a **JUST ONE** afternoon at the club.

Existing members of the club were asked to introduce **JUST ONE** person to attend the open afternoon where everyone was welcome to have a look around and view the club's facilities with no pressure to bowl or be formally coached. The afternoons attendance exceeded all expectations of the club chairman Peter Hopkins and his many member helpers who entertained the thirty five who attended. It was pleasing that several took the opportunity to join the club. Rachel Belcher of Lincolnshire Sport and the BDA congratulated the club on the success of the afternoon and were delighted with the response received, stating that events such as this were encouraging many more people of all ages to take up bowls; both indoors and out as part of a government backed initiative to encourage participation in sport which has the support of the English Indoor Bowls Association and Bowls England. From the interest received Skegness Indoor Bowls Club look forward to holding more taster days.



Report and image provided by Dave Newman

Inspired? Why not hold your own Just One event?



Helping people to live longer, healthier and more fulfilling lives

www.playbowls.org