

Disability Bowls August 2016 Week Three!

We are now in week three of Disability Bowls August and we have even more for you to read in this edition.

We will be looking at how the Bowls Development Alliance are performing with their key performance indicators as they look to achieve their Year 4 targets. We will be showcasing Just Bowl the BDA's community engagement project as well as profiling Bowls Parc. We are then looking for your help with our National Participation Survey to support further understanding and help develop future direction.

Bowls Development Alliance — Targets

The Bowls Development Alliance is now into its 4th year of Sport England funding. Targets were set for the four year period across two priority age groups those aged 55+ and those with a disability aged 16+. The BDA set their sights on increasing regular participation in both these age groups and we are pleased to announce that we have surpassed the targets set for the 55+ age group with figures today sitting at 11,231 new regular participants with the original target set at 10,810.



With the targets for the four year period for those 16+ with a disability to date we have achieved 2,648 new regular participants which means we are now only 152 from achieving the targets set in 2013.

It has been a great achievement to see the 55+ target being achieved well before the end of the year 4 funding and with our 16+ disability target under serious threat we can only thank everyone involved in Supporting the work of the Bowls Development Alliance

Just Bowl — Impact on disabled participation



The Just Bowl project sets out to enable the sport of bowls to be played anywhere, at any time by anyone. Current partners include, Age UK, Mencap and current CSP Hot Spots. This portable equipment is

delivered to various venues including community centres, retirement villages, care homes and leisure centres. For a free 6 week period the venue can utilise this equipment. Following the Just Bowl leader module, training, staff and volunteers can run fun and exciting sessions, and provide a great introduction to the sport of bowls.

In just over 18 months Just Bowl has engaged with 1,417 adults aged over 55+ and 939 adults aged 16+ with a disability that's 2,356 new regular participants playing bowls who may now have taken part in the sport thanks to the project.



The ever growing success of the project has not gone unnoticed. On Tuesday 23rd August it was announced that the Just Bowl Project had come 3rd in the 2016 National Lottery awards for sport. With over 600 projects applying it is a great achievement for the project. We would like to say a big thank you to all those involved with Just Bowl which has made it the success it is today.

If you would like to find out more about Just Bowl and how you could get involved please visit the website for more information www.justbowl.org alternatively please contact the BDA office on **01664 777001**.

Equipment Profile — Bowls Parc

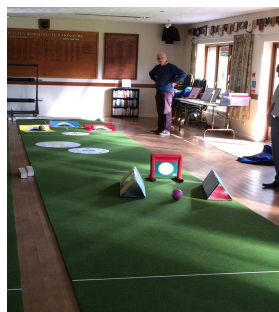


BowlsParc provides a range of targets and obstacles that have been designed to create a highly visual learning environment to help develop the key fundamentals of bowls. Used effectively by clubs it has the potential to transform the way players both young and old are introduced to the sport, but it also can be utilised by players keen to improve their ability and performance levels through purposeful practice.

BowlsParc provides fantastic flexibility and functionality giving coaches and volunteers in the club a modern resource to utilise when coaching bowls and when delivering fun social bowls activity.

The portability of the BowlsParc equipment also makes it an ideal equipment set for delivering bowls activity within the community.

BowlsParc has been successfully used with Just Bowl project delivery and is offering a new and exciting dimension to the project offer. We pleased to be working closely with Factory Eleven the creators of BowlsParc.



If you wish to find out more about Bowls Parc and how you may be able to utilise the equipment then please visit the Factory Eleven website www.factoryeleven.com

National Participation Survey 2016



The Bowls Development Alliance are delighted to announce the launch of the 2016 National Participation Survey which allows current and former players, alongside those who have not played the sport of bowls before, to tell the BDA why they do, what they do. Understanding the key motivating factors which influence how, why and where people spend their leisure time

will greatly assist the BDA in ensuring that the marketing, branding and products offered align in such a way that they can best connect with the relevant target markets.

The Survey is also a chance for current and former players to donate a small amount of their time back into bowls in order to make a big difference to the future direction of the sport, particularly at grass roots level where the BDA focuses its activities.

Please complete the survey by visiting the web address below. Alternatively please contact the office on **01664 777001** for a hard copy.

www.surveymonkey.co.uk/r/ParticipationSurvey16

Thank you for your continued support.