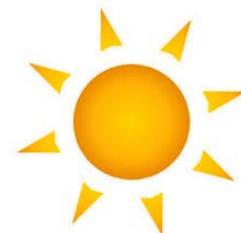


## Summer Spectacular

WELCOME - CLUB MATTERS – DISABILITY BOWLS - COACHING AND MUCH MORE .....

Welcome to the June edition of the BDA newsletter.

It has been a very busy three months for the team with 162 clubs applying for package funding to support their Play Bowls Days and their Play Bowls 4 Fun sessions. These events are running throughout the summer and we look forward to hearing how many new members join the clubs as a result of all the new activity.



The work in the new Hot Spots continues with the County Sport Partnerships in Somerset, Cumbria, Suffolk, Lincolnshire, Northamptonshire and Herefordshire & Worcestershire all working with local clubs to inspire more people to take up the sport. They are all tasked with running “Coach Bowls” Level 1 courses and encouraging new people into coaching and offering “Coach Bowls” Level 2 courses for those established coaches who would like to acquire a nationally recognised qualification.

August will see a real focus on disability bowls and coaching – more information can be found further in the newsletter.

Have a great summer and see you at the Bowls England National Championships.

Susan Cooper - Development Director

## Coach Bowls

August sees the start of the Bowls England National Championships at Leamington. In addition to the competition aspect, this year will also see a Coach Bowls tent by the side of the greens. Every day the tent will be manned by highly experienced coaches and Coach Bowls Tutors. There will be ‘Play Bowls Activator’ modules being advertised shortly as well as a ‘Working with Disabled Bowlers’ module, all of which will be delivered on the greens alongside the competition action. Every day will offer the opportunity to book a ‘drop in’ session with a coach as well as some opportunities for Video Analysis of your game. Talks will also be given by leading experts and international bowlers on Team Building and Diet and Nutrition.



Keep an eye on our website for a full programme which will be advertised shortly. For further details please email [amanda@playbowls.org](mailto:amanda@playbowls.org)



Meanwhile, May saw the start of a “Coach Bowls” Level 2 fast track course at Leamington (pictured, above and left). Coaches attending this course include key international bowlers from the men’s, women’s and Para teams, as well as key staff from Bowls England. The feedback from these coaches has been extremely positive and we look forward to them putting their newly honed skills into practice.

## Burnham - Bring a buddy day

For the third year running Burnham Bowls Club held a Bring a Buddy day on Sunday 31<sup>st</sup> May, 2015 writes club Chair, Jessie Clark. Playing and Social members were encouraged to introduce visitors to have a go at playing bowls.

Members were encouraged to look after a rink and newcomers allotted to rinks as they arrived. Although it was a dreary afternoon 30 visitors' tried their hand at bowls and then joined with members to enjoy a free barbecue and the facilities of the club bar.

The club were anxious to show the social aspect of the sport which runs alongside the playing of the game of bowls which we all enjoy.

Overall over 70 people attended who all had a tremendous afternoon. 8 new members, joined on the day all who have asked to receive some coaching and they will join the 9 new members who are already being coached.

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## Herefordshire & Worcestershire Hotspot update

Report by Sue Bentley - Sports Development - Club & Volunteer Officer, Sports Partnership Herefordshire & Worcestershire

We have established great links across Herefordshire & Worcestershire with the County Associations of Short Mat Bowls, Bowls England and EIBA along with their clubs. Over the last few months we have listened to clubs as well as encouraging them to try new ways of engaging the club to be accessible to all. This has resulted in 20 bowlers becoming BDA Coach Bowls Qualified Level 1 coaches in Herefordshire & Worcestershire.

### Play Bowls Roadshow

Five clubs under the Cripplegate Consortium hosted a roadshow on Worcester High Street, outside the Guildhall (*pictured, right*). The group worked extremely well, encouraging over 200 people to have a go. The day also attracted a local school in the City centre who now are looking to link the club to their school. The club hosted their Play Bowls Day the following week with an excellent attendance at the event.



In addition five local clubs supported the delivery of an event organised by Age UK. The event offered other activities as well as bowls, however the roadshow was the main attraction by far. A good day was had by all, with the clubs offering sessions at their club as a follow on from the event.

### Bredon Bowls Club

The recruitment activity at Bredon Bowls Club (*pictured, left*) has proved very successful, the combination of the Play Bowls Day, the Play Bowls 4 Fun sessions and the supporting advertising in local village magazines has resulted in 21 people trying the sport for the first time. Currently 10 people have signed up as full members and the remainder are still being offered ongoing coaching with the hope that a number will wish to join the club.

Bredon BC is a village club with around 70 playing members at the start of the season and through the Hot Spot work, Sport Partnership Herefordshire and Worcestershire now expect to increase our numbers by 20% this year.



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## Club Matters update — May 2015

Sport England's Club Matters is the essential one-stop shop of free support for sports clubs. Since the launch of Club Matters in February 2015 more than 10,000 clubs have registered to benefit from the tools and resources available.



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## Bath and West Show

Report provided by Jen Slade - Inclusive Projects Manager, Somerset Activity & Sports Partnership (SASP)

The Play Bowls Roadshow recently attended the Bath and West show where 585 people tried bowls over the four days. The Roadshow was supported by 6 bowls clubs. Somerset Apache Stealers Club members also volunteered over the four days which took the total number of volunteers to 20 in addition to 2 SASP staff.

Virtually all of the 585 had never tried bowls before, we have connected people with local clubs and taken contact details from others including those from out of county, in particular a lady power chair user from Honiton who does no sport as she hadn't realised there were sports available to her. We have taken her details and will be contacting the Devon Disability Officer who will be able to put her in touch with a local suitable club.



Overall it was a very valuable 4 days, this was the first time there had been a sports village at the show, all of the club members attending they really enjoyed it and would be keen to participate in future similar events

Many thanks to BDA for their support to make the past 4 days a success.



## Farnsfield & Southwell Bowls Club Team-up

Report provided by Matt Bloor - NGB Projects Manager, Sport Nottinghamshire

Two local clubs have teamed together this year on a drive to recruit new Bowlers in the district of Newark & Sherwood. To achieve this the clubs are promoting the sport to their local U3A's, which kicked-off with a Bowls Roadshow at Southwell Leisure Centre.

Following the roadshow the clubs have been running an 8 week course at each of their clubs and attendance has been excellent with 45 participants attending across the two sites. The groups are now coming together for a Bowls Drive to bring in some fun competition and promote the social side of the game, before offering the participants a chance to join the club. This successful project has come about through club representatives planning well ahead to enable the partnership with the U3A to work, while also actively promoting opportunities in the local community and encouraging existing members to introduce friends and family.



## Disability Bowls August

Finally, for this edition, the Disability Steering Group marked their inaugural meeting by sanctioning a month long promotion of disability bowls. The group, made up of representatives from Disability Bowls England, Bowls Development Alliance, Bowls England, English Indoor Bowling Association and the English Federation for Disability Sport, was created to oversee the implementation of the strategic actions as listed in the forthcoming National Disability Strategic Action Plan.



The month long promotion, entitled "Disability Bowls August", will feature daily press releases that focus on a wide range of case studies, recommended information sources and event details as well as number of initiative launches. Paul Brown, acting chair of Disability Bowls England and Chair of the Disability Steering Group, stated "this is an exciting time for disability bowls in this country. Disability Bowls August will provide a fantastic opportunity to communicate a number of innovative plans relating to disability bowls as well as the opportunity to showcase the existing work of a number of fantastic clubs and organisations"



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.



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