

Welcome to the March edition of the **Bowls Development Alliance** newsletter. The good news is that at the time of going to print the office has received more than 175 silver package applications as part of the February/March window which means we can look forward to some great recruitment events over the coming months.

On target

As the BDA head towards the final year of the 2013-2017 funding period, we are delighted to report that we are on course to achieve both of our internal, four-year targets in relation to recruitment.

One of our aims was to work with clubs, coaches and volunteers to recruit **10,810** bowlers **aged 55 and over** and as of March 2016, **8,700** people have taken up the sport and are participating regularly.

Our second aim was to recruit **2,800 disabled bowlers over the age of 16** by April 2017. This has proved a difficult task and much groundwork had to be undertaken in the first twelve to eighteen months with initiatives such as the **Love Fisher Brown Award, National Disability Survey** and **National Disability Strategic Action Plan** all created and implemented during this period. As such, recruitment of disabled bowlers was slow initially with just 175 people taking up the sport in the first year, however since then through partnership working across the sport we have managed to significantly increase the number of disabled bowlers recruited through BDA funded events so that the current total stands at **1,850**.



Much of the work to increase the number of people playing bowls has focused on working with the club structure and to date, Bowls England clubs who have delivered BDA funded events have seen an average of 10.9 new members whilst EIBA clubs have seen an average of 27 new members. The challenge now is to reach more clubs, more often.

I hope you enjoy reading the rest of the newsletter, please circulate to all your club members or pop on the club noticeboard so everyone keeps up with the latest news.

Finally I would like to take this opportunity to wish all you of you that are competing at the EIBA National Finals the very best of luck and to all Bowls England outdoor clubs good luck with the start of your season.

Have a great Easter!

Susan Cooper
Development Director



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.



For the attention of all Club Secretaries

We would like to bring your attention to the website www.safeguardingbowls.org where you will find all your club needs to ensure that your club is a safe place for everyone to play, We would suggest that you download the Safeguarding Policy and place on your club noticeboard for all members to see. The Guidelines are there for use by your Club Welfare Officer as are the templates. We would like to draw your attention to the Codes of Conduct and in particular the Children's Code of Conduct which we encourage all clubs with Junior sections to ask their youngsters to sign up to.



Training is now available for all Club Welfare Officers.

The **Safeguarding Bowls –Time to Listen** course is a 4 hour module which aims to explain the roles and responsibilities of a Club Welfare Officer and covers bowls scenarios to help you understand some of the issues you might face and what process you should follow to resolve those issues.

For more information go to www.safeguardingbowls.org



Active Norfolk's 'Mobile Me' Project

Following the successful launch of Active Norfolk's bowls pilot programme, which introduced weekly short mat bowls sessions to the communal areas of six sheltered housing schemes managed by Circle Housing, it has now evolved into Active Norfolk's **Mobile Me** project, which is funded by Sport England's Get Healthy Get Active initiative, with match funding also received from Norfolk County Council's Public Health and NHS Norwich CCG. **Mobile Me** will offer physical activity interventions to residents of 48 sheltered housing and residential care settings across Norwich and the Broadland District over the next 3 years, with an aim to normalise physical activity as part of the culture for older people living in sheltered accommodation and care homes.

The project will predominantly focus on the over 65's and is designed to address barriers to participation within this age group. Each programme will run over an initial 10 week period, where residents will be able to enjoy activities such as Bowls, Table Tennis and New Age Kurling, to name a few.

Fancy trying something new?
Something that's

ENJOYABLE
SOCIAL
REWARDING
HEALTHY
SATISFYING

Interested?
Please contact or visit your local club

www.playbowls.org
01664 777001

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Need new Members?

Make your clubs New Years resolution to recruit more members who can benefit from the fantastic sport of bowls and be part of a great club.

If you require anymore of our '**Fancy Trying Something New?**' flyers give the office a call on **01664 777001** or email casey@playbowls.org

An eye catching leaflet that's perfect to be displayed on noticeboards, in libraries, in doctors surgeries, dentists waiting rooms or local cafes in fact anywhere people may have time on their hands.

Don't forget about the **Play Bowls Activator Course** that equips club volunteers and those looking to step into coaching with some basic knowledge, information and skills to offer a fun, informal and relaxed introduction to those new to the sport. More details can be found on our website www.playbowls.org



Helping people to live longer, healthier and more fulfilling lives

www.playbowls.org

Coaching goes from strength to strength

The Coach Bowls membership continues to grow with over 1300 members of which more than 600 now hold a recognized national coaching qualification. The ultimate aim is to have a minimum of one Coach Bowls Level 1 qualified coach in every club who can welcome and work with new participants and in so doing help the club to recruit potential new members.



It is very important for the sport to understand the needs and wants of coaches as well as what keeps them motivated. Many coaches will have recently completed a survey asking a range of questions and the results of this survey can be found in the recently published Insight Report which has a coaching section www.playbowls.org/news

This summer the BDA will be present at the month long Bowls England National Championships to be held in Royal Leamington Spa. The marquee will have a prominent position next to 'A' green and will provide information on both Play Bowls and Coach Bowls.

As well as members of the BDA team the tent will be manned every day by a Coach Bowls tutor so you can pop in for a chat, book a 1:1 session and more. Some of the sessions available include:

- Coaching 1:1 with a Coach Bowls tutor
- Video clinics 1:1 with a tutor
- Expert talks by top players
- Challenge day – who can get the top score against all other competitors at a skill challenge! Can you beat some Commonwealth Games players!
- Working with Disabled People in Bowls Module
- Disability awareness day.

A full daily programme will soon be available on www.playbowls.org website as well as advanced booking forms.



Club matters - March Update

Club matters is Sport England's one-stop-shop for sports clubs. Club matters provides free, convenient and practical resources to help you develop and run a sustainable club. Visit <http://www.sportenglandclubmatters.com/> so you can benefit from the free resources available.



Here is an update on some of the ways your club can benefit from Club Matters...



Getting to grips with funding

Club Matters has recently launched guidance on "getting to grips with funding". This bitesize information looks at the things a club should consider before the application process and the interactive video helps clubs understand the types of questions often asked in the application process. Get started on your winning application today, and check out this guide.

Funding feedback: "Suddenly it all makes sense"

Hear from Essex Arrows Baseball club who have road tested the new funding guidance from Club Matters, as they share their thoughts on how their club will benefit from this guidance and past experiences applying for funding.

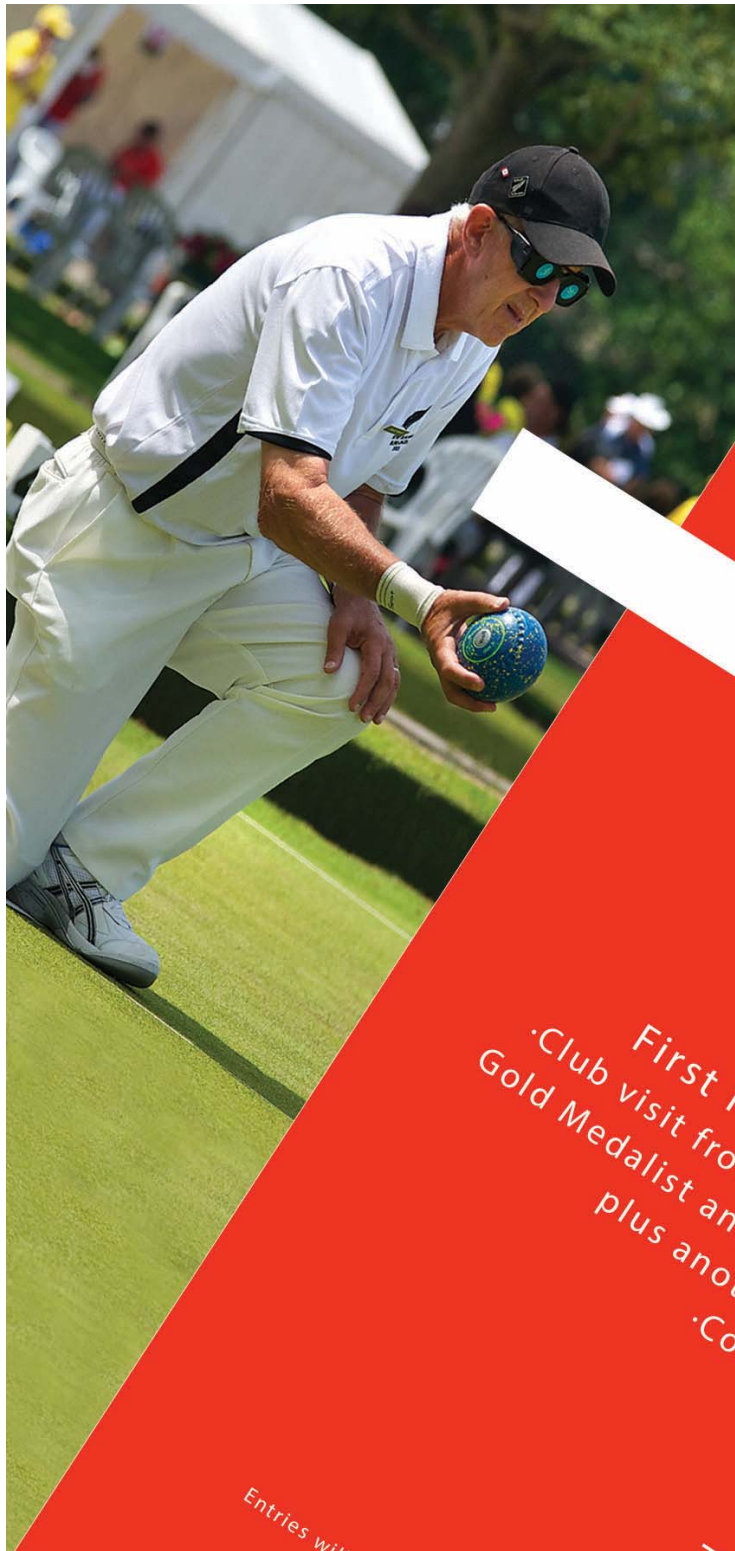


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ENTER YOUR CLUB TODAY

LOVE FISHER BROWN AWARD

“Recognising clubs & organisations delivering participation opportunities for disabled bowlers”

First Prize (Sponsored by AeroBowls):
• Club visit from three time Commonwealth Games Gold Medalist and AeroBowls UK CEO, Ellen Falkner plus another AeroBowls sponsored player
• £550 of BDA funding*
• Complimentary set of Aero Bowls
• Framed Certificate

Two Runner Up Prizes:
• £550 of BDA funding*
• Framed Certificate

Entries will be accepted until Friday 27th May 2016, entry forms and full terms & conditions are available at www.playbowls.org
*Terms & Conditions apply



AeroBOWLS
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“Love Fisher Brown Award, sponsored by AeroBowls

Entries close 27/05/16

Submit yours via www.playbowls.org!”