

IN THIS ISSUE: BDA signs agreement with CP Sport • New HOT SPOT announced • Roadshow hits Norfolk!

Welcome to the February edition of the Bowls Development Alliance (BDA) newsletter.

Following the Christmas break the team have been busy working to support the HOT SPOTS to deliver some really focused work that will encourage more people to play bowls.

There has also been a lot of work going on in the background to develop a document that will help clubs to both encourage new members with a disability to take up bowls and provide information on adapted equipment that may help to support them to do so. This document should be available for all clubs to access from May this year.

With the outdoor season fast approaching we look forward to receiving packages applications from all those clubs who are looking to recruit new members and who are keen to maybe try out some new ideas on their Play Bowls Open Days. Fingers crossed that the rain eases and the sunshine comes out!

A 4 hour Safeguarding course specifically for Bowls Clubs Welfare Officers has been developed by the BDA working alongside Bowls England (BE) and English Indoor Bowling Association Limited (EIBA) and the NSPCC. It is hoped to have this course running in each of the HOT SPOT areas from May onwards with a further roll out across the country from September 2014.

If your club has been successful in recruiting new members please tell us your story and we will publish it in the next newsletter – send details to office@playbowls.org

I hope that you enjoy the rest of the newsletter

Susan Cooper
Bowls Development Alliance



Working in partnership with Cerebral Palsy Sport

On the 7th January 2014 Cerebral Palsy Sport and the Bowls Development Alliance (BDA) signed an official Memorandum of Understanding between the two organisations that will lead to an increase in the amount of disabled people accessing bowls nationally. Alison Talbot CEO of CP Sport said of this landmark agreement “ this unique partnership will enable CP Sport to work closely with the BDA to increase the opportunities for people of all ages with cerebral palsy to play bowls. We welcome the opportunity to work more closely and share our expertise to get more people with disabilities playing bowls”.

The BDA added that this partnership will strengthen the link between the BDA and potential CP participants. CP Sport’s expertise and impairment specific knowledge will help expand the BDA, Bowls England and English Indoor Bowling Association’s understanding, and in turn this will offer bowls clubs support and guidance to enable clubs to become more inclusive. Additionally the BDA will work with County Sports Partnerships’ in their Hotspot areas to offer bowls sessions at alternative locations such as Colleges, Leisure Centres and Supported Housing complexes, taking the sessions to groups to reach more physically disabled participants. Anyone wishing to get involved in this project, as a participant, volunteer or coach then please get in touch with the BDA on office@playbowls.org or call on 01664 777001.



Did you know the BDA now has its own twitter account?
Follow [@BowlsDA](https://twitter.com/BowlsDA) for regular updates on BDA funded activities, Play Bowls Road Show locations and much more.





Bowls Development in Nottinghamshire

Sport Nottinghamshire and the Bowls Development Alliance (BDA) have announced an exciting new partnership which will see Nottinghamshire identified as the latest BDA 'Hot Spot' area.

Hot Spot status will mean over the next 2 years an intensive recruitment and investment programme will take place across Nottinghamshire. Products which include Play Bowls Road Shows, Play Bowls Days, and Play Bowls 4 Fun programmes will all be delivered around the County.

Sport Nottinghamshire and the BDA will be looking to work closely with interested bowls clubs and organisations to increase awareness, opportunity and participation within the sport.

Key objectives will be increasing the number of individuals aged 55+ playing the sport on a regular basis and increasing the number of disabled participants who play the sport.

Sport Nottinghamshire Director Simon Starr said: *"We are excited to be working in partnership with the BDA and see our new Hot Spot status as a chance to increase the number of opportunities available in the sport and the number of new participants. The key to maximising the success of the partnership will be working alongside the local bowls community"*.

The Bowls Development Alliance's Jamie Chestney added: *"We are delighted to be able to support Sport Nottinghamshire as they start to work with even more bowls clubs and partners in their County Sports Partnership. Following our successful launch of five Hot Spots around the country last April, we feel the time is right to add to this and Sport Nottinghamshire was our number one choice"*.

To explain more about the new partnership Sport Nottinghamshire are inviting bowls clubs to one of two Club Development evenings. These dates will be promoted to all clubs very shortly. Any clubs interested in attending should contact Matt Bloor via email on matthew.bloor@nottsc.gov.uk or telephone **0115 977 2268**. The evening will look at the support available to clubs to assist with recruitment, coaching qualifications and funding.

Coaching Courses will also be rolled out in order to increase the number of individuals who hold the Coach Bowls qualifications. The first course has already been organised for **Thursday 20th March & 17th April**. The Level One Award course will take place at The Richard Herrod Leisure Centre and further details about the course are available at www.sportsstructures.com. The 1st4Sport Level 1 Award in Coaching Bowls will enable learners to develop an understanding of safe, ethical and effective bowls coaching.



The cost of the course has been reduced from £90 to just £45 per individual thanks to a Sport Nottinghamshire bursary. Individuals can access further bursary funding for the remainder of the fee from Bowls England or English Indoor Bowls Association Ltd.

BDA passes 1,500 new bowlers target



Since the December 2013 issue where we reported that we had passed our annual recruitment target of 1,300 new bowlers aged 55+, we can now report just 8 weeks on that that number has grown to 1,579. This represents great news for the sport as a whole, the BDA as an organisation but most importantly, the clubs who have worked tirelessly across hundreds of recruitment events to encourage new people to take up bowls at their facility. In addition to the 1,579 new bowlers, the BDA is also able to report that since April over 100 people aged 16-54 with a disability have also take up bowls through the traditional club structure but also through bespoke, specific projects created within the BDA's first 5 County Sport Partnership Hot Spot areas.

April 2014 will represent 5 years since the BDA began and 3 and half years since the BDA has been working with clubs to increase the number of people playing the sport of bowls. In this time, over 7,000 people aged 55 and over have been recruited into the sport directly from BDA funded activities through the efforts of the BDA team and, crucially, the many clubs, coaches and volunteers who have worked with us and supported us throughout this time.



STOP PRESS!

Keep your eyes on our website www.playbowls.org during March as we prepare to launch a new, simple and exciting recruitment campaign for all clubs to take part in!



Helping people to live longer, healthier and more fulfilling lives

www.playbowls.org

Roadshow Rolls into Norwich!

On Monday 13th and Tuesday 14th January 2014 the BDA, in partnership with Active Norfolk, delivered a Play Bowls Roadshow at the iconic Forum venue in Norwich City Centre.

A number of local indoor clubs supported the Play Bowls Roadshow by having coaches present to offer coaching and expert advice to those having a roll on the 45ft short mat, including coaches from Dereham Indoor Bowls Club and Norfolk Bowling Club.

The roadshow was a resounding success with in excess of 120 people playing bowls on the mat, with around 100 of those being aged 55 and over. There was information provided regarding all the county clubs in close proximity to those who bowled, and it's hoped that a number of the enthused bowlers will now make the transition to a club environment and become regular participants.



BBC Radio Norfolk recorded an interview on the first day of the Roadshow with Dave Parkin from the BDA, Ben Jones from Active Norfolk and Terry Hunt from Dereham Bowls Club, which was broadcast during the stations evening sports show. In addition, BBC Radio Norfolk presenter Wally Webb had a go on the mat and thoroughly enjoyed his experience.

A special acknowledgement should be made to Dereham Indoor Bowls Club coach Terry Hunt who was present throughout the entire roadshow, and played a crucial role in the successful delivery of the event.



'Coach Bowls' Update

Level One:

The new Level One Qualification continues to be well received. So far all courses have been fully booked and in Devon's case the waiting list was full enough for them to arrange a second course.

Coaches who are Level One 'Coach Bowls' coaches are able to independently deliver the 'Play Bowls 4 Fun' programme. This means that clubs can access the BDA packages with only a Level One coach, a great development for increasing participation in your club.

Leisure Centre Training Module:

The BDA has developed a training programme for staff in Leisure Centres that wish to introduce bowls to their programme of activities. The first pilot course was held in Basildon, Essex to excellent feedback. This course is a stand-alone module to the coaching suite and a great addition to our support to increase participation in bowls.

New Coaching Structure:

The start of 2014 brings a new development in the coaching structure of the Bowls Development Alliance. The Coaching Steering Group had completed its remit and was disbanded at the end of 2013. We would like to thank all members of this Group for their superb efforts in developing Coaching.

The Coaching Steering Group has been replaced by the Coaching Strategic Group. This group is chaired by a BDA Board member and has representatives from Coach Education, County Coordinators and Players. There are also seats on this group for the EBCS should they wish to be included, but at this point, those seats remain vacant.

The County Coaching Coordinators group remains. Members of this group are the link between national development and coaching on the ground. They are the person the coaches should speak to for the latest information on coaching.

The final group is a new group – The Coach Education Advisory Group. This group are all Senior Tutors and Assessors for the BDA. It is their role to ensure that the qualifications and modules remain fit for purpose and evolve in line with National Standards.

We look forward to working closely with all of the volunteers who sit on all of the coaching groups.





Play Bowls

Closing date for applications is 5pm, Monday 31st March

Funding Packages for Clubs

Our packages have been designed to help clubs to organise events that have been proven to attract new members into the sport of Bowls.

The application is quick and simple. For full details, including application window dates, terms and conditions, please visit www.playbowls.org or call 01664 777001.

Silver

Available to all NGB affiliated clubs to deliver:

- A Play Bowls Day
- A Play Bowls 4 Fun Programme

Funding Available
£290*

Platinum

Available to all Clubmark accredited clubs with a Coach Bowls Qualified Coach to deliver:

- A Play Bowls Road Show
- A Play Bowls Day
- A Play Bowls 4 Fun Programme

Funding Available
£600

Gold

Available to all NGB affiliated clubs to deliver:

- A Play Bowls Road Show
- A Play Bowls Day
- A Play Bowls 4 Fun Programme

Funding Available
£400*

Disability

Available to all NGB affiliated clubs to deliver a project aimed at increasing participation of those with disabilities

Funding Available
£550*

* An extra £45 is available to clubs whose events are attended by a Coach Bowls qualified coach



Helping people to live longer, healthier and more fulfilling lives

Bowls Development Alliance Limited
Registered in England and Wales no: 07205402



Bowls Development Alliance
www.playbowls.org