



Welcome to the September 2013 issue of the BDA newsletter. It has been a fantastic summer, perfect for a playing bowls.

The BDA team have been very busy, attending both the Bowls England Women's National Championships in Leamington Spa as well as the Men's National Championships in Worthing.

The team were able to speak to many of those present about the issues they faced when it came to recruitment and it was an opportunity for us to talk about the packages and the work going on in the HOT SPOT areas.

It also gave us the opportunity to watch some excellent play including matches involving Jamie Chestney and Paul Humphreys who both work for the BDA. In Worthing the Play Bowls Road Show was also present on the seafront where it created a lot of interest from both residents and holidaymakers alike with over 100 people stopping to have a bowl.

I hope you find this edition informative and please feel free to send us stories from your local clubs which we could feature in future editions.

Susan Cooper - BDA Manager



## 'Coach Bowls' Level 1 Award in Coaching Now available!

The Bowls Development Alliance is delighted to announce the launch of the new Level 1 coaching qualification for the sport of bowls.

The new course provides potential coaches with an opportunity to study and be assessed on both the practical and theoretical aspects of coaching bowls to groups of **beginner adults and juniors** in an appropriate environment.

The knowledge gained from this award will enable those new to coaching develop an understanding of safe, ethical and effective bowls coaching. It will also allow Level 1 Bowls coaches who are aged 18 and over to independently deliver four taster sessions to beginners as part of the **Play Bowls 4 Fun programme**.

This is all good news for the sport as the Bowls Development Alliance, Bowls England and the English Indoor Bowling Association Ltd aim to encourage more people to take up bowls.

If every club in the country identified one person to take the course then that club would be in a great position to provide newcomers to the game with a fun and stimulating experience that could only encourage an uptake in new memberships.

The cost of the course is £90 per person but bursaries to cover 50 per cent of the fee are available from Bowls England and the English Indoor Bowling Association Ltd as well as your local County Sport Partnerships.

The Bowls Development Alliance, Bowls England and the English Indoor Bowling Association Ltd also encourage clubs to support their members looking to take their first steps into coaching by offering some assistance to cover the costs.

If you are interested in taking the course then please contact Sport Structures **0845 241 7195** who can inform you of courses that may be running in your area or go to: [www.playbowls.org](http://www.playbowls.org) for the latest availability.



## HOT SPOTS



On Wednesday 18<sup>th</sup> September the BDA team hosted the first meeting of all those working in the HOT SPOT areas with a responsibility to get more people playing the sport.

The day proved to be extremely productive as members of the BDA team offered updates on each of the key areas of work followed by a workshop where the group shared those projects that worked well. It was also an opportunity to discuss some key barriers facing the development of bowls in each area.

## Summer of Play Bowls Road shows in Wesport

West of England's Sports Trust (Wesport), covers Bristol, Bath, South Gloucestershire and North & North East Somerset and is a BDA hotspot for 2013-15. Over the past few months, thanks to the hard work of a number of bowls clubs the area have invested a lot of time promoting bowls, primarily by getting involved in Bristol Harbourside Festival, 'Making Sunday Special' and the BBC One Show at Weston- Super- Mare with the support of the BDA Play Bowls Road Show.

The Harbourside festival attracts 220,000 people making it the 2<sup>nd</sup> largest free festival in England. Volunteers came together from 9 bowls clubs across the area to show visitors how to bowl and offer follow up information for them to pursue if they wished. All clubs offered an open day after the festival and welcome those new to the sport to come along and give it a go at their leisure. Over the two days over 450 people had a go and there were regular demonstrations from junior, blind and wheelchair bowlers to show easy adaptations available to help highlight the inclusivity of the sport. A special thanks go to Lewis and Wendy Toman in organising the presence at the event, coordinating the clubs & volunteers and enthusiastically supporting all events.

If you feel your club or event could benefit from having the Play Bowls Road Show then please call the BDA office on 01664 777001 or email [office@playbowls.org](mailto:office@playbowls.org)

## Norfolk Play Bowls Week

Active Norfolk have been working with bowls clubs all over the county in the last couple of months including a "Play Bowls Week" which was held from 12<sup>th</sup> to 19<sup>th</sup> of August. Representatives from the clubs have been attending meetings with the Active Norfolk team in the build-up to the week in order to help advertise and promote their clubs Play Bowls Days and Play Bowls 4 Fun Sessions. The week was a huge success with some clubs recording figures of over 70 people attending their Play Bowls Days. We hope these potential new bowlers will enjoy the follow up Play Bowls 4 Fun sessions over the next few months.



Other clubs in the county were not able to run their events during the week but arranged their recruitment activities for another time. Again these will be supported by Active Norfolk and some of these have already been run very successfully. We hope more clubs in the future will work with their respective County Sports Partnership to run similar events across the country.

## Packages fly out!



July saw the closing of the second Package application window. A further 29 clubs have applied for a Silver Package bring the total of packages awarded this year to over 130!

Returns from events taking place over the summer are coming in thick and fast and the initial count of new members joining clubs is looking impressive with over £16,000 paid out to clubs to date.

For further information on the BDA Packages Funding available please visit [www.playbowls.org](http://www.playbowls.org)

## STOP PRESS

Following a review of the Package terms and conditions, clubs can now apply for a package once a year instead of once every two years!

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## Moonfleet Bowls Club Achieves Clubmark Recognition

Clubmark is recognition by Sport England of a community club's commitment to safeguarding and equity and also shows that the club has appropriate management procedures and player pathways.

Moonfleet Bowls Club is the first club supported by Active Dorset to achieve this prestigious award so it was a very rewarding day for both parties. Special thanks went out to Sheila Goddard who had driven the process for the club and to the committee for agreeing to support

Sheila. It was a task to accumulate all the evidence required but by sharing the duties between four committee members it was achieved within the timeline.

Moonfleet Bowls Club was always on a sound footing but now this has given them extra focus on what they want to achieve over the coming years. Alongside the club's committee members and representing Active Dorset are Tony Jones-Pert and Ben Heath from Weymouth College, who acted as Moonfleet's Support Officer during the process.

Some of the benefits of Clubmark:

- It promotes a culture that recognises hard work and dedication.
- Achieving accreditation can attract more people to get involved.
- Many funding bodies actively look for Clubmark accreditation or require clubs to be working towards it before they consider offering funding.
- By addressing issues like safeguarding and equity, people will have increased confidence in your organisation when considering which club to join.

There has recently been an Adult only Club mark accreditation created, to enable those bowls clubs without junior sections, to achieve the accreditation. If you club is interested in working towards gaining Clubmark then please contact your relevant National Governing Body (Bowls England or EIBA) who will point you in the right direction.



## Bring a Friend Campaign

The Bowls Development Alliance's 'Bring a Friend Campaign' ran from the 14<sup>th</sup>-22<sup>nd</sup> of September. Clubs from all over the country from Durham to Devon registered to take part in the event and will now be submitting their attendance figures to the BDA with a chance to win prizes supplied by our new sponsors.

'Bowls International', the world's leading bowls publication, have supported the campaign for the first time and are offering two clubs the chance to have a full page article about their club in 'Bowls International' along with a full year's subscription to the magazine for four clubs. We all realise the start-up costs in bowls can put some people off playing the sport, so, Julian Haines Bowls Shop have similarly supported the event for the first time and will be offering the new members, to four clubs, 10% off vouchers for their store. We hope this will be a big help to perspective new bowlers to start out in the sport.

We hope all of the clubs who have taken part in the campaign this time round have had successful events and we look forward to receiving your attendance figures. To any clubs who would like to get involved in the Bring a Friend Campaign, the next Campaign will run in Spring 2014.

## Equality in Sport

The Bowls Development Alliance in partnership with Bowls England (BE) and English Indoor Bowling Association Ltd (EIBA) have recently submitted evidence to acquire the **Foundation Equality Standard** which will show that the three organisations are fully committed to equality and that this is communicated to all staff and volunteers. The BDA Board of Directors have appointed an equality champion, Bernard Millard whose roll will be to ensure that the organisations always have equality at the top of any agenda.

The BDA have a target to increase participation in bowls of those individuals with a disability and this is just one aspect of ensuring the sport of bowls is equitable to all.

For more information on equality [www.equalityinsport.org](http://www.equalityinsport.org)



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## Our way forward for Disability

Once a week participation in sport amongst people with a disability currently stands at 17.7%. Evidence shows that just under 2% of the disabled population aged 65+ play bowls. Whilst data regarding disability participation in bowls is poor at present, this hasn't stopped the BDA including disability as one of the major focuses within our 2013-17 plan. The target that we are working towards is to ensure that by 2017 there are 2,800 more disabled participants aged 16+ playing bowls.



It is important to stress that this is a 4 year target, and a 4 year target for a reason. We are aware that there is a significant amount of work to be done and a number of challenges to be overcome in order for us to successfully increase disability participation.

For this reason, our focus at the moment is on ensuring that the necessary foundations are in place to give us the best possible chance of hitting that target and, at the same time, being able to make a long lasting contribution to disability bowls in England.

The first of these steps is to work up a document that will assist all clubs to become as inclusive as possible to participants from a range of impairment groups. This document is called the "Inclusion Spectrum" and is widely recognised across the sporting sector as a key piece of work that identifies the necessary adaptations that are required to ensure that a sport is accessible to disabled participants. Feeding in to this process are the 7 National Disability Sport Organisations (NDSO) as well as a number of highly experienced volunteers from clubs across the country.

The National Disability Sport Organisations are, and will continue to be, key partners for the BDA in our attempts to increase the number of disabled people playing our sport. If you have any impairment specific questions then below are the lead contact details for each of the NDSO's:

Andy Brittles (**CP Sport**) - [andy.brittles@cpsport.org](mailto:andy.brittles@cpsport.org) Nigel Burton (**Dwarf Sport**) - [nigel.burton@dsauk.org](mailto:nigel.burton@dsauk.org)  
George Ferguson (**British Blind Sport**) - [sportdevelopment@britishblindsport.org.uk](mailto:sportdevelopment@britishblindsport.org.uk)  
Sara Lunn (**Mencap sport and Special Olympics GB**) - [sara.lunn@mencap.org.uk](mailto:sara.lunn@mencap.org.uk)  
Lee Dolby (**UK Deaf Sport**) - [participation@ukds.org.uk](mailto:participation@ukds.org.uk) Steve Snelling (**Wheelpower**) - [Steve.snelling@wheelpower.org.uk](mailto:Steve.snelling@wheelpower.org.uk)

The BDA intend to have this piece of work completed by the New Year with the findings being distributed to clubs shortly afterwards. If you feel you may be able to contribute to this area of work, then please contact the BDA's development officer Lucy Barratt, who has lead responsibility for disability participation by email ([lucy@playbowls.org](mailto:lucy@playbowls.org)) or by telephone (07557 819568)

Whilst this key piece of work is being completed, we would like to hear from anyone from the bowling community who can give us great examples of clubs, coaches or fellow bowlers who are actively working to increase the opportunities for disabled bowlers that we can promote to a wider audience and seek the benefit of their experiences. We would be grateful if any examples of this nature could be forwarded to our Administration Assistant, Catherine Millet ([catherine@playbowls.org](mailto:catherine@playbowls.org))

## Safeguarding



The Bowls Development Alliance are delighted to announce that they have received a conditional pass for their Intermediate Safeguarding submission to the NSPCC.

All 46 sports in the country have been challenged to ensure that all clubs have clear policies and procedures in place in order to keep children and vulnerable young adults safe when playing sport.

The BDA, working in partnership with Bowls England (BE) and English Indoor Bowling Association Ltd (EIBA) have produced a policy which outlines their commitment to safeguarding along with guidelines which give clear guidance in the event of a situation occurring. These along with templates which clubs can download and make use of, are all available on the new safeguarding website [www.safeguardingbowls.org](http://www.safeguardingbowls.org)

It is important that all clubs have a recognised Welfare Officer (formally called a Child Protection Officer) who must ensure that all the new documents are available for all club members to see.

It is also advisable that they attend as a minimum a sport coach UK Safeguarding Children course (3hrs) These courses are run on a regular basis in each county through the local County Sport Partnerships.

Over the next three months the BDA will be looking at developing a bowls specific safeguarding course that will be rolled out over the next twelve to eighteen months to raise awareness of safeguarding and the issues surrounding it.

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# BBC One Show for the Play Bowls Road Show



The Bowls Development Alliance's Play Bowls Road Show has been in Weston super Mare for the BBC's One Show Road Show. Several organisations were invited to attend to showcase their sports and bowls was lucky enough to be one of them.

Over the two days the event was held, the BDA team along with volunteers from Clarence BC and Bristol Indoor BC had the mat out allowing members of the public to come along and try bowls for the first time. With the help and hard work from the volunteers over 400 people managed to have a go, the vast majority for the very first time.

The BBC's cameras were filming both days as the show was broadcast live from the beach at Weston super Mare. BBC Inspire also filmed some of the bowlers and a short film should appear on their website in due course.

If you know of any events where the Play Bowls Road Show would be welcome please contact us, all details can be found at [www.playbowls.org](http://www.playbowls.org)

## Coach Bowls Update

### 1<sup>st</sup> 4 Sport Level 2 Certificate in Coaching Bowls.

The first few courses for this qualification have now been assessed and we have so far had 22 new Level 2 coaches qualify. The feedback from the courses has been positive and enthusiastic. The reviews from the external verifiers and assessors has been excellent and comments particularly on the excellent quality of the coaches portfolios.



### Coach Education Team

The team of Coach Educators continues to grow, with 7 new assessors recently joining the group. The Coach Education team is of vital importance to the development of the new qualifications and the BDA would like to thank each of it's tutors and assessors for their unwavering support to the scheme.

### Coaching Bursaries:

The BDA is very fortunate to have all of it's qualifications and courses eligible for financial support. The main two bursaries come from Bowls England and EIBA Ltd. There are also bursaries available from a number of County Sports Partnerships. To check their eligibility criteria and apply, you should check your local County Sports Partnership website.

To book a place on any course or to arrange a course for your club or county please contact:

### Sport Structures Ltd

Concorde House, Trinity Park, Solihull, Birmingham, B37 7ES  
t 0845 241 7195 e: [education@sportstructures.com](mailto:education@sportstructures.com)

## Current Upcoming Courses available to book onto

Level	County	Venue	Dates	Cost
Intro	Herefordshire	St Martins BC	20th October 2013	£30
1	Essex	Stonyhill BC	1st & 29th November 2013	£90
1	Surrey	Donyngs IBC	7th November 2013 & 12th December 2013	£90

For the latest list of upcoming courses please visit [www.playbowls.org](http://www.playbowls.org)

## 2013/14 'Coach Bowls' Membership Renewals

Membership renewals are now due! All members should of already received their membership renewal forms, if you haven't received yours please call **01664 777001** or email [office@playbowls.org](mailto:office@playbowls.org) We are currently processing all renewals received back and will be issuing membership cards in due course.

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