

PLAY BOWLS - NEWSLETTER

ISSUE 28 - MARCH 2017

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VV elcome to the March 2017 edition of the newsletter. We are fast approaching the end of the 2013-2017 funding period and a lot of the focus has been on completing programmes and projects and compiling reports that we are required to do for our partners.

Alongside this work, we have been preparing plans for our new delivery programme from April and this has included the new Play Bowls Package Scheme which was opened for applications on February 1st enabling clubs to apply for support in running their recruitment events ahead of the new outdoor season. At the time of going to print we are pleased to report that more than 207 clubs have successfully applied for packages and will be delivering their Play Bowls Open Days and Play Bowls4Fun sessions over the coming months. Let's hope we have a sunny Easter!

Also new is a refresh to the BDA branding and we now have a gold and grey logo and a new strap line

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Coach Bowls as a brand retains the red logo and Just Bowl the orange and blue logo which gives them their own identity.

We hope you like the new look!

Susan Cooper Development Director

Next Four Years

The Bowls Development Alliance were delighted to receive the news that their application for a further four years of funding has been successful and we can look forward to working with Bowls England and English Indoor Bowling Association clubs in their development through to 2021

The focus of the new Play Bowls Strategy is to sustain those who currently play bowls and ensure we do everything we can to encourage bowlers to keep active by playing bowls well into later life .It is still important to recruit new members and the BDA were delighted that Sport England will continue to support the Play Bowls Package scheme which we launched again in February ahead of the new outdoor season.

The Club Development Programme will be launched in April and will offer direct support to those clubs in need. Further details will be available over the coming weeks as we work up our plans.



Coaching remains a focus and as the Tutor workforce increases we hope to be in a position to roll out more courses over the next twelve months. We will be encouraging more clubs to send their Club Welfare Officer on the Safeguarding in Bowls-Time to Listen courses that will also become more readily available across the country

The BDA will continue to work closely with Disability Bowls England ensuring that there are more opportunities for those with a disability people to get into bowls.

We look forward to working with many of you from April.



Coach Bowls

The start of 2017 has been a busy one for the tutor workforce in bowls. Before Christmas there were a number of applications received from people across the country who wished to become tutors for the Coach Bowls Qualifications and Modules. Amanda Scriven-Purcell (Coach Bowls Coaching Manager) spent a number of days going out to meet some of these tutors and we are pleased to say that we will be welcoming a number of experienced tutors to our team over the coming months. The new tutors experiences include being a bowls World Champion, a coach who has coached at Olympic Level and also competes in bowls and coaches with vast experiences working in the disability sector.

Work continues on the new Level Three Certificate in Coaching Bowls. The content has been developed by highly experienced World and Commonwealth Champions who are also all qualified bowls coaches. Once the course is finalised and piloted, details of the criteria will be available and applications invited from coaches who meet that criteria to attend the first course





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Importance of Data



As a Sport England funded organisation, in the majority, the BDA are subject to strict reporting processes which requires accurate data collection to act as evidence of performance against targets. April 2017 signals the start of the next Sport England funding and targets cycle and as such the BDA have had to make some adjustments to the data it asks for from clubs and individuals. It is vital that any data returned to the BDA is completed as accurately as possible so we can demonstrate the progress being made by the sport in the clearest and most robust way. Proving that the Sport England funding is having a positive impact means the sport can remain in a strong position to attract further investment in the coming years.

Furthermore, beyond the requirement to demonstrate performance data to Sport England, an enhanced level of data is good for the sport more widely. Just as a retail organisation wants to know more about their customers to ensure the right products are put on the shelves, bowling organisations at all levels will benefit from knowing more about who's playing the sport. Being able to know the number of men and women playing bowls, their age ranges, ethnicity and disability status allows for the sport to react more effectively to the participation trends and make sure that the organisations concerned can continue to try to ensure that the sport is meeting the needs of those who play. There is still much work to do to build a comprehensive database of this nature, but this really is a "help us to help you" situation. Providing data can sometimes be a laborious process, which the BDA is trying to minimise, but simply put, the more bowling organisations know about the people who play our sport, the more likely it is that good decisions will be made and the sport can best meet the needs of its bowlers. Ultimately, this should lead to a stronger, healthier sport moving forward.



APPLICATION WINDOW DATES 2017 1ST FEBRUARY - 31ST MARCH

3RD JULY - 31ST AUGUST

2018 1st february - 30th March 2nd July - 31st August

Play Bowls Package Funding

The Package Funding Scheme has been designed to help clubs to organise events that have been proven to attract new members into the sport of bowls.

£250 is available to all Bowls England and English Indoor Bowling Association affiliated clubs to deliver a Play Bowls package which includes the running of:

A Play Bowls Day & 4 x weekly Play Bowls 4 Fun Sessions

Play Bowls Day

The Play Bowls Day is heavily grounded in the traditional club open day but the emphasis is placed on attracting new participants and members, and on making the day a fun and informal event. The Play Bowls Day represents the perfect introduction to club life for any new participant and is a great way for bowlers and non-bowlers alike to meet for the first time.

Play Bowls 4 Fun

The Play Bowls 4 Fun programme builds on the good work undertaken on a Play Bowls Day by offering the new participant a session, every week for 4 weeks. Session plans and guidance on how to host a successful programme are provided.

Coach Bowls Level 1 qualified coaches are able to deliver these sessions Independently

The application process is quick and simple with applications accepted during specific windows (see dates, right). For further details and full terms and conditions please visit **www.playbowls.org** or call **01664 777001**.





Did you know the BDA now has its own twitter account? Follow **@BowIsDA** for regular updates on BDA activities.



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