

 **BOWLS  
DEVELOPMENT  
ALLIANCE.**

# Club Helper Workshop



- F** – Make it **FUN**
- A** – Less TALK more **ACTION**
- B** – Keep it **BASIC**

---

**GET ACTIVE  
HAVE FUN  
PLAY BOWLS.**

(April, 2024)

# First Impressions

*A visitor's first impression of your club and of the sport is often the difference between them taking up membership of the club or not!*



# What you will leave with today...

A structure of the first session/ open day

An understanding of the helper role

Ideas on how to put people at ease

How to offer a fun, informal, relaxed introduction to bowls

How to get visitors to return

# Three Word Bowling

- Using a Post-it note:
- In 3 words summarise **the reason for you playing bowls** and write it on the Post-it note provided
- Stick note on wall







What is the  
role of a  
helper?

What are the  
qualities of a  
helper?



### Help to:

- Promote & organise an open day
- Provide a safe environment
- Encourage and maintain involvement of bowlers
- Signpost bowlers to further opportunities, e.g. become a member of the club

### Qualities include:

- Encouraging
- Friendly
- Inclusive
- Patient
- Non judgemental
- Supportive



- Why do people come bowling?
  - What are the barriers to bowling?
- 



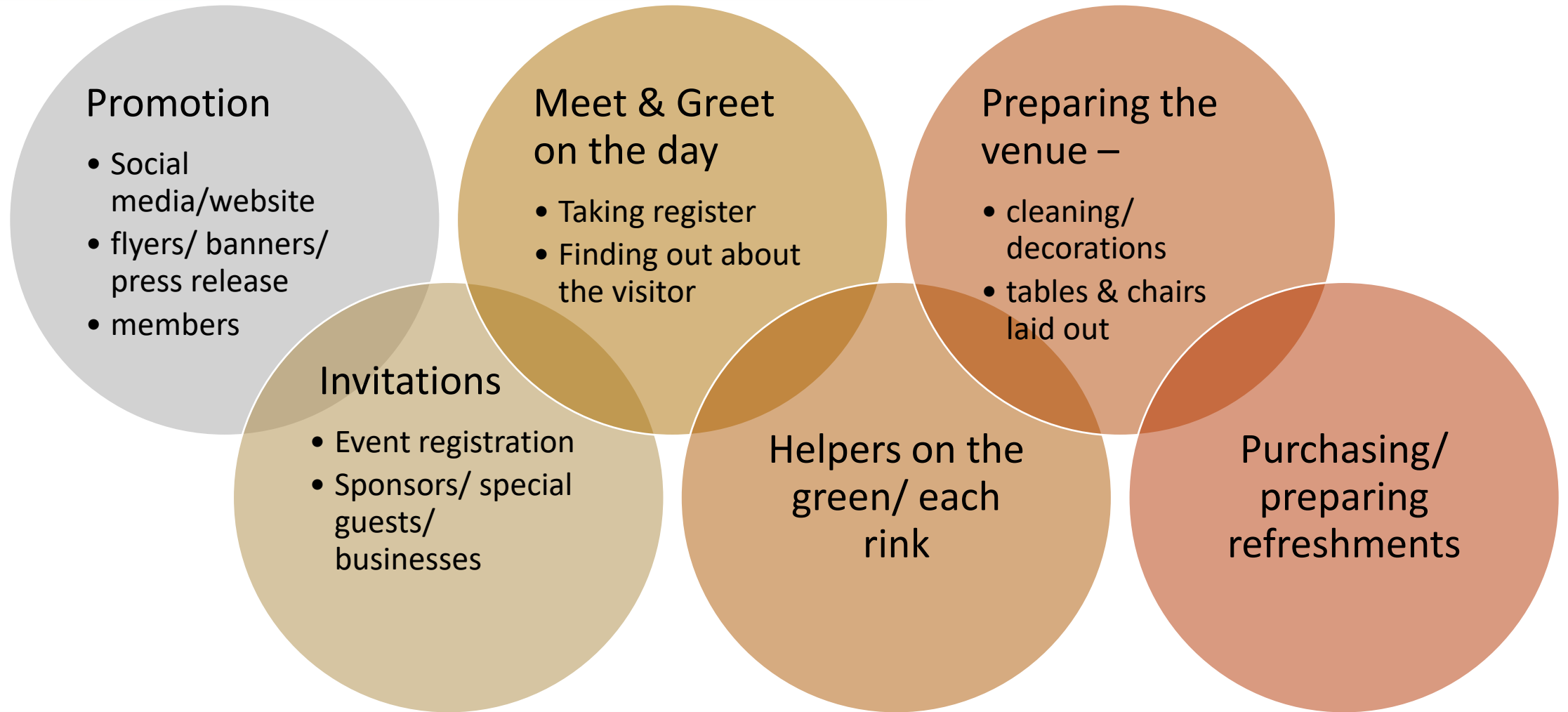
# Planning an Open Day

- Identifying helpers
- Information needed by visitors and the organisers
- Dealing with Incidents
- Running the event
- Following-up



## **Task 1:**

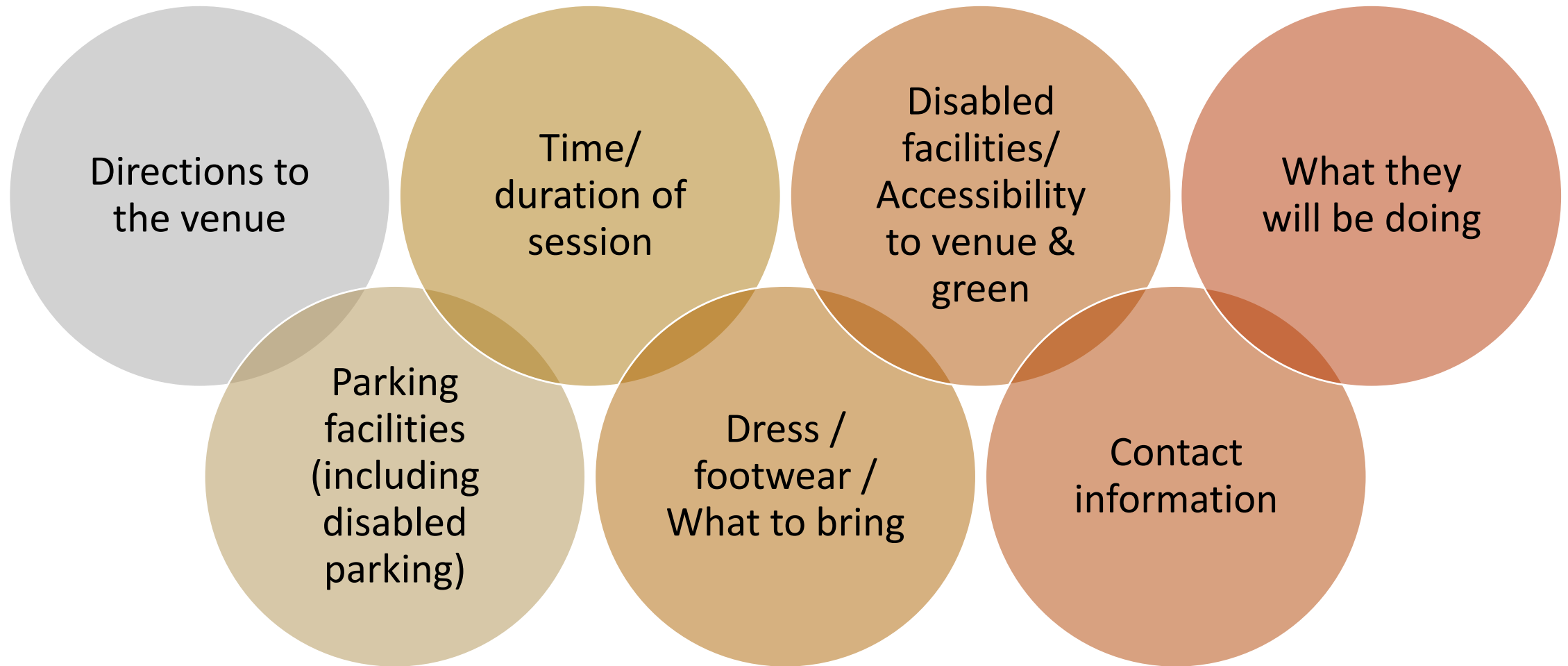
What tasks need to be allocated to helpers prior to the open day?



## **Task 2:**

When marketing an event (e.g. via Facebook) such as an 'open day' or the 'Big Bowls Weekend', what information do you need to provide?





### **Task 3:**

When welcoming your visitors, what information do the:

1. Visitors require?
2. You require?

## Information visitors require :

- Toilets
- Changing facilities
- Refreshments
- Equipment to borrow
- Access
- A point of contact
- Emergency procedures

## Information you require :

- Participants name
- Existing health conditions
- Register of attendees



# Dealing with incidents:

What could happen on the day?

- Illness
- Accident
- Fire evacuation



# Running the Day

Meet and greet the guests

Move the group or individual from one activity to the next around every 10mins

Suggest a break after approximately 30 mins

Allow the visitor to dictate what they do

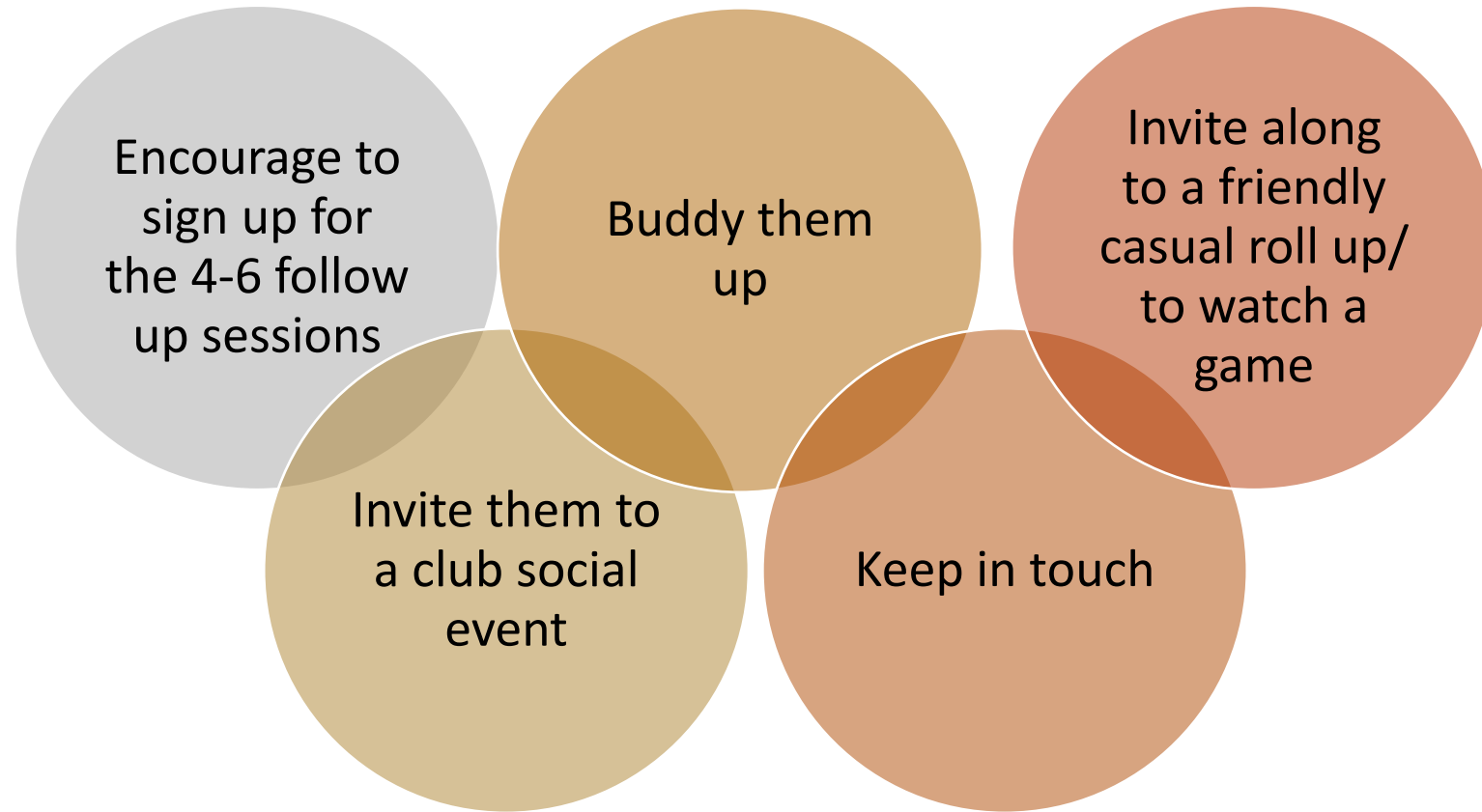
Give information on follow-up sessions

If possible, sign them up to attend the one of these sessions

## **Task 4**

How can you follow up the open day?





- F** – Make it **FUN**
- A** – Less **TALK** more **ACTION**
- B** – Keep it **BASIC**

# Today we have provided:

A structure of the first session/ open day

An understanding of the helper role

Ideas on how to put people at ease

How to offer a fun, informal, relaxed introduction to bowls

How to get visitors to return