

From: Alistair Hollis
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Subject: Bowls Development Alliance Launched

Please see below a news release issued by the Bowls Development Alliance for your information.



Bowls Development Alliance Launched To Stimulate Sport's Growth

In a collaboration stimulated by **Sport England**, four National Governing Bodies in the sport of Bowls have come together to launch the **Bowls Development Alliance (BDA)**.

The new company is a joint venture between **Bowls England** (responsible for the flat green outdoor game), the **British Crown Green Bowling Association** (crown green outdoor), the **English Indoor Bowling Association Ltd** (flat green indoor), and the **English Short Mat Bowling Association** (short mat indoor).

Bowls boasts around 400,000 participants in more than 7,500 venues across 38 county associations. The sport was nominated in 2009 as one of 46 sports to help Sport England achieve their national targets of growth in participation in 2009-2013.

Hitherto, only one of the four BDA members (Bowls England) previously received Sport England funding. Now, more than £750,000 over four years has been allocated to the BDA by Sport England for specific development activities.

The primary purpose of BDA is to be the recognised body for the development of Bowls in England. The four members of the BDA agreed that the following areas of development would be its aim and objectives over the next four years:

- Growing and sustaining participation levels
- A Bowls-specific Clubmark scheme
- Coaching – one new unified body; training/recruitment
- Development and refurbishment of Facilities
- Increase funding from National Governing Bodies and outside bodies
- Training & recruitment of Umpires/Referees
- Training & recruitment of Volunteers

Although the BDA is still in its infancy, it has drawn up an outline of its whole sport plan. It is envisaged that, once a full-time employee is recruited, the plan will be fully developed to drive the development of Bowls forward over the forthcoming years.

The BDA will continue the work of the National Governing Bodies to actively encourage all individuals - regardless of age, gender, disability, and ethnic origin - to participate and develop their potential within the sport.

Furthermore, Bowls is a sport that people can take up and enjoy when they can no longer participate in more active team sport, such as football and cricket. It can be enjoyed by people who are already suffering obesity problems, enabling a progressive increase in activity through short, less strenuous, games.

"We are delighted to be able to announce our formation and look forward to developing our activities for the future of the sport of bowls," said representatives of the four BDA members at today's launch at **Walkers Stadium** in **Leicester**.

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