



IN THIS ISSUE: CHEER CAN HELP YOUR CLUB - COACH BOWLS TUTOR WINS AWARD - CLUB DEVELOPMENT PROGRAMME

Welcome to the Christmas edition of the BDA newsletter. It has been a very busy three months especially for the Development Officers who have been working closely with a number of clubs as part of the Club Development Programme. Some of their early successes can be seen later in the newsletter.

As an organisation we have been working to ensure that all our governance is in order and like all the other 45 funded sports in the UK have submitted all the requirements by the Sport England deadline and are awaiting their feedback.

More Level 2 Coach Bowls courses are being organised across the country. These are managed by the BDA office which allows us more flexibility on numbers attending. If you would like to see a course in your county please give the office a call.



There are plans for the New Year that will see the launch of a new programme which aims to encourage more women to get involved in bowls and in March we have the first ever Coach Bowls Conference, Coaching - Making A Positive Difference. The conference is now full with 90 delegates attending on the day though you can still register your interest in case a place comes free place by calling the office.

It just leaves for myself and the team to wish you all a very Merry Christmas and we look forward to working with many more of you in 2018!

Kind regards

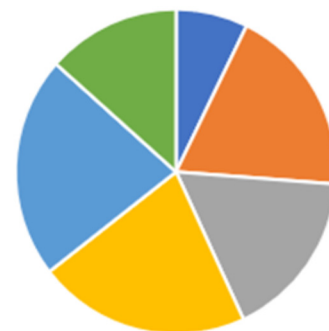
Susan Cooper, Development Director

(Christmas) Cheer can help your club!

As the Christmas season approaches, recent research conducted by the BDA suggests that continuing that atmosphere of goodwill to all might be the key to attracting more people into your clubs.

The BDA surveyed a sample of new bowlers who joined clubs at Play Bowls Package events this summer and the importance of having a positive atmosphere within the club (yellow) was rated second in the list of factors that persuaded individuals to join their bowls clubs. The only factor ahead of this was the importance of enjoying the sport itself (light blue) as shown in the chart (right).

- Opportunity to be competitive
- Positive experience at recruitment events
- Positive coaching experience
- Atmosphere within/welcome from the club
- Enjoyed playing the sport
- To take part in club based social activities



Interestingly, the impact of having friends and/or family already within the club wasn't high on the list of factors that motivated individuals to join the club, nor was the opportunity to be competitive (dark blue).

So, perhaps the key to successful recruitment is to create and retain a positive feeling within your club, and what better time to focus on this than at Christmas time?

Team Challenge for Macmillan

Our challenge - Saturday 12th May – Lincoln Gran Prix Sportive

The BDA team we will be aiming to cycle over 400 miles to raise money for Macmillan. As a team of non-cyclers this is going to be a tough challenge but something we are determined to do as a team despite the expected sore legs during and after the ride! To keep up to date with our challenge details as well as our training please follow us on social media;

Twitter: @BowlsDA

Facebook: www.facebook.com/bowlsdevelopmentalliance

If you would like to sponsor the team please go to our Just Giving page: <https://www.justgiving.com/fundraising/bda1>



Coach Bowls Conference, Coaching - Making A Positive Difference

The BDA are delighted to announce that the first ever Coach Bowls Conference is now full.

90 delegates will be attending on 22nd March next year at the Woodland Grange Hotel in Leamington Spa to listen to guest speakers passing on their knowledge and expertise of coaching.

This will include a keynote address from Nigel Redman, Head of Performance Team Development at British Swimming who as well as gaining 20 caps playing for England Rugby is one of only a handful of coaches to be awarded Level 5 status.

He will be joined by Giselle Mather, the most prominent female full-time rugby international coach and Director of Rugby for Wasps and David Turner a GB and England coach for the sport of javelin. It is also hoped to have some GB athletes from a number of sports who can offer their observations on how their coaches have helped them to attain a high level of performance.

It promises to be both exciting and informative and it is hoped that those coaches attending will be able to return to their clubs with some real nuggets of information.

The conference is sponsored by Factory Eleven who the BDA have worked alongside, using their bowlsparc equipment to develop community activity, Sutton Winson, Insurance Brokers and Risk Managers who are sponsoring the Coach Bowls Coaching Awards and Flexpress who are covering all printing expenses. Our thanks go these businesses for their support.



Hertfordshire and Coach Bowls Tutor Graham Marriner Honoured by Bowls England

Graham Marriner from Potters Bar BC in Hertfordshire received the prestigious Bowls England Certificate of Merit at the County Luncheon held on Wednesday 15th November from Bowls England President Viv Tomlinson.

Bowls England awards the Certificate of Merit annually to individuals that have provided outstanding service to the sport of outdoor bowls at club and county level in England.

Graham started bowling in 1990 and has served a wide variety of roles for his club, Hertfordshire Bowls, Eastern Counties Bowling Association, Hertfordshire Past Presidents Bowling Association and St Albans & District BA

On top of all his Club and County commitments, Graham finds time to play a key role in coaching and safeguarding.

He is a national Tutor and Assessor for Coach Bowls and has worked in 13 counties tutoring and assessing over 160 Level 1 & 2 coaches. Other courses he has tutored include over 40 bowlers on the Activator Module and co-tutored three Safeguarding (Time to Listen) courses.

Graham has worked tirelessly for various Associations across a long period of time, with his desire and passion for bowls continuing to shine through in all of the work he does. The panel had no hesitation in awarding Graham this prestigious award.

Following his award, Graham said: "Surprise and delight is my first reaction and to receive this award is an indicator of satisfaction on a wide spectrum of my work in bowls.

"My mission has always been to work on maximizing the enjoyment for those playing this wonderful sport of bowls.



Coming soon

The BDA will be launching a national Women's Campaign in the new year, please keep an eye out for it and updates to follow!

Club Development Programme Update

Horsham and District Indoor Bowls Club



Horsham and District Indoor Bowls Club have been part of the Club Development Programme since Phase 1 and have been working hard to sustain their current membership while building on the infrastructure they currently had at the club.

In May the club looked at ways in which we could support their current volunteers and coaches to be up skilled in order to better support the recruitment drives they were planning over the coming season.

It was decided that during our discussions an effective way of doing this would be to run a "Club Helpers Module" for those volunteers at the club who would be coming into contact with potential new bowlers throughout the year.

The Club Helpers Module is a free 2-hour course available to all Clubs who participate in the programme. The first hour of the course is focused on the theory and process that each club would like its volunteers to follow when potential new bowlers enquired about taking up a membership. In the second hour the volunteers would learn fun engaging sessions they could deliver to new bowlers. No coaching takes place during the sessions, but the volunteers are simply activating a fun introduction to the sport.

In this instance Horsham and District IBC would have their trained club helpers run a fun engaging session on the green before booking them in for 3 free coaching sessions. The club coach would then invite them to attend their Casual roll up sessions to meet current members.

By following this process, the club, its volunteers and coaches are ensuring that each and every new participant was receiving the same quality experience and therefore having a better chance at turning those enquiries into new members.

Since running the Club Helpers Module with 19 volunteers attending the club has set up a Coach Bowls Level 1 course which will run in January 2018. 3 members of the club are booked on and will offer much needed support to the club and current coaching pool.

For more information on the club please visit, www.horshamdistrictindoorbowlsclub.co.uk or call 01403 268346 alternatively you can email them on horshamindoorbowls@talktalk.net

"We as a club are extremely pleased to be working with the BDA and have found the club development programme very beneficial for us."

Richard Bridges, Chairman of Oasis Indoor Bowls Club

Entaco Bowls Club (now Studley Entaco Bowls Club)

The BDA have been working very closely with Studley Entaco Bowls Club which are part of our Club Development Programme.

Working with the committee the club put together a development plan with various targets and aspirations the club set for themselves. Following discussion and getting an understanding of the club the committee came to the conclusion that the local community and surrounding area may not know about the club or the club's location due to the name. The club was steeped in history but did not contain the location of the club so it was decided by the club to change the name to 'Studley Entaco Bowls Club' located in the lovely village of Studley in Warwickshire!



Studley Entaco Bowls Club is a very friendly outdoor club and it will reopen for the season starting in April 2018, everyone is welcome to the club no matter if you haven't even played before.

For more information on the club please visit their website www.entacobowlsclub.com or contact Mike Bell his email emailmikebell@sky.com or call him on 01527 502016.

Did you know? The name ENTACO comes from the time (1949) when the club was first put in place by the **E**nglish **N**eedle & **T**ackle **C**ompany, based in Studley?





Club Development Programme Update

Oasis Indoor Bowls Club

One of the clubs that the BDA approached at the start of the second phase of our programme was Oasis Indoor Bowls Club in Hunstanton. After long discussions with the committee during our first meeting, we concluded that some of the biggest challenges the club faces are:

- Very few people transitioning from the club's very popular open coaching sessions to becoming full members.
- The lack of support from the club's wider membership in the running of the club.

Subsequently, our team developed a bespoke questionnaire for the committee to hand out to both the club's membership and those attending the open coaching sessions. A two-sided A4 sheet, the questionnaire asked bowlers important questions about their experiences, their views and their behaviour.

The club committee's outstanding efforts culminated in more than a third of the club's entire membership responding to the survey. The results of the survey also offered substantial insight:

- Many club members and a large majority of those attending the open sessions said they would like to participate in social or non-competitive bowling activities, something the club did not offer at the time.
- Half a dozen respondents expressed a desire to support the committee in the running of the club.

The results brought significant optimism and energy to the committee who also reacted quickly and positively to the responses received. Following the analysis of the survey, the club organised social bowling activities on Sundays – activities that are already well attended and popular. Furthermore, the committee is in talks with the management of the leisure centre the club is based at, to be allowed to gain additional time slots in order to host one or two social, non-competitive sessions per week, as well as an additional open coaching session.

BREAKING NEWS

Club Development Programme Phase 3

Clubs are being invited to apply to be part of Phase 3 of the Club Development Programme. Clubs will need to meet a set Criteria in order to apply. All information on the programme including the purpose of the programme, the criteria and application form can be found on our website www.playbowls.org/clubs/club-development-programme from 18th December.

The application window will close on Wednesday 31st January 2018 at 5pm with successful clubs being contacted the week beginning Monday 5th February 2018.



Coach Bowls Update

1st November saw the start of the revised Level 1 Award in Coaching Bowls and the Level 2 Certificate in Coaching Bowls. The material goes through an Annual Review process, and this year we have strived to ensure that coaches attending the qualification spend much more time out on the green throughout the 2 - 5 contact days and the weeks in between. The tutors are getting familiarised with the new material and are looking forward to implementing it.

In other news, don't forget to nominate your club coaches for the National Coaching Awards sponsored by Sutton Winson Insurance Brokers & Risk Managers. This is the first year of National Coaching Awards and we are sure that many of you want to recognise the hard work of the coaches in your clubs. Categories, criteria and nomination forms can be found on <http://www.coachbowls.org/awards>

Finally, we would like to take this opportunity to thank the volunteers that support Coach Bowls. This includes the Coach Education Advisory Group, the County Coaching Coordinators and the Coach Education Workforce who work tirelessly to support the coaches in the clubs across the country. They are dedicated, committed and knowledgeable individuals who are always available for help and support.



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

