



IN THIS ISSUE: BDA JOIN WITH MACMILLAN - ANNA JOINS THE TEAM - CLUB DEVELOPMENT PROGRAMME - REVIEW OF 13/17

Welcome to the June edition of the Bowls Development Alliance (BDA) newsletter.

More than 300 bowls clubs were recently awarded Play Bowls package funding to host one Play Bowls Day and four Play Bowls4Fun sessions and many of these have now taken place with a great influx of new members. Many congratulations to those clubs who have successfully recruited!

The Club Development Programme has now commenced with dedicated BDA staff members working alongside an initial eleven clubs to help them to become stronger and more sustainable. Further details can be found later in this newsletter.

Our support this year of Macmillan Cancer has also got underway with many clubs already signed up to run a charity event at their club and support this great cause. Don't forget to send us a picture of your event and we will feature it on the website.



I hope you all enjoy the summer and we look forward to seeing some of you again in Royal Leamington Spa at the Bowls England National Championships in August.

Susan Cooper
Development Director

BDA join forces with Macmillan

The Bowls Development Alliance (BDA) and bowls Clubs across England will be taking part in the effort to raise £25,000 for Macmillan Cancer Support. We are hoping that as many clubs as possible will get involved during the year by hosting localised fundraising events.



Jo-Anne Wilson from Macmillan said: *"We are delighted to have been chosen as the Bowls Development Alliance's first charity partner."*

Susan Cooper, Development Director for the BDA said, *"The BDA are delighted to be working with Macmillan Cancer Support on this initiative, the funds raised will make such a difference to those living with the effects of cancer and I know the bowlers and bowls clubs across the country will get together to generate as many donations as possible"*

As part of our ongoing activities we are encouraging as many clubs as possible to host a charity "spider", with the proceeds going to Macmillan. There is also a prize draw for the club who sends the best photo of the spider in progress, judged by a panel consisting of Peter Gray of Factory 11 who manufacture the BowlsParc equipment which is being offered as first prize in the draw, Susan Cooper BDA Development Director and Jo Anne Wilson from Macmillan.

To enter the prize draw, send your photos and how much money your spider raised to office@playbowls.org, tweet [@BowlsDA](https://twitter.com/BowlsDA) or post to the Bowls Development Alliance Facebook page. Of course, you can always submit hard copies to our Head Office in Melton Mowbray by post, the address of which is available via www.playbowls.org. The deadline for the competition is 1st August 2017.

So far, we have raised an amazing £1,371 from activities and events some bowling clubs have kindly organised so a big thank you to you all and let's keep up the good work!





Anna joins the team!

The newest addition to the Bowls Development Alliance team is Anna Coulson. Anna joins us as one of our Club Development Officers and as part of her role she will be supporting clubs, working with our National Governing Bodies and linking with key organisations which will help us achieve our strategy and most importantly get more people bowling!

She has been involved in sport all of her life from playing socially with friends, keeping fit and healthy as well as captaining many team games to a county level.

Over the past 8 years Anna has been involved in a number of expeditions including climbing 6500m Himalayan peaks to circumnavigating Balearic Islands in a sea kayak. Anna says she love's a good challenge and most importantly keeping active!

Over the past ten years she has worked in and with a variety of organisations from Local Authorities, Higher Education and Educational Partners, National Governing Bodies, Charity Organisations to name a few and joins us with a lot of experience within the sport development sector. Anna say she "hopes to use my skills and knowledge to support and develop your bowling clubs and the wider bowls community."

Anna looks forward to meeting you all very soon and possibly joining you for a roll up!

Club Development Programme

The Bowls Development Alliance (BDA) is delighted to have secured a further four years of funding from Sport England that will help to both sustain and grow the sport of bowls through to March 2021. The good news is that this funding will allow the BDA to provide direct support to bowls clubs by engaging with them through the new Club Development Programme.

This invite only programme has been created to directly support those clubs who have found it hard to retain their current membership levels as well as recruit new members. The BDA is working closely with Bowls England and the English Indoor Bowling Association to identify those clubs which are most in need of support.

The following criteria has been created to help the three organisations identify these clubs:

- Each Club must be affiliated to either Bowls England or the English Indoor Bowling Association
- They must not reside in a 2016 BDA Hotspot area
- Each club must have the capacity for membership growth
- Significant membership percentage decline or gross membership loss

Clubs who accept the offer to take part in the programme will meet with a BDA Development Officer and in partnership a club development plan will be created. Each club will work to complete the actions within this development plan across an agreed time frame. The club will be supported throughout by the BDA and they will also receive £500 to support actions within their development plan.

The programme is being delivered across the next four years and we will continue to review the process and more clubs will be invited to take part as we move forward.

The programme is currently being rolled out and nearly all of the first meetings have taken place with a great response from the clubs taking part. The Development Team is currently creating a number of development plans for the participating clubs and we are looking forward to seeing the developments in the coming months.

The clubs that have accepted the offer and are currently taking part in the programme are:

Bilton Bowls Club
Darlington and District Indoor Bowls Club
Entaco Bowls Club
Essex County Indoor Bowls Club
Falcon Bowling and Social Club
Horsham and District Indoor Bowls Club
New Earswick and District Bowls Club
Oxford University Press Bowls Club
Painswick Bowls Club
Riverside Indoor Bowls Club
Uxbridge Bowls Club





Photo: Paul Brown (Chair, Disability BOWLS England) presents Lewis Toseland (Bristol IBC) with the kitemark award.

Disability Kitemark

The Disability Kitemark has been developed to recognise and reward those affiliated bowls clubs who are fully inclusive and welcoming to those people who wish to bowl who have a form of disability.

There are a number of clubs who already strive to be as inclusive as possible and embed themselves within their local community and this kitemark represents a way to recognise clubs who are already doing this.

One such club is Bristol Indoor Bowls Club who kindly piloted the kitemark for us. The club were taken through the process and were successfully awarded the kitemark in April 2017.

If your club would like to be considered for the kitemark please take a look through the attached document which takes you through the criteria. If you think your club might satisfy the criteria and would like to be considered then please email susan@playbowls.org for information on the next steps.

Coach Bowls Presence at Bowls England National Finals in Royal Leamington Spa



This year the Coach Bowls Tent will be in its usual position beside A Green for the duration of the Bowls England National Finals in Leamington. The BDA will be sharing the space this year with Disability Bowls England.

Whether you are a beginner bowler or an advanced bowler, the coaches will be able to tailor a session to meet your needs. You can also book a session as a coach to receive some CPD or mentoring from the coaches, who are all members of our tutor workforce.

Sessions can be delivered on a one to one basis or with one coach working with two or three players. If you book before the championships you will be asked to fill in a form which outlines your goals, so that the coach can prepare a bespoke session

Slots will be available to book prior to July 20th. If not, you can turn up at the tent and book a time on any day during the Championships.

The following sessions are available to book, to book a session please e mail amanda@coachbowls.org with the date and time slot you would like.

Date	Green	Session Time available								
Sunday 13 th Aug	C	1430	1530	1630						
Tuesday 15 th Aug	A	0900	1000	1100	1200	1300				
Wednesday 16 th Aug	E	0900	1000	1100	1200	1300				
Friday 18 th Aug	E	0900	1000	1100	1200	1300				
Sunday 20 th Aug	E	0900	1000	1100	1200	1300	1400	1500	1600	
Tuesday 22 nd Aug	C	1400	1500	1600	1700					
Wednesday 23 rd Aug	E	0900	1000	1100	1200	1300	1400	1500	1600	
Friday 25 th Aug	E	0900	1000	1100	1200	1300	1400	1500	1600	
Saturday 26 th Aug	E am D pm	0900	1000	1100	1200	1300		1500	1600	1700
Sunday 27 th Aug	E	0900	1000	1100	1200	1300	1400	1500	1600	

Play Bowls Package July/August Window

Following the huge success of the first window in 2017 of the Play Bowls Package scheme, the next window opens on Monday 3rd July 2017 and closes at 5pm on Thursday 31st August 2017. Details on how to apply can be found on www.playbowls.org

A gentle reminder that clubs that have applied for a package in the February/March are **not** eligible to apply for funding in this window. A further reminder that we don't accept applications for retrospective events/funding.

2013/17 a brief look back

The 1st April signalled the start of a new funding period for the BDA, and already in this newsletter you'll have heard about our exciting new Club Development Programme, the partnership with Macmillan Cancer Support as well as other new initiatives for the next four years. While it's important to keep the focus on the future, sometimes it is nice to look back to see what's been achieved.

Between April 2013 and March 2017, 3,531 disabled people, aged 16 and over, took up the sport on a regular basis either within a club setting or via the BDA's community product, "Just Bowl". Additional to this, 12,656 people aged 55 and over also began bowling regularly, again within a club or community venue.

Over 7,000 people were recruited into the sport by clubs using the support of the BDA's Package funding scheme which is why we are continuing this support over the next 4 years. In addition to the work with 17 County Sport Partnership Hot Spot areas, which made up the majority of the remaining numbers.



The significant number of disabled people taking up bowls was led by the creation of the National Disability Strategic Action Plan which was launched in 2014 and remains to be overseen by a steering group comprising the BDA, Disability Bowls England, Bowls England, EIBA, Aero Bowls and the English Federation for Disability Sport.

Providing a plan for the sport to follow allowed a joined up approach to be implemented across a range of organisations and, when teamed with the "Just Bowl" product the sport managed to become the genuinely inclusive and accessible sport we have all believed it could be. There is still much work to do, but the last 4 years has provided a great foundation both in terms of recruitment numbers as well as sound structural, strategic improvements.

The Love Fisher Brown Award, which seeks to identify and recognise clubs or community venues delivering participation opportunities for disabled people was also launched within the last 4 years with Plymouth Life Centre IBC and Scarborough IBC winning the trophy in 2015 and 2016 respectively. This award will remain for the next four years and is currently open for applications via the BDA's website.

While on the subject of awards, the 2009-2013 Intervention Area's were each recognised in 2014 through a trophy and certificate presentation at the National Championships in Leamington Spa which were in addition to a number of individual Volunteer Awards that were presented within the 2013-2017 period.

The BDA are always keen to recognise great collective, or individual, work so both of these award schemes are to be continued moving forwards.



3,531

New disabled people taking up the sport between April 2013 and March 2017

7,000+

People recruited into the sport by clubs using the BDA's Package scheme

12,656

People aged 55 and over began bowling regularly between April 2013 and March 2017



GET ACTIVE, HAVE FUN, PLAY BOWLS

WWW.PLAYBOWLS.ORG

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2013/17 a brief look back – Coaching



It should not be under-estimated the challenge the BDA faced to bring about a change in attitude towards coaching. The challenge has been immense and there is still some way to go to totally embed the five- year Coaching Strategy that was launched in January 2016.

The progress over the past four years has been quite remarkable with the development of nationally recognised Level 1 and Level 2 qualifications and 76 Level 1 and 22 Level 2 courses ran providing 880 nationally qualified coaches for the sport, as well as 32 modules being delivered that provide continual personal development opportunities.

The tutors and assessors delivering all “Coach Bowls” products have gone through an extended period of training and ongoing standardisation. All independent tutors are now qualified in delivering independent learning (either through teaching/lecturing qualifications or through attendance at a Level 3 Award in Delivering Learning or a Level 3 Award in Education and Training)

Looking back, 2013-2017 was a busy and productive time for the sport with over 16,000 people taking up bowls during this time, significant developments for disability bowls, numerous group and individual awards presented and the continued growth and development of the Coach Bowls scheme. The next four years is looking similarly challenging but that is something for the whole sport to be excited about, rather than fearful of. Just like in the last 4 years, success won't be secured without the support of the clubs, volunteers and coaches all of whom should take great pride and credit for what has been achieved since 2013.

To progress the sport will always need to be a “team effort” and we are delighted that for the next four years, the BDA can be part of that collective push.



32

Continual personal development opportunities via in-house modules ran.

76

Level 1 and 2 courses ran in the four year period between April 2013 and March 2017

860

Nationally qualified coaches for the sport between April 2013 and March 2017



Safeguarding – A Priority for the Sport of Bowls

The Bowls Development Alliance are delighted that 15 Counties have now run a minimum of one “Safeguarding in Bowls -Time to Listen” course for club volunteers who hold the position of Club Welfare Officer for their particular club. Some Counties have run more than one with Devon leading the way with 4 courses.

The four hour training course provides Club Welfare Officers with information on their role and responsibilities as well as advice on what they need to do if an incident or concern is brought to their attention.

It is an inter-active course with lots of open discussion using real life scenarios which really make you stop and think.

Safeguarding is not only about children but also about vulnerable adults so it is very important that all clubs even if they do not have junior members have a Club Welfare Officer who has received support to carry out their role effectively.

Congratulations to those counties who have run courses. If your County is not on the list then please urge your County Association to contact the BDA to set up a course as soon as possible so that by the end of the year all 35 County areas have been covered. Alternatively contact casey@playbowls.org direct and lets make it happen.

To date “Safeguarding in Bowls - Time to Listen” courses have been held in the following counties:

Buckinghamshire, Cornwall, Cumbria, Devon, Hampshire, Herefordshire, Hertfordshire, Leicestershire, Lincolnshire, Norfolk, Northamptonshire, Somerset, Sussex, Tyne and Wear and Wiltshire.