



ENGLISH INDOOR BOWLING
ASSOCIATION LTD

OUR VISION

MISSION STATEMENT

- **“TO BECOME THE LEADING NATIONAL GOVERNING BODY FOR THE SPORT OF BOWLS IN ENGLAND BY 2011”**

CORE AREAS

- Participation – New & Retention
- Facilities – Upgrade, New, Multi use
- Commercial
- Communications – publications, media
- International
- Competitions
- HQ – implement the vision

Role of Clubs & Counties

- Key Components
- Support
- Assistance
- Feedback

Competitions

- Review
- Strengthen
- Venues
- New

International Performance

- Replicate competitions
- Age Groups
- Selection Opportunities
- National / International Opportunities

Promotion of our Sport

- All have responsibility
- Research – bowlers & non bowlers
- Marketing – HQ Assistance
- Media
- Television – new product
- Taster sessions
- Good practice

Projects

- County Sport Partnerships
- Clubmark
- School Club Links / EIBA Schools project
- Junior Development
- Initiatives for over 50s
- Sport England

Future AGMs

- Venue
- Format – Stand alone, Full day with event

Feedback

- Initial views?

