



Bowls Development Alliance

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Bowls Development Alliance Official Press Release



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The Bowls Development Alliance are delighted to announce that both of the four-year participation targets, as set out in the 2013-2017 Whole Sport Plan, have been achieved six months ahead of schedule.

The first participation target required 10,810 new people over the age of 55+ to take out membership of an affiliated club or take part once a week for thirty minutes or more on a regular basis. Through the efforts of hundreds of clubs and thousands of coaches and volunteers, this target has been not only achieved but surpassed with the current figure standing at 11,769.

The second participation target required 2,800 new disabled people over the age of 16 to be recruited through BDA funded projects and/or programmes. This target was always felt to be one which was going to be difficult to achieve, particularly as only 175 new disabled people were recruited in the first year, but to date, the current number of disabled people playing regularly stands at 2,921. The main reason behind acceleration in the recruitment of disabled participants has been the whole sport effort which began in 2014 and has involved Disability Bowls England, Bowls England, EIBA and AeroBowls in particular, who came together alongside the BDA to create and commit to the National Disability Strategic Action Plan. As a result of this plan, clubs have been able to be better supported by the BDA and gradually work to make our sport more inclusive every year.

The aim of the BDA now is to continue to support clubs, coaches and volunteers to recruit as many people as possible before new targets are issued in April 2017.

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