



IN THIS ISSUE: WOMEN CAN - CLUB DEVELOPMENT PROGRAMME - COACH BOWLS CONFERENCE & AWARDS

Welcome to the April edition of the Bowls Development Alliance newsletter. The past few months have been extremely busy for the team with a Play Bowls Package window and the roll out of the Club Development Programme. Last month saw the first ever national Coach Bowls Conference with over 100 delegates attending and the launch of the **Women Can** campaign which aims to encourage more women to play, coach and volunteer in bowls.

The outdoor season is upon us and we wish all those clubs who are running Play Bowls Days as part of their Play Bowls Package award, the very best of luck with their recruitment drive.

Happy bowling!

Susan Cooper
Development Director



Women Can has Launched - Time to get more women playing, coaching and volunteering in bowls!

WOMEN CAN

The Bowls Development Alliance, (BDA) in partnership with Bowls England (BE) and the English Indoor Bowling Association (EIBA) have just launched the **Women Can** campaign which aims to empower and inspire more women to become involved and participate in the sport of lawn bowls as a coach, player, administrator or official.

Currently only 39% of the bowling club population in England are women, and this campaign has been developed to increase that number to 45% by 2021.

A team of **Women Can** Ambassadors and Leaders have been identified. The role of the **Women Can** Ambassadors is to actively promote and raise the profile of the **Women Can** campaign and articulate and promote the positive value of taking part in bowls for women. In addition to **Women Can** Ambassadors, **Women Can** Leaders have been selected across the country to work with bowls clubs to increase participation, coaching, officiating or administration opportunities for women, alongside BDA staff or a **Women Can** Ambassador.

Phase two of the **Women Can** project will involve producing profiling tools and resources to improve club's understanding of how to recruit more women and the development of associated marketing aids. This will include working with clubs to develop new formats and offers to attract diverse groups of women into the sport and supporting clubs to pilot and implement these innovative ideas.

The **Women Can** campaign, builds on the hugely successful This Girl Can campaign run by Sport England. We very much hope that it will be a catalyst for change, educating clubs and inspiring more women to join bowls clubs across the country".

Keep up to date with our campaign via Facebook, Twitter and through our website www.playbowls.org/womencan

For more information on our campaign please contact Anna@playbowls.org



Major recruitment milestone passed

The BDA is celebrating the news that since its creation in 2009, 25,000 new bowlers have been recruited into clubs via BDA funded events. The breakdown of the 25,000 is:

- 20,000 people aged 55 or over
- 2,000 people aged 54 or under
- 3,500 disabled people aged 16 or over



Added to this, since the last newsletter, Coach Bowls is celebrating the news that 1,000 people have now attained qualifications at either Level 1 or Level 2.

This news represents a fantastic collective effort between the BDA staff, clubs, volunteers, coaches and the tutor workforce and proves that it is possible to attract new people into the sport of bowls whether its to play or to coach. Susan Cooper, Development Director of the BDA, said of the news:

“This is a great achievement for the BDA but also for all of those who have worked with us since 2009. It goes to show that when we all work together, ourselves, clubs, coaches and volunteers, we can achieve great things. The next challenge is to accelerate the rate of recruitment whilst also promoting our new initiatives across the sport, such as the Disability Kitemark award and our Women Can campaign. I’m delighted that over 25,000 new people have taken up bowls via BDA funded events and I hope this will encourage even more clubs and coaches to work with us to grow the sport.”

Disability Kitemark



Various reports suggest that there are over 11 million people with a disability in the UK. Our own findings suggest that nearly 10% of those who attend a Play Bowls Package event are disabled. No matter how big your club is, or where it is based, it is highly likely that you will come across disabled bowlers either within your club membership or as members of other local clubs playing against you.

The Disability Kitemark has been developed to recognise and reward those affiliated bowls clubs who are fully inclusive and welcoming to disabled people. It can help clubs follow the right steps towards becoming a fully inclusive club.

What are the other benefits associated with a Kitemark status?

- Increasing the profile of the club, which can lead to more new members joining.
- Increased club membership – the kitemark provides the information disabled bowlers require before they make the decision to join the club.
- Increased likelihood of the club’s facilities to be hired by groups and organisations who work with disabled people.
- Priority given for hosting Disability Bowls England competitions.
- It is an important factor taken into consideration by funders, sponsors and potential partners when such organisations are making decisions whether to fund, sponsor or work with the club.

If your club would like to be considered for the Kitemark please visit our website www.playbowls.org where you can download the pack which contains the Kitemark criteria. If you think your club might satisfy the criteria and would like to be considered then please email George Babalev on george@playbowls.org for information on the next steps.



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



British Crown Green Bowling Association joins Coach Bowls

Coach Bowls is delighted to announce that BCGBA has joined Coach Bowls from 1st April 2018..

This partnership will lead to improvements in coaching ability and technique for the sport of bowls, lead to a nationally recognised qualification and support from Coach Bowls. Qualifications will be awarded, assessed and verified by Coach Bowls / 1st 4 Sport.



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Club Development Programme – Phase 3

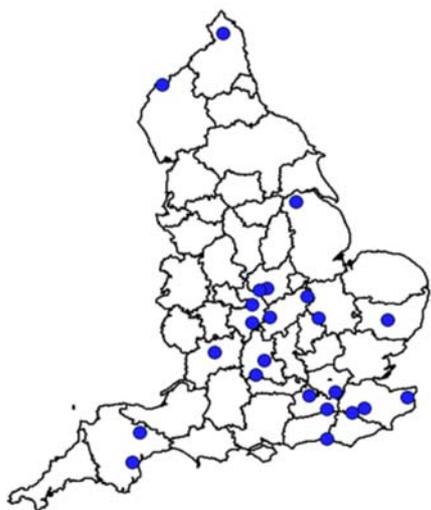
The BDA are now a year into the delivery of the Club Development Programme which involves us working with 49 clubs across 3 phases. In this latest phase we welcomed another 24 clubs to the programme who are all currently working alongside their Club Development Officers to create their own bespoke Club Development Plan.

Clubs have for the first time been able to apply to the programme through an application window if they meet the criteria set. The first window was a great success with 34 clubs being accepted onto the programme. 10 of these clubs have been deferred to phase 4.

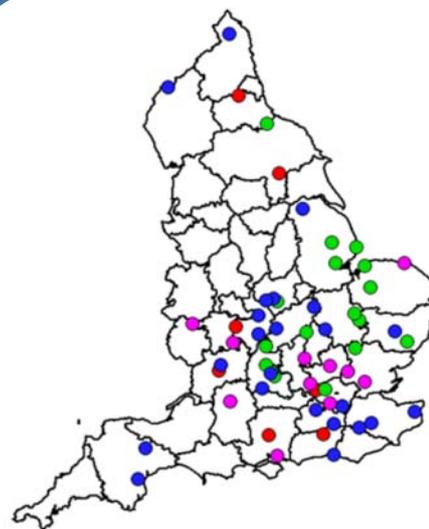
We will be opening another application window for phase 4 during May 2018 for clubs wanting dedicated support from our Club Development Officers and wanting to be a part of the new programme.

The application window will be open from **Tuesday 1st May 2018**, please keep an eye out on our website and social media for more information about how to apply and the criteria you must meet to be accepted onto the programme.

Below you can see the geographical spread of the programme and some of the great work that one of the clubs Banbury Chestnuts has been doing as part of the programme:



The map above shows the geographical spread of Phase 3 clubs who were accepted onto the programme



The map above shows the geographical spread of all clubs who have been accepted onto the programme.

Case Study: Banbury Chestnuts Bowls Club

One of the oldest clubs in the country, Banbury Chestnuts was established back in 1790. Unfortunately, lately the club's future has been in jeopardy and last year they were down to only 25 members. The BDA started working with the club in January this year, to try and increase the awareness of the club locally and help them recruit enough new members to stabilise their future. One reason for the club's declining membership is the low profile of the club in Banbury and the difficulty for visitors to find and access their grounds. Prior to our work, the club's details were not available on google maps and the club's postcode was leading visitors to an adjacent housing estate. The only access to the green is through a small private alley which is difficult to spot.

We helped the club produce 10,000 high-quality leaflets with a detailed map of their facility included. The club's details are now on google maps, and the club is in the process of producing posters and banners to circulate around the town. The club have already attended a community event at a new housing development, and followed it up by distributing leaflets to all the houses there, to raise its profile among the new residents.

One of the club members is attending a Coach Bowls Level 1 coaching course in May, after which a new beginners session will be added to the club's programme of activities. More volunteers are to be sought and secured, especially website Facebook page administrators.

Here is what Martyn Cooper from Banbury Chestnuts had to say about their work with us:

“The Chestnuts are very pleased with the support from the BDA. The BDA have given structure and process to our drive to find new members (including pamphlet design, action planning and general stewardship). We look forward to working with the BDA again over the coming months.”



National Coach Bowls Conference – is a resounding success!

Over 100 delegates attended the first ever national “Coach Bowls” Conference held at the Woodland Grange Hotel in Leamington Spa on 22nd March 2018.

The event was kindly sponsored by Factory Eleven, who the BDA have worked closely for the past 3 years using their Bowlsparc equipment to promote bowls in the community.

The wide range of speakers brought their experience of coaching to the event and were both inspiring and motivational. They included:



Emma Atkins (*Director of Coaching at UK Coaching*) who opened the conference providing an overview on the current state of coaching and what the future holds

“Great to hear the speakers imparting their particular expertise so I can relate it to my coaching”

Nigel Redman (*Head of Performance Team Development at British Swimming*) spoke of his work with high performance coaches and making the difference with swimmers at the Olympic Games



“Enjoyed the inspirational presentations and speakers”



Giselle Mather (*Ladies Director of Rugby at Wasps RFC*) spoke about coaching not being gender specific

“Great to gain insight, knowledge and sharing experiences”

David Turner (*Great Britain and England Javelin Coach*) who spoke about preparing an athlete for that big moment such as Commonwealth Games Competition. Holly Arnold who is coached by David won a gold medal at the recent Commonwealth games in Australia, with her last throw breaking the world record!



The two workshops led by **Graeme Foreman** (A Performance Mind in Bowls - learning to develop emotional intelligence with a psychological & physiological twist) and **David Turner** (How do we sell our love of the sport to the next generation?) were well received, with delegates congratulating the speakers on their thought provoking sessions.

The day finished with news of the launch of the new Level 3 Certificate in Coaching Sport (Bowls), the launch of the **Women Can** campaign and the first ever Coach Bowls Coaching Awards (sponsored by Sutton Winson Insurance Brokers & Risk Managers).

95% of those attending rated the event as excellent/very good and would be keen to attend another one next year.



2018 Coaching Awards sponsored by Sutton Winson Insurance Brokers and Risk Managers



Coach Bowls was delighted to be able to recognise all those coaches who were shortlisted for their dedication to the sport and to their clubs at the recent Coach Bowls Coaching Conference held at the Woodland Grange Hotel in Leamington Spa.

Those shortlisted each received a framed certificate and the winner from each category received a plaque.

Congratulations to everyone from all of us at the Bowls Development Alliance.

Young Coach of the Year

This category was for coaches aged under 35 and had two shortlisted coaches:



Andrew Orme - A young 18-year-old bowler and Level Two qualified coach, with a desire to represent his country and utilise his coaching skills to help make bowls more fun to encourage younger bowlers to take up the sport.

Amy Walters - A Level Two qualified coach and bowler having represented England on numerous occasions and is motivated to give others the coaching she never had when she started to play bowls.

The winner of the category was **Amy Walters**.

New Coach of the Year

This category was for coaches who have been coaching bowls for less than two years and had three shortlisted entries:

Alan and Diane Siggery - A husband and wife team of Level Two qualified coaches who believe that bowling is not only a great way to keep fit, but also a great way of creating a bond of friendship.

Robert Bell - A Level Two qualified coach whose passion is to help people play the game they love, as well as they can for as long as they can.

Colin Wood - A retired PE teacher who has joined bowls from the world of basketball, where he has found a new passion and recently became a Level Two qualified coach.

The winner of the category was **Colin Wood** who collected his award from Neil Hobbs, from Sutton Winson Insurance Brokers and Risk Managers.



Inclusive Coach of the Year

This category was for coaches continually working with disabled bowlers and had three shortlisted coaches:

Paul Brown - A well-respected, Commonwealth Games medallist who is a Level Two qualified coach and chair of Disability Bowls England.

Mo Monkton - The Team Manager for the 2018 Commonwealth Games disabled bowlers, who brings total passion and enthusiasm to her sport.



Graham Marriner - A Level Two qualified Coach, Herts Bowls Development Officer and County Coaching Coordinator, Tutor and Assessor, who also finds time to coach at his club and wherever his services are called for, for whatever age, ability.

The winner of the category, **Mo Monkton**, was unable to collect her award on the day so asked Lee Smith from Disability Bowls England to collect it on her behalf.



Coach Educator of the Year

This award was awarded based on the number of courses delivered by the tutors and on the feedback received from candidates from their courses.

David Rolls has travelled hundreds of miles in the last twelve months across England and supported his fellow tutors and assessors as a colleague and as the Chair of the Coach Education Advisory group. He consistently receives excellent feedback from the coaches he helps to train and is a role model for his fellow tutors.

Male Coach of the Year

Unsurprisingly this category had the most nominees and was the most difficult to short list. There were three short listed entries:

Michael Chamberlain and Fran Lloyd - They qualified on the first ever Level Two course and work closely to support each other, exchange and develop ideas, support Disability Bowls England, and coach at their club and the Junior Academy

Nigel Morgan - A Level Two qualified coach who has coached for nearly 20 years as well as being the County Coaching Coordinator for the county. His passion is to see bowlers achieve their potential, whatever that level is. If they leave his sessions with a smile on their faces, then he has achieved his aim – fun!

Graham Marriner of Hertfordshire. Graham's desire is to increase the number and quality of bowls coaches as well as coaching whoever requests his time, regardless of age or ability.

The winner of this award was **Nigel Morgan**, who received his trophy and certificate from Neil Hobbs.



Female Coach of the Year

Another hotly contested category with a high number of nominees that made it a challenge for the panel to short list.

Mo Monkton - A Level Two qualified coach who took on the role of Team manager / Coach for the Junior girls in Somerset over 11 years ago as well as developing a junior section at her own club.

Denise Smith - A Level Two qualified coach, tutor, assessor and mentor whose ethos is to enable bowlers and coaches to become the best they can, to make coaching fun and encourage bowlers and coaches to think for themselves. She is also the County Coaching Coordinator for Surrey and a member of the Coach Education Advisory group.

Tessa Davis - A Level Two qualified coach, mentor and assessor, who works tirelessly to support her County Coaching Coordinator to improve coaching across Surrey and endeavours to pass on her love of the game to as many people as possible.

The winner of this category was **Mo Monkton**



Coaching County of the Year



The winner of this award was **Surrey**, who have one of the largest numbers of Coach Bowls members in England, of both accredited and qualified coaches. They have one of the largest numbers of Coach Educators and have run more courses than any other County.

The award was collected on behalf of the County, by the County Coaching Coordinator for Surrey, Denise Smith (picture left)

Thanks go to the award's sponsors:



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