



Ian Gill (NW) & Vicki Evans (Midlands) .

Agenda



- Introductions (all)
- About us & the BDA
- Evolving the Club Offer
- Club Health Checker & at Risk Club Support
- Club Hubs
- Bowl for Health
- Conclusions
- Discussion

Introductions & About Us



- Introductions (all)
- Ian Gill – NW Club & Community Development Officer
- Vicki Evans – Midlands Club & Community Development Officer

Why Evolve the Club Offer



- Build a wider offer around the current programmes and refocus/evolve the programmes to be better positioned to engage more clubs and offer wider support.
- Integrate all available offers to support clubs with their development, so there is a programme or offer to support every club in the country.
- Use the Club Development Programme as the core offer with specific links to areas of development i.e. Women and Disability with a tailored approach
- Engaging more clubs at all levels and truly growing the sport to ensure longevity and sustainability

BDA Club Support Offer 2021-2025

Tier 3 – CLUB DEVELOPMENT PROGRAMME:

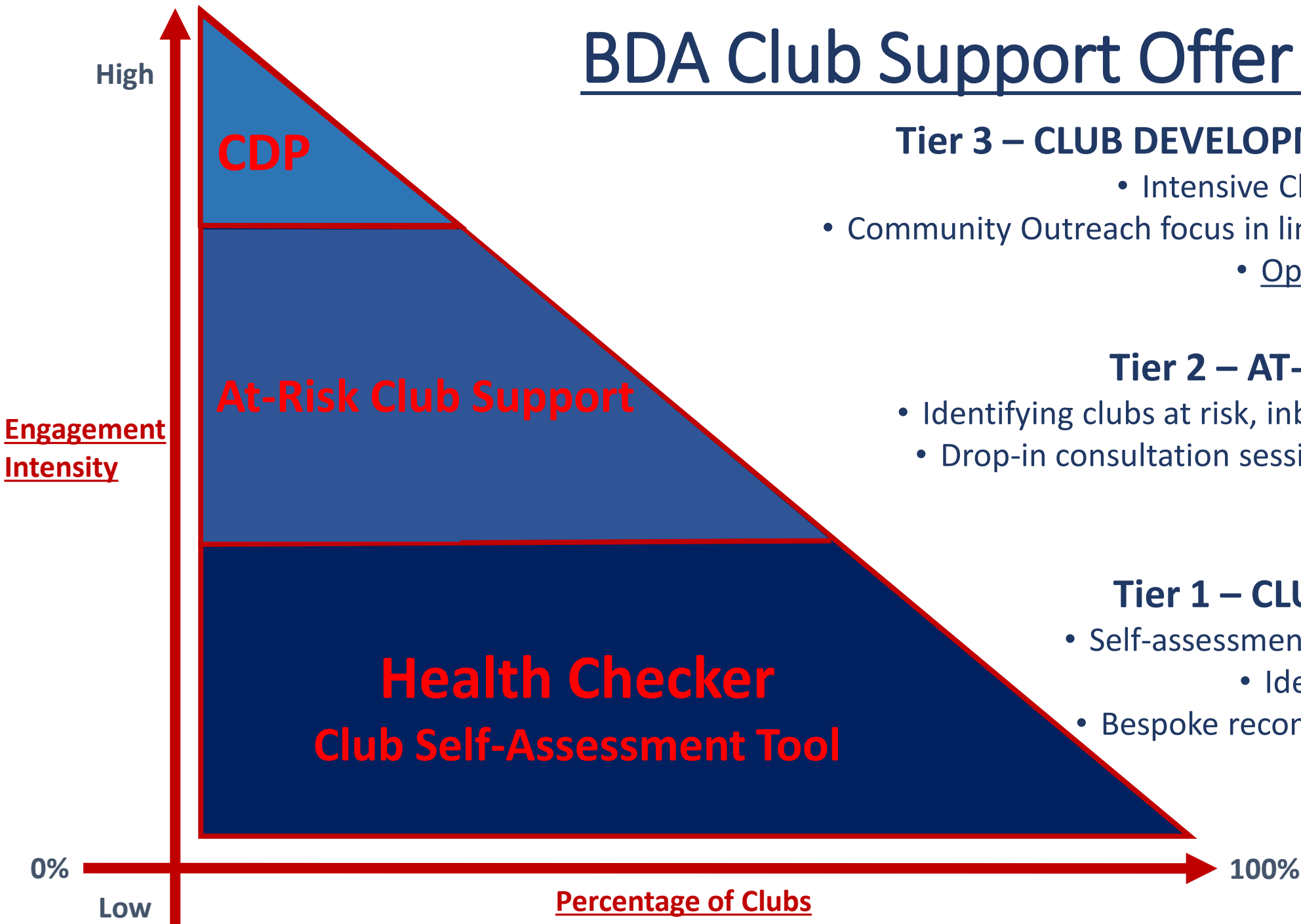
- Intensive Club Development Support
- Community Outreach focus in line w/ the new SE strategy
- Open only for selected clubs

Tier 2 – AT-RISK CLUB SUPPORT:

- Identifying clubs at risk, inbuilt in the health checker
- Drop-in consultation sessions with a CDO (45 mins)
- All at-risk clubs eligible

Tier 1 – CLUB HEALTH CHECKER:

- Self-assessment tool - automatic reports
- Identifying areas to improve
- Bespoke recommendations & resources
- Available to all clubs



Club Health Checker (1)



CONCEPT

- A Club Development Health Check self-assessment tool
- Clubs fill-in a 45-minute assessment form about their club's development (*membership, recruitment, activities, workforce, finance, facilities*)
- Clubs receive a bespoke automatic report produced on the back of their responses
- The report scores the club in each category above, plus on *innovation, inclusivity, governance, accessibility, & community outreach*
- The report offers recommendations for improving each score, with respective learning resources (link w/ e-Learning platform)

PURPOSE

- Offer a free universal support package to all clubs
- Increase the reach of the BDA team with no impact on staff capacity
- Entry level for the BDA Club Support pyramid
- Collect extensive data & insight about the state of the sport

Club Health Checker (2)



- **Truly bespoke automated reporting**
 - Scores will vary depending on club size, type and individual characteristics, not just on responses
 - Recommendations will vary depending on scores, individual responses and type of club
- **Easy to use tool**
 - Simple assessment form, questions w/ skip logic
 - No username & password required
 - Respondents can save their progress and return to it at a later date (automatic email reminders)
 - Report will not be overwhelming, more charts and graphs than text. Recommendations will take into account the current level of the respondent club.

We also measured your score within four additional characteristics that contribute to a well-run club. A brief description of each characteristic is included below, next to your scores:

Low	Medium	High	
Low	Medium	High	Inclusivity – measures the extent to which the club provides equal opportunities to groups and demographics that are otherwise underrepresented in bowls.
Low	Medium	High	Governance – measures the processes, practices, and rules by which those in charge of the club are governing it.
Low	Medium	High	Accessibility – measures how accessible the club is to its members and the community. This may include disability access, signage, digital presence, etc.
Low	Medium	High	Innovation – measures good the club is at adopting new technologies and ways to support its activities and engage with its members.
Low	Medium	High	Community – measures the club's engagement with its local community and its involvement in outreach work <i>(not added yet)</i> .

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At-Risk Club Support (1)

PURPOSE

- Offer extra support to clubs at risk.
- Save and/or reinvigorate clubs important to each NGB's strategy.

IMPLEMENTATION

- Clubs identified via the health checker reports.
- Support includes: health checker report & recommendations + virtual consultations with a BDA Club Development Officer
- 45-minute drop-in consultation sessions (phone or virtual), up to 4 per club or 5 hours per club per year.
- CDO support to add to health checker recommendations by:
 - Clarifying
 - Motivating
 - Progress-checking
 - Offering unorthodox solutions
- Support from both the BDA & NGB staff depending on the challenges and support needs.



At-Risk Club Support (2)



Factors determining which clubs are at risk:

- Within 4 categories: *membership, workforce, finance, and facilities*
- Different for each NGB
- Agreed in advance with each NGB
- Flagging system incorporated into the Health Checker

Additional (ultimate) criteria linked to each NGB's strategic need.

E.g., strategic location of the club

At Risk Factors	Bowls England	EIBA	BCGBA
Membership	Under 35 members	TBC	Under 35 members
Workforce	Vacancies for 1 or more of: chair, secretary, treasurer	TBC	Vacancies for 1 or more of: chair, secretary, treasurer
Finance	Annual losses / few reserves or Break even / no reserves	TBC	Annual losses / few reserves or Break even / no reserves
Facility	No lease agreed; damage or urgent repair; losing facility	TBC	No lease agreed; damage or urgent repair; losing facility

Club Development Programme (1)



Selecting the Community Hub Clubs

- There will be no application process. Community Hub Clubs will be selected in discussions with the NGBs as well as using the local demographic data and insight to identify potential reach.
- **Criteria** – no longer membership decline criteria
 - **Willingness to grow** – desire to become a hub for the local community; readiness to follow advice; full backing of the club.
 - **Potential for growth** – club size, location, demographic data, facility capacity.
- Large clubs to be targeted who can have a big impact on their community.
- **2021-2022 Pilot work:** 10 clubs to be selected and invited to take part in a pilot engagement to trial the evolved programme ahead of the new 3 year funding cycle.



Club Development Programme (2)



Supporting Secondary Clubs – Linked to Club Health Checker

- While each officer is working with a Community Hub Club which they will base themselves at for at least 1 day a week in the first instance, clubs from around the area will have the opportunity to book in with the Development Officer to gain support, help and advice.
- **Criteria** – Affiliated to BE, EIBA or BCGBA.
 - **Undertake Club Health Checker** – This will give the development officer insight into the club and the challenges they face.
 - **Link to the community** – We will be able to take a joined up approach to community partner programmes and projects including funding.
 - **Drive National Campaigns** – We can create a more joined up approach to national campaigns on the ground with clubs and communities i.e. Big Bowls Weekend.

Club Development Programme (3)

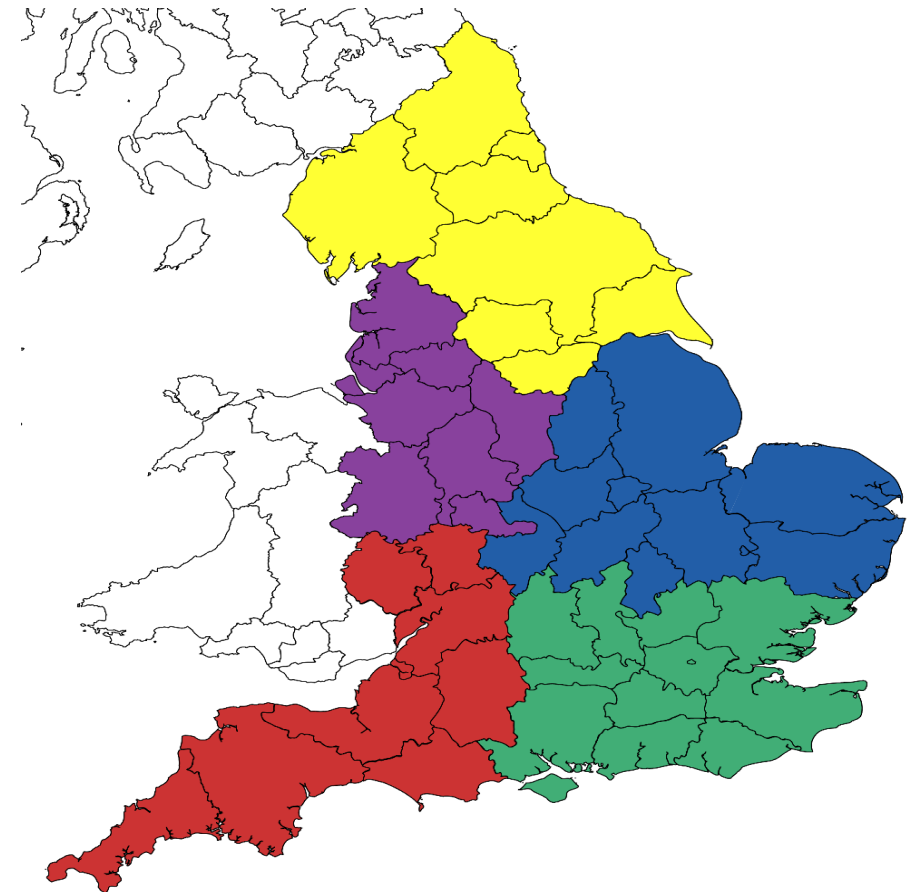


Engagement phase

- Even more bespoke than 2017-2021 CDP. Engagement process will vary between clubs.

Differences compared to 2017-2021

- Longer duration of engagement – 12+ months
- More frequent meetings between officer & club
 - 1-to-1 meetings with key club reps
 - Full day club visits each week
 - Virtual drop-in sessions
 - Informal meetings with working groups
- No financial rewards for participation.
 - Just Bowl bags to support community delivery
- Building relationships with local stakeholders i.e. Active Partnerships, CCGs, Local Authorities, Local organisations and projects.



Community Hub Clubs Engaged

Secondary Clubs Engaged – Linked to Health Checker

New members recruited

Successful community engagement programmes



Underrepresented
Communities

Low Socio
Economic
Areas

Women Can

Disability
Hubs

Health and
Wellbeing

Premier 3s

Volunteers trained

core volunteers; coaches; club helpers; community volunteers

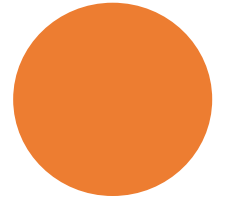
Club Development

Seminars; Webinars; Conferences;



NW Hub Club – Oxton Conservatives B.C.

- Located on the Wirral, Merseyside – areas of high deprivation close by
- Large main club facility - function room & bar
- Bill Dow (Level 1 Coach) is Development Officer for Merseyside CCGBA
- Large number of crown green clubs within 30-40 mins drive – over 110
- Community Engagement
- Need for disabled facilities
- Participated in Bowl for Health



NW – Hub Club – Oxton Conservatives B.C.

- Club Development Programme and Bowl for Health
- Coaching sessions run Sat & Sun mornings - 33 new members this year
- Carpet bowls sessions in function room
- Meetings held with Active Partnership – MSP
- Online meeting with held with Leagues and Initiation Meeting at Club held with local clubs – 15 Clubs
- Tranmere Rovers in the Community
- Contact being made with School Sports Partnership in Wirral, Refugee Group, Age Concern, Primary School.
- School bowling events using Just Bowl equipment held in West Lancashire – 2 sessions, 21 primary schools, over 170 children. Schools' Tournament to be held after Christmas



Vicki Evans – Hub Club – Erdington Court BC, Near Birmingham



- Bowls England Club (first to be chosen), and over 100 crown green clubs nearby
- Currently hold crown green games on their indoor green (Fri evenings)
- Initial preparatory work now being undertaken – first meeting held with Club Committee.
- Initiation meeting to be held – local clubs to be invited once date arranged.
- Bowl for Health to be started



Bowl for Health (1)



- Started 4 years ago at one club in Formby
- 2018 rolled out by Merseyside Sports Partnership, Awards for All funding – 7 clubs 164 participants
- 8 week programme of learning bowls with social activity
- Publicity - Self Referral and referral through GP Link Workers
- Evaluation of participants done before & after
- Important – Links to the Active Partnership and to health sector
- Benefits – mental & physical • high satisfaction • low cost (£58 per person) • high % join clubs • empowered volunteers
- This year 8 clubs (due to be 22 but Covid affected)



Bowl for Health (2)

- **Evaluation showed:**
 - Average age – 69 (48 up to 88)
 - 60% participants didn't meet physical activity guidelines
 - 47% at high risk or v high risk of loneliness
 - 51% never previously played bowls
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- **After taking part**
 - 68% improved physical activity
 - 50% at greatest risk of loneliness reported feeling closer to others
 - 84% went on to join local bowling club



Other Matters

- Bowls' Big Weekend
- Commonwealth Games

BOWLS' BIG WEEKEND 2022



Friday 27th – Sunday 29th May 2022





Conclusions

New way of working – still learning!

How can we work together and keep improving

Need a mutually supportive and co-operative approach with all codes.

Any questions?

Thank You.

