



Play Bowls

About Us

The Bowls Development Alliance (BDA) is the body for Bowls England (flat green outdoor) and English Indoor Bowling Association Ltd (flat green indoor), working together, to grow the sport of Bowls.

Vision

Bowls to be the sport that helps people to live longer, be healthier and have more fulfilling lives.

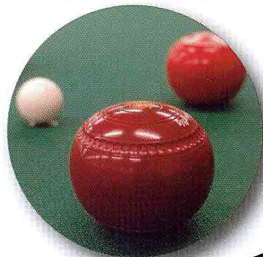


Aim

Bowls to become the major participant sport of those aged 55 and over.

Objectives

Increase participation in the sport of Bowls focusing on those aged 55 and over
Support clubs to provide a quality experience that will maintain club membership
Provide a quality coaching structure with recognised qualifications for the sport
Provide more opportunities for those aged 16 and over with a disability



Helping people to live longer, healthier and more fulfilling lives

Bowls Development Alliance Limited
Registered in England and Wales no: 07205402



Bowls Development Alliance
www.playbowls.org



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Targets 2013/17

Bring **10,810** new people into the sport aged 55 and over

Bring **1,000** new people aged 16 and over with a disability into the sport

How we will reach our targets

Packages available to ALL clubs to aid recruitment
Play Bowls Road Shows to promote the sport
Working in 10 identified **HOT SPOT** areas
Supporting Intervention areas from 2009-2013

For further information and updates please visit www.playbowls.org

Helping people to live longer, healthier and more fulfilling lives



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web: www.playbowls.org



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Package Products Information



Play Bowls Road Show

The Play Bowls Road Show, was the stand out product of the BDA's 09-13 activities and provided an opportunity for thousands of people to try the sport of bowls in a wide range of surroundings, from County shows to shopping malls, leisure centres to garden centres. Having the Road Show attend your town or city is a fantastic way to generate significant interest in our sport and provides the perfect platform from which to promote a forthcoming Play Bowls Day or Play Bowls 4 Fun. The BDA cover all the transport costs too, so all you have to do is find a suitable venue!



Play Bowls Day

The Play Bowls Day is heavily grounded in the traditional club open day but the emphasis is placed on attracting new participants and members and on making the day a fun and informal event. The Play Bowls Day represents the perfect introduction to club life for any new participant and is a great way for members and non-members alike to meet for the first time and introduce new participants to the sport of bowls.



Play Bowls 4 Fun

The Play Bowls 4 Fun programme builds on the good work undertaken on a Play Bowls Day by offering the new participant a weekly session of 2 hours, every week for 4 weeks. Each participant will pay just £5 to reserve a place on the Play Bowls 4 Fun programme which is redeemable against the cost of 1 years club membership should they wish to join the club at the end of the 4 weeks. Session plans and guidance on how to host a successful programme will be provided.



Play Bowls

Funding Packages for Clubs

Packages for Club

The BDA have developed a new package system offering affiliated clubs across the country the opportunity to apply for BDA funding.

The BDA Packages have been designed to help support clubs to organise events that have been proven to attract new members into the sport.

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

Community

Available for between 2 and 4 affiliated clubs working together to deliver:

- - 1 x Play Bowls Road Show
- - 2 x Play Bowls Days
- - 2 x Play Bowls 4 Fun Programmes

Funding Available
£600*

Silver

Available to all affiliated clubs to deliver:

- - 1 x Play Bowls Day
- - 1 x Play Bowls 4 Fun Programme

Funding Available
£290

Gold

Available to all Club Marked Clubs to deliver:

- - 1 x Play Bowls Road Show
- - 2 x Play Bowls Days
- - 2 x Play Bowls 4 Fun Programmes
- - 1 x Focused Event (eg Health, Disability)

Funding Available
£625

* - Funding available is awarded between applying clubs



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Hot Spot Contact Details

AREA	TELEPHONE	EMAIL
Sport Essex	01245 431492	administration@activeessex.org
Active Norfolk	01603 732333	info@activenorfolk.org
Active Sussex	01273 643869	info@activesussex.org
Wesport	0117 328 6250	info@wesport.org.uk
Coventry, Solihull & Warwickshire Sport	024 7657 4200	info@cswsport.org.uk

