



Bowls Development Alliance

October 2010



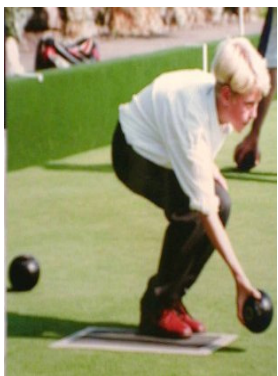
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Welcome to the first edition of the Bowls Development Alliance news letter This newsletter will provide you with details of my work as well as news and information which I feel may be of interest to you. It will be produced on a bi-monthly basis . I would welcome any feedback you have so please contact me if you would like to offer your opinions and please distribute to anyone who you feel may be interested to hear about the work of the Alliance and may like to get involved

Background

I took up my new position as Bowls Development Alliance Manager on Sept 20th. I was previously employed by Badminton England as the SW Regional Manager where I was tasked with getting more adults playing the sport of badminton. My career spans 25yrs in sport and sports development including working for five local authorities, managing a large leisure centre and more recently working for Sport England SW in their development team
I am very much looking forward to working with all the bowls clubs across all the different disciplines to encourage more people to take up this great sport



The Role of the Bowls Development Alliance

VISION - Bowls to become the number 1 participation sport from the cradle to the grave

AIM - The BDA is recognised as the body that drives the development of the sport of bowls across the country

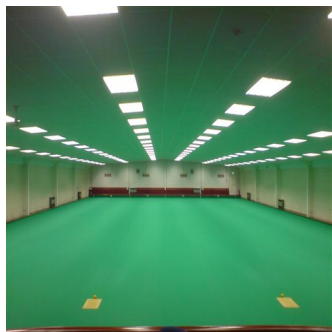
Objectives

- **GROW** the sport
- **Sustain** membership of clubs
- **Develop** a unified coaching framework
- **Develop** the bowls workforce –coaches/volunteers/referees/umpires
- **Improve access** to the sport through the development of a facilities strategy

Target

.Funding from Sport England requires that we:

- **Grow the Sport** -12,000 more people age 65+ taking up the sport
- **Satisfaction Survey** - that of those who take part 83% are satisfied with their experience



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Intervention Areas

The following areas have been selected as focus areas in the first twelve months of the project:

Cornwall	Northumberland
Kent	3 Counties—NE Derbyshire
Hertfordshire	S Yorkshire
Devon	N Nottinghamshire



Have Mat Will Travel

This intervention is a promotional and advertising tool aimed at offering people of all ages the chance to try the sport of bowls whether it be in a shopping mall, local Leisure Centre, Town Hall , County Show, even the local supermarket!

Those that “have a go” receive details of where to find their local club and each receive a voucher for a free session at that club.

Bowls 4 Free



This is a 6 week programme that allows people to come along to their local club and receive 6 free sessions as an introduction to the game. Coaching is available and at the end of the 6 weeks it is hoped that participants will join the club

This intervention can target different age groups which will involve different types of marketing. The Bowls 4 Free package will consist of templates to assist with all marketing and promotion and help with off setting any costs incurred

A welcoming face ,some light touch coaching and a cup of tea will all encourage people to take that next step to join a club



The Challenge

The challenge we face is immense .We are tasked with bringing 12,000 more people 65+ into the game of bowls by 2013.This target will not be met just through the 6 identified areas . In order to succeed we need every single club affiliated to Bowls England, the English Indoor Bowling Association Ltd , British Crown Green Bowling Association and the English Short Mat Bowling Association to play their part.

Coaching is key to this success and as always volunteers giving up their time to help promote events is vital .The many good clubs out there should be recognised and the development of the CLUBMARK scheme will help with this

I look forward to working with you all over the next 3yrs to meet this challenge

