



Club and County Development

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Development Officer
Bowls England

Promote, Recruit, Retain

‘Bowls – The Sport for All’

➤ Nearly 100,000 items to clubs in 2009

Recruitment packs being distributed
to all clubs in April mailout to include:

- Promoting & Marketing Your Club
- Recruiting New Members
- Retaining Members
- Examples of material available



Pilot projects

Plan to run five targeted recruitment projects with clubs/counties

- Minority ethnic groups
- People with disabilities
- Retired from 'Active Sports'
- Women
- Young people

Projects require 'buy-in' from clubs/counties including provision of venues/volunteers



Pilot project - Women

Women and girls are one of the five social groups under-represented in sport in the UK.

Possible target groups:

Young women/students/parents with young children/working women/retired women

Key partners/stakeholders:

Women's Sport & Fitness Foundation/Women's Institute

Issues:

Timing of events/sessions/scheduling of matches and competitions
Dress code
Facilities (i.e. toilets)

Resources:

Sessions timed to meet participants needs (i.e. school hours for non-working mums)
Women coaches, volunteers and mentors



County Development

County Development Officer responsible for:

- Promoting the sport of outdoor bowls within the county
- Developing county initiatives
- Supporting club development initiatives
- Supporting Bowls England development initiatives
- Develop links with local partners including
 - ✓ County Sports Partnerships
 - ✓ NHS Trusts
 - ✓ Local Authorities

Expand to regional network of 'County Development Officers' (CDOs)

