

EIBA Vision 2013 – 2017



EIBA Outline Plan 2013-2017 www.eiba.co.uk Twitter: @englishindoor

The EIBA plan covers the following areas:

- Recruit and Retain 50+; Recruit and Retain 70+ - two different markets which requires us to find a way to grow both specific groups. The 50+ requiring new versions/formats . the 70+ wishing to keep the current formats.
- Facilities . Build, Improve, Retain; Operate; Volunteer support with skills training
- Youth and the Family
- Women . increased participation and retention
- Disabled
- Competitions
- Internationals
- Promotion of our Sport
- Alternative sources of income
- Manpower to fulfil the Plans



EIBA Objectives

- *A growth in participation across the adult population in local Communities. Targeted work to increase Female participation*
- *A growth in participation in the 14-25 age range, plus working with Primary Schools (Year 3 & 4 – age 7 to 9)*
- *The provision of an excellent sporting experience for new and existing participants*
- *A growth in Indoor Bowls participation by people who have disabilities*

EIBA is keen to work with:

- Affiliated Clubs, Affiliated County Associations and Affiliated Bodies who are established for the promotion of the sport of Indoor Bowls
- County Sports Partnerships
- Local Authorities/Leisure Operators/Primary Care Trusts
- Secondary Schools and Further Education Colleges

The EIBA priorities are:

1. Recruitment of Participants
2. Retention of Participants
3. Clubs obtaining Clubmark Accreditation+
4. Retention and Improvement of Facilities.
5. New Indoor facilities in areas of Low-Supply and High-Demand

EIBA “Recruit and Retain Strategy”

The EIBA Recruit and Retain Strategy is to concentrate on the family aspect of our Sport. This means that we are keen for all of our Clubs to avail themselves of opportunities for increasing participation and improving the experience of all able-bodied or disabled participants in Bowls . Young, Middle Age or the Over 50s.

Clubs owned by the Club/Local Authority-Leisure Operator managed Indoor Bowls Sites

We are very keen to work with the Club and the Centre staff to develop their Plans for:

- Creating a robust and thriving Bowling Club on their site, which operates for 12 months a year.
- Club/Centre Staff with Coaching qualifications becoming involved with bowls, in conjunction NGB recognised Coaching bodies.
- Ongoing relationships between an Indoor Club and Leisure Operator.

Bowls makes a Positive Impact on Health Agenda

Bowls . Helping people to live longer, healthier and more fulfilling lives

The UK population is ageing rapidly and by 2024 an estimated 50% of the population will be over the age of 50.

15.4% million people in England have a longstanding illness and this is set to rise with many of the illnesses linked to lifestyle and ageing.

Older people are characterised as having an increased risk and incidence of coronary heart disease, stroke, type 2 diabetes, cancer and obesity.

In addition, retaining physical and cognitive function becomes a major challenge as are the avoidance of debilitating mental illness, such as dementia and depression.

Older adults want to stay healthy and fit enough to do those things which are important to them; stay pain free/maintain capacity to get out and about/retain independence.

They are also keen to stay engaged with their community and make useful contributions to family, neighbours and society.

All of these contribute to higher levels of mental well-being.

Staying active most definitely benefits health and well. being in later life.

Playing the sport of bowls for a minimum of 30mins per week will keep people active both physically and mentally. It provides social interaction and the opportunity to have fun as well as the chance to play competitively at both club level and to a higher level if so desired.

Bowls can help people to live longer, healthier and have more fulfilling lives.



Bowls Development Alliance (BDA) Objectives

The BDA is a Development Body comprising of the following two National Governing Bodies of Bowls:-

English Indoor Bowling Association Ltd (EIBA)
and Bowls England (BE);

The BDA received funding from Sport England for the 2009-2013 period.



For the 2013-2017 period, English Indoor Bowling Association Ltd are delighted that the BDA has been successful in securing a further four years of funding amounting to £2M.

The plan focuses on working in identified Hot Spot areas where there is both a high density of those 55 years and over and a proven latent demand for bowls.

The Plan concentrates on the following areas:

- a growth in participation across the adult population (55+)
- an excellent sporting experience for existing participants to keep them playing Indoor Bowls
- a growth in participation of those who have disabilities

For the first time there are packages of funding available across the whole country to help clubs recruit new members specifically over 55 years of age.

There will also be health related projects and an improvement in opportunities for those with a disability.

This award builds on the work of the BDA over the past two years and provides an opportunity to grow the sport of Bowls particularly of those coming up to early retirement who are looking to take up a new activity that will keep them fit and active.

Other Bowls NGBs that are currently not part of the Development Body

- British Crown Green Bowling Association (BCGBA)
- English Short Mat Bowling Association (ESMBA)
- English Bowls Federation (EBF)
- English Carpet Bowls Association (ECBA)

Full details can be found at www.playbowls.org



- *See more people taking on and keeping a sporting habit for life*
- *Create more opportunities for young people*
- *Nurture and develop talent*
- *Provide the right facilities in the right places*
- *Support local authorities and unlock local funding*
- *Ensure real opportunities for communities*
- *Seeking a year-on-year increase in the proportion of people who play sport once a week for at least 30 minutes. In particular, they wish to raise the percentage of 14-25 year olds playing a sport once a week and reduce the proportion dropping out of sport.*

September 2014

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