



News

9th April 2010

Bowls England hosts third Annual Conference

Bowls England held its third Annual Conference at Royal Leamington Spa on Wednesday 7th April.

More than 300 bowlers attended the event, with representatives from clubs and county associations across England.

Those present heard details on the funding advice service offered to clubs by Bowls England, and saw the findings from several pieces of national research that have been conducted into the sport.

Guest speaker Mel Beck, Editor of Bowls International, gave an insider's view on how clubs and counties can promote themselves more effectively through local and regional media.

And there was also an update on plans to develop the sport, including the newly-formed Bowls Development Alliance.

Tony Allcock MBE, Bowls England Chief Executive, said: "The Annual Conference forms a key part of our commitment to keep clubs and counties better informed about our work and issues that may impact on them, especially those who are not able to attend Company Meetings.

"More importantly, they had their say on several topics, such as playing unaffiliated clubs and the subsidies paid out by Bowls England to counties for National Championship and National Competition qualifiers."

"The Conference is a firm fixture in the Bowls England calendar and we were delighted that members from across our 35 counties were able to attend."

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