

**IN THIS ISSUE: New Package Window • Volunteer's Recognised • Coach Bowls Update • Disability Survey Complete**

## Welcome to the October issue of the Bowls Development Alliance newsletter!

What a fantastic summer it has been! The weather has been good with lots of sunshine but more importantly we saw tremendous success at the Commonwealth Games in Glasgow.

A massive congratulations must go to all the members of Team England and in particular to our very own BDA Development Officer, Jamie Chestney and his fantastic achievement in winning a silver medal in the Men's Fours. Well done Jamie!

The team have been very busy throughout the summer with over 42 Play Bowls Road Shows delivered across the whole country. The package scheme has continued to be popular with a further 35 clubs applying for support with recruitment and the feedback we are receiving continues to be 100% positive. A special thanks go out to all those clubs who recently completed our on-line questionnaire telling us about the many opportunities you are providing for those with a disability and also letting us know if you need our support.

The "Coach Bowls" scheme goes from strength to strength with more new coaches than ever coming into the sport and following the route of gaining a recognised "Coach Bowls" qualification. Those gaining a Level 1 qualification are able to support their local clubs with recruitment events which in turn is introducing more people to bowls.

In the build up to the Commonwealth Games the BDA made thousands of flyers available for distribution to venues across local communities. Every club was provided with a bundle to distribute. We have plenty more available if your club would like to receive more to distribute to surgeries, hospitals, local cafes, in fact anywhere people may sit or wait! To order additional flyers, please email [office@playbowls.org](mailto:office@playbowls.org) or call 01664 777001

Enjoy reading this issue and don't forget to forward to us any good news stories around recruitment and in particular any work your club is doing around encouraging disability bowlers, we will print them in the next issue.

Susan Cooper  
Development Director

## New Package Window to Open!



**Play Bowls**  
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](http://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**
- 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**
- 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**

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The BDA is delighted to announce an additional package window that will open on 1st November, 2014 in celebration of the news that over 3,500 new participants, aged 55 and over, have taken up the sport since April 2013. Through the efforts of clubs, coaches and multiple external organisations across the country people have been taking up the sport at an unprecedented rate!

Clubs accessing package funding have been particularly successful with the additional funding allowing for increased marketing campaigns, a greater presence of Coach Bowls coaches at the events, refreshments for attendees and even free rink fees or discounted initial memberships.

To apply for package funding visit [www.playbowls.org](http://www.playbowls.org) and download an application form.

Also contributing to the increases have been the work of the five County Sport Partnership Hot Spots with CSW Sport, Active Essex and Sport Nottinghamshire seeing particularly high numbers of people joining clubs across their region, such as Newark Town BC (pictured, right).



## Volunteers Recognised

This summer saw the BDA present two special volunteer awards to two of our longest standing groups that have been working alongside the BDA since 2011.

Firstly, on Sunday 10<sup>th</sup> August, Sheila Goodwin (*pictured, right*) and a number of other members of the Hampshire BDA group travelled to Leamington Spa to receive their Volunteer Award from Adie Lloyd (President of Bowls England), Rosemary Ellman-Brown (Senior Vice President of Bowls England) and Tony Allcock (Chief Executive of Bowls England and Director of the Bowls Development Alliance). The Volunteer Award was given to Hampshire BDA group as recognition of the extraordinary contribution made by the group and its individual members to the sport of Bowls within Hampshire and beyond. Hampshire BDA were appointed as an Intervention Area during the BDA's 2009-2013 Whole Sport Plan and worked tirelessly to increase membership in Hampshire based clubs (securing 150 new members aged 55+ between 2011 and March 2013), develop the coaching workforce and guide clubs through the Clubmark accreditation process. Since 2013, the Hampshire BDA's work has continued and numerous Packages have been successfully applied for and delivered across the county, again resulting in many new people entering our sport.



Paul Humphreys, Development Manager of the BDA who also attended the presentation said of the group's work, *"I don't think it's an exaggeration to say that without the work of Sheila and the Hampshire BDA group, the sport of Bowls would be in a far poorer state. The efforts and achievements of the group have been hugely impressive and whilst we probably don't say thank you enough, this award is richly deserved and is our way of recognising and thanking everyone who's contributed to the Hampshire BDA project. All those who have played a part in the success of this group should be justly proud."*



Secondly, Graham Marriner (Chairman Herts. BDA) and Diana Tribe (Secretary Herts. BDA) received their Volunteer Award in recognition of their work with the Hertfordshire BDA development group from Adie Lloyd, President of Bowls England in the company of Susan Cooper and Paul Humphreys, Development Director and Manager of the BDA respectively (*pictured, left*).

The work of Graham and Diana stretches back over four years and they were instrumental in creating a Constitution approved by the BDA and brought together, initially the EIBA, BE and SMBA. They still work closely with the seven Indoor Clubs but their primary work is in providing a Hertfordshire-wide network that has engaged over 57 of the 79 Lawn bowls club in the County.

Susan Cooper, Director of Development for the BDA said of both awards, *"without the support of the Hampshire and Hertfordshire BDA groups, led admirably by Sheila, Graham and Diana, the sport of bowls within these regions simply would not be in the healthy position that it now finds itself in. Their support not only of the sport, but of the BDA, particularly in the early years, was absolutely vital and I thank them for this and congratulate everyone involved on their excellent achievements"*

Also recognised this summer, were Bristol Indoor Bowls Club. Jamie Chestney (BDA Development Officer) attend the club's recent AGM to present their Chairman, Lewis Toman, and all of the clubs volunteers with an award to celebrate their outstanding volunteer and recruitment work over the past two years (*pictured, right*).

Mr Toman, together with his fellow club members, organised and successfully ran a number of Play Bowls Roadshows to assist in the club's development and recruitment, as well as supporting at other Roadshows to help promote the sport as a whole. The BDA and Bristol IBC have also worked together to arrange Coach Bowls courses at the club to increase the skillset of their current members. Mr Toman commented, *"Bristol Indoor Bowls Club were delighted to be recognised by the BDA for the exceptional commitment of their volunteers. The award is now taking pride of place in our trophy cabinet!"*



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.



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## Short Mat Bowls within Stratford-upon-Avon Leisure Centre



New activity has been created through the CSW Sport Hot Spot in the form of shot mat bowling at a local leisure centre. The centre have two sessions on a Tuesday and Friday from 11.00 – 13.00 as part of their “Get Active” over 55’s group.

The Bowls sessions have been extremely popular with on average of thirty participants at every session. The Centre marketed the sessions on their company website, through the CSW website, in-house at the leisure centre and delivered free tasters in the lead up to the sessions. Sessions run throughout the year with a core of regular users who attend every week at a cost of £1.40 for two hours.

The leisure centre has formed a strong link with the local bowls clubs to offer all participants the opportunity to progress. Avon Valley Bowls Club has offered free coaching on several occasions which has benefitted the group.

CSW Sport has helped with training, equipment and funding to ensure local residents can continue to be more active. Advice has also been on hand as well as the opportunity to link with other bowls initiatives in the CSW area such as a nearby National Trust Project. Everyone Active who run the leisure centre are now hoping to replicate this pilot and include bowls in their over 55’s offer at a number of other centres.

Everyone Active also have an Inclusive Sports Program and short mat bowls has recently been included in this offer with positive results. Nick Richards, Active Communities Manager at Stratford-Upon-Avon Leisure Centre said ‘Bowls has allowed members with a disability and vulnerable groups to participate in a team game without prejudice or feelings of inadequacy and is doing wonders for their self esteem and team building skills.’



## 440 people play bowls on Lemon Quay!



As part of the 2014 Be Active Truro event 440 people from all ages and backgrounds tried their hand at bowls on Lemon Quay.

The square turned into a make shift bowls green when the Bowls Development Alliance in partnership with the local Cornwall Bowls Alliance delivered a Play Bowls Road Show from Monday 11th August to Friday 15th August. The road show was delivered by 22 different volunteers from 11 different clubs across Cornwall that let the public have a go at sending down a ‘wood’. The public were then giving information on where they could bowl near to them and contact details taking on those really keen to take up the sport.

David Parr Chairman of the Cornwall Bowls Alliance had this to say ‘*To have Bowls involved in Be Active Truro and available on Lemon Quay was just what we wanted to raise the profile of the sport and show everyone how much fun and a challenge bowls can be. The Road-Show really supports what we are doing to try and grow the game and encourage people to take up bowls.*’ Tim Marrion the Bowls lead for Cornwall Sport Partnership commented ‘*It was great to see so many volunteers all pro active in promoting their sport, demonstrating that bowls really is a sport for all and it is easily accessible with clubs willing to offer free come and try session all over the county*’

## Safeguarding in Bowls

Within the BDA’s five County Sport Partnerships, two “Safeguarding in Bowls” pilot courses have successfully taken place. Written in conjunction with the NSPCC, Bowls England and the EIBA this course provides vital support to clubs across the country. Safeguarding is a critical issue for all organisations and all clubs should have a fully trained welfare officer in place. The “Safeguarding in Bowls” courses will be launched fully in January after the feedback from the pilot courses has been implemented and clubs and individuals will be able to book directly with the BDA to reserve their place. At a cost of £25 per person (£20 for Clubmark accredited clubs), this training represents a “must have” for all club or county welfare officers.

For further information on training opportunities, policy examples and a range of other supporting information, visit [www.safeguardingbowls.org](http://www.safeguardingbowls.org) or contact the BDA (01664 777001) or your relevant national governing body.



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## Sport England invests in Just Bowl!



As part of Sport England's continued commitment to the development of bowls, a further £10,000 has been invested into the BDA to allow for multiple sets of portable and accessible bowls equipment to be purchased. This will allow the BDA Development Officers to create new and exciting bowling activity in a range of locations which previously haven't had the opportunity or the facilities to take part in our sport. These equipment sets will be supplied via the BDA's "Just Bowl" offer which focusses on taking bowls "to anyone, anywhere and at any time"

To date, pilot Just Bowl projects have taken place in a range of venues such as Leisure Centres (pictured, right), Retirement Villages, National Trust sites and Community Centres with many of those first introduced to bowls through each project going on to join clubs in the local area. With the additional investment from Sport England, the BDA can now expand the number of Just Bowl projects and with it, the reach of the sport into areas of the community that beforehand would have been unreachable.



## Coach Bowls Update

The summer months have been busy in the background for coaching. There has now been a full review of all of the Tutor and Assessors that deliver courses for the Bowls Development Alliance. We now have a team of Coach Educators who have all attended at least one standardisation day, where every person was given feedback by an independent verifier. The whole team are now also qualified in delivering courses and the remainder are now working towards a qualification called a Level 3 'Award in Delivering Learning (ADL)'. September saw the whole team come together at a Celebration Dinner in Hinckley for further training and standardisation both on and off the green as well as having the opportunity to spend time with the BDA Chair, Board members and the previous Head of Coaching for Sport England Graham Jones.



The Level One Award in Coaching Bowls has had its first full review of content and delivery after one year of delivery. The new version of the qualification is now being delivered nationally and courses are regularly available across the country. If you see a course advertised, don't delay in booking onto it. They fill up quickly! The Level Two Certificate in Coaching Bowls is also going through a complete review. We have conducted an online survey of a cross section of coaches and tutors and will use this feedback to guide the revisions. The new content will be available from January on all courses. All courses will now be joint Bridging and full courses. Coaches wishing to bridge across will simply attend for reduced hours dependent on their current level of accreditation.



The draft material for the Coaching Disabled Bowlers Module is now complete and was delivered as a pilot on 22<sup>nd</sup> September at Newark IBC, Nottinghamshire. The material for this course contains Case Studies kindly provided by two of the Team England Commonwealth Games Players, Paul Brown (pictured, left) and Steve Simmons. Following this pilot, any changes will be developed and the full module will be available for general booking in the New Year.

Any person wishing to book on to a Coach Bowls qualification should contact sport structures on [Coacheducation@sportstructures.com](mailto:Coacheducation@sportstructures.com) or telephone 0845 241 7195. For any further information on coaching and the new 'Coaching Disabled Bowlers' module, please contact [amanda@playbowls.org](mailto:amanda@playbowls.org)

## Disability Survey

On the 12<sup>th</sup> August, the BDA launched the inaugural National Disability Bowls survey in order to develop a greater understanding of the current and future opportunities that exist for disabled bowlers and which clubs currently have disabled bowlers using their facilities. In addition to this, it was hoped that the survey would identify a number of clubs who would benefit from further support to create new, or enhance existing, activity within these venues.

The Survey has now ended and the response has been tremendous with over 240 clubs taking part. The results make for fascinating reading and it is great to read how many clubs are offering inclusive opportunities that allow disabled people to take part in the sport of bowls. The full findings of the survey have now been published and are available on our website for download. The Survey Report concludes with five key recommendations and the focus for the BDA and its partner organisations will be to action these across the coming months, with an update on this progress due in February 2015.



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