



Welcome to the special Christmas edition of the Bowls Development Alliance newsletter.

It has been a busy twelve months for all of the team and our partners and by working together we are introducing more people than ever into the sport of bowls.

The focused Hot Spot work in Norfolk, Sussex, Essex, Coventry, Solihull and Warwickshire continues through to March 2015 and in Nottingham until March 2016. From January 2015 more focused work will commence in Cumbria, Somerset, Lincolnshire, Northamptonshire, Suffolk, Herefordshire and Worcestershire.

The Package Funding Scheme has supported 117 clubs with their recruitment of new members and more and more clubs are taking up the opportunity to apply.

In the past twelve months 2576 new people have taken up the sport as a direct result of the BDA interventions which means we have hit our annual target with three months still to go!

The sport now also has 236 newly qualified coaches and this figure continues to grow as more courses are set up across the country. There are also now 24 qualified tutors who have undergone training in order to ensure high quality and consistency of delivery across the country.

Many thanks to all of you who have supported our work over the past twelve months.

Wishing you all a peaceful and relaxing Christmasit's time to get out the sherry!

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.





Recruitment Success for Nottingham Indoor Bowls Centre

The BDA are delighted to hear of Nottingham IBC's fantastic recruitment of new members. The club were supported through the Sport Nottinghamshire Hot Spot project, funded by the BDA, which has continued to go from strength to strength since its launch in February 2014, under the leadership of Sport Nottinghamshire Lead Officer, Matt Bloor (matthew.bloor@nottscc.gov.uk).

To date, Nottingham IBC have recruited around 80 new members.

In the belief that there must be people out there who can be persuaded to try the game, Nottingham Centre decided this year to make a determined push for new members. Their strategy was largely based on their past experience that people join clubs mainly through personal introductions from their relatives, friends and colleagues but also, to a lesser extent, via other external persuasions...advertising, TV, etc.

The Centre commissioned an attractive A5 colour Flyer, offering a free 2-hour Play Bowls Day Taster Session and "Cuppa", followed by a 4-week Play Bowls 4 Fun beginners coaching course at a nominal cost, with all equipment being provided for free. 10 copies of the Flyer were posted individually to each existing member, asking for their own personal involvement in seeking new members to help secure the future financial stability of their Centre. Members bringing guests along also enjoyed free bowling for the session. Thanks to members own efforts, over 100 newcomers were introduced and registered for a free Taster Session. Nearly 50 of these subsequently signed up for a coaching course, the majority then taking full membership.

A great example of what a club can do when members work together towards an agreed outcome.



Introducing more disabled people to the sport of bowls

"Sports for All "in Sussex is a Sport England funded project which is led by The Grace Eyre Foundation and aims to provide sporting opportunities to adults across Sussex with learning disabilities, mental health issues and learning difficulties.

The East Sussex side of the project which received Sport England Inclusive funding began earlier this year and the BDA have worked closely with the project to provide those involved with new adaptive equipment to suit the needs of the individuals and make the activities more accessible.

The BDA attended the projects taster event which took place in November in Eastbourne offering a range of sports for service users from a variety of day centres to try. The bowls equipment is now being used at the new weekly sessions which are boccia and bowls combined and take place at Shinewater Sport and Community Centre in Eastbourne.

From this the next steps are for the BDA to provide training for the "Sports for All "volunteers to be able to coach these sessions on a regular basis therefore increasing the number of disabled people taking part in the sport on a weekly basis.

If you or your club are inspired by this please visit www.playbowls.org



Fancy trying something new?
 Something that's
ENJOYABLE
SOCIAL
REWARDING
HEALTHY
STAYING FITTING
Interested?
 Go to
www.playbowls.org
 to find your nearest club or
 call 01664 777001

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 **katie@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.

Play Bowls
 Package Funding Scheme for clubs

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.

The application is quick and simple. For full details, including application window dates and terms and conditions, please visit www.playbowls.org or call 01664 777001.

- Platinum**
 Available to all Clubmark accredited clubs with a Coach Bowls Qualified Coach to deliver:
 • A Play Bowls Road Show
 • A Play Bowls Day
 • A Play Bowls 4 Fun Programme
 Funding Available **£600**
- Gold**
 Available to all affiliated bowls clubs to deliver:
 • A Play Bowls Road Show
 • A Play Bowls Day
 • A Play Bowls 4 Fun Programme
 Funding Available **£400**
- Silver**
 Available to all affiliated bowls clubs to deliver:
 • A Play Bowls Day
 • A Play Bowls 4 Fun Programme
 Funding Available **£290**
- Disability**
 Available to all affiliated bowls clubs to deliver a project aimed at increasing the number of disabled bowlers participating in our sport.
 Funding and support with ideas is available for this package **£550**

Helping people to live longer, healthier and more fulfilling lives
 www.playbowls.org
 Registered in England and Wales no. 1038661

Cash for your Club



The next Package window opens on the 2nd February 2015. If you are an outdoor club this is a great opportunity to recruit new members.

Why not make it your New Year resolution to apply for funding and use it to make your Play Bowls Open day a bit different next year?



Chawton Park Indoor Bowls Club Goes Platinum! International Bowlers celebrate with them at "Jamboree"

Chawton Park Indoor Bowls Club recently celebrated the conclusion of its Play Bowls 4 Fun initiative with England Senior International, Commonwealth Games 2014 Silver medalist and Bowls Development Officer Jamie Chestney and Senior International player Robert Newman who played an exhibition match in front of more than 70 guests.

Chawton Park is the first bowls club in the country to fulfil specific criteria to qualify for the Bowls Development Alliance top grant, a Platinum Award. It is the only indoor bowls club in Hampshire to have CLUBMARK. All activities are supported by "Coach Bowls" coaches. The club has a team of 11 BDA "Coach Bowls" registered coaches, 4 of whom hold BDA "Coach Bowls" qualifications. To date 34 new members have joined the club. Over the last six weeks they have attended regular sessions organised by the coaching team and a league has now been established for them to continue in their new sport.

Jamie Chestney commented on the event,

"To see the green full of new and experienced bowlers was fantastic. The club has done an amazing job and it is particularly pleasing to see such positive results from the hard work of the coaching team and members of Chawton Park who have done so much to encourage new participants in our sport."



Treat yourself to one of our polo shirts or fleeces

To view all available merchandise please visit our website www.playbowls.org

