



Bowls Development Alliance

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Bowls Development Alliance

Unified approach for
the development of
the sport of bowls



Introduction

- Sport of bowls chosen by Sport England
- Required one body to work with
- Formal agreement to create Bowls Development Alliance (BDA) in July 2009
- BDA is 'recognised body for the development of the sport of bowls in England'



BDA Partners

- Bowls England
- British Crown Green Bowling Association
- English Indoor Bowling Association Ltd
- English Short Mat Bowling Association



Building the BDA

- Governance
- Finance
- Staffing
- Commercial



Sport England

- Bowls will help them achieve their targets set by Government
- Funding over next three years conditional on meeting targets agreed between BDA and Sport England
- Growth targets (65-plus) – Active People
- Satisfaction targets (all age groups) – Satisfaction Survey



Sport England Award

- Year 1: £105,000 (2009/10)
- Year 2: £217,250* (2010/11)
- Year 3: £217,250* (2011/12)
- Year 4: £217,250* (2012/13)

TOTAL = £756,750

- Years 2, 3 & 4 offered 'in principle'



Proposed areas for development

- Recruit and retain 'bowlers'
- Clubmark
- Coaching
- Facilities
- Training of umpires / referees
- Training and recruitment of volunteers



Planned Interventions 2010–2013

➤ Grow

- Have Mat Will Travel
- Bowls4Free

➤ Sustain

- Clubmark
- Facilities Improvement and Retention



Grow

➤ Have Mat Will Travel

- Road show for use at events, fairs, shopping centres
- Link with local bowls clubs

➤ Bowls 4 Free

- Six week introduction to the sport
- Use identified clubs supported by coaches and club volunteers to become mentors



Grow

- Proposed pilot areas for 2010/11
 - Cornwall
 - Derbyshire, Nottinghamshire & South Yorkshire
 - Hertfordshire
 - Kent
 - Northumberland

- These will expand as BDA develops



Sustain

- Clubmark
 - Support clubs to gain Clubmark Accreditation
 - Look to develop bowls specific accreditation scheme

- Facilities Improvement and Retention
 - National Bowls Facilities Strategy
 - Work to protect and improve clubs

- Nationwide approach for Sustain