



BOWL FOR HEALTH DELIVERY PACK



bowlsdevelopmentalliance.com

BOWLS DEVELOPMENT ALLIANCE.

WHO WE ARE:

The Bowls Development Alliance (BDA) is a partnership organisation with a core purpose to; 'sustain, grow and develop the sport in partnership with the Bowls family'.

Created by the Sport's National Governing Bodies to channel Sport England investment into the sport, the Bowls Development Alliance's primary goal is to increase participation in bowls whilst ensuring the sport is inclusive and accessible for all. It champions collaborative working across the sport, and it works to develop NGB Affiliated clubs and their volunteers, safeguard participants and share best practice.

OUR VISION:

Together, we will place bowls at the heart of every community as an accessible sport for all.

OUR PURPOSE:

To sustain, grow and develop the sport in partnership with the bowls family.

The Bowls National Governing Bodies that we work in the partnership and who sit as part of the BDA board are:

- Bowls England (BE)
- English Indoor Bowling Association (EIBA)
- British Crown Green Bowling Association (BCGBA)
- English Short Mat Bowling Association (ESMBA)



BOWL FOR HEALTH PROGRAMME INTRODUCTION ●

Bowl for Health is the Bowls Development Alliance's outreach programme, helping bowls clubs and other providers to support community health and wellbeing. It combines physical activity with social engagement to improve both physical and mental health, while promoting inclusivity and reducing barriers for people at risk of social isolation or inactivity.

The programme offers free, weekly 60-minute bowls sessions, followed by informal social time, creating a welcoming environment that encourages ongoing participation. Its purpose is to develop local networks to deliver a minimum 8-week programmes for people over 40 or people with long-term health conditions, helping them start or restart physical activity. The core outcomes include reducing physical inactivity, increasing social connections, and building confidence.

// **Physical activity is known to have significant benefits for both physical and mental health and can play a positive role in preventing and managing over 20 chronic conditions and diseases including some cancers, heart disease, type 2 diabetes, dementia and depression.**

* NHS document

BENEFITS TO THE BOWLS CLUB OR DELIVERER

- ✓ New members or new people playing
- ✓ Recruiting new Volunteers
- ✓ Support with future funding applications
- ✓ Links to local community
- ✓ Engagement with partners and supporting health and wellbeing

AIMS AND IMPACT

AIMS

- Align with Sport England's Uniting the Movement strategy by increasing activity and reducing inactivity across local communities
- Reduce barriers to participation in sport and physical activity, particularly for people who are less active or traditionally underrepresented
- Provide accessible opportunities that support physical activity, social interaction, and improved wellbeing
- Promote inclusion by ensuring that everyone can experience the benefits of bowls, regardless of age, background, or ability
- Help people start — or restart — their physical activity journey through a welcoming, supportive environment
- Offer a flexible, adaptable programme that can be delivered in multiple community settings, including Bowls Clubs, Leisure Centres, Community Venues:
- Operate as a standalone, targeted health and wellbeing programme separate from standard club recruitment initiatives

IMPACT

- Supports the national ambition to transform lives through sport and physical activity
- Contributes to reducing health inequalities by reaching individuals at risk of isolation and inactivity
- Improves physical and mental wellbeing
- Reconnects people with their community, building confidence and social belonging
- Encourages sustainable behaviour change through gentle, achievable activity
- Strengthens community partnerships and creates more inclusive environments
- Helps build stronger, healthier, and more resilient local communities

BOWLS CLUB EXAMPLES

Rugby Thornfield Outdoor Bowls Club:

26 participants,
with 12 continuing
to bowl after the
programme.

8 dedicated
volunteers
rotated
throughout

- Participants ranged in age from under 18s to 75+.
- Several joined in club social events like quiz nights

Club Insight:

"This wasn't about a hard sell — just getting bowls into people's hands. It worked. The interest, the engagement, and the smiles said it all."

– Nicola, Club Secretary

Avenue Bowls Club Feedback:

"This has been a great shop window for our sport in Coventry. The smiles, the social time, and the sense of belonging – it all matters."

– Steve, Club Organiser



Atherstone Grove Bowls Club:

40
participants, with
22 attending
weekly.

14 new
social members
signed up.

- Club started a new ladies' team and Sunday side the following season.
- Volunteer-led coaching supported a wide age range from juniors to 79 years old.

DELIVERY REQUIREMENTS ●

To ensure the success of the Bowl for Health programme, the following key areas will be put in place:

1

SAFEGUARDING AND POLICIES:

- Ensure all safeguarding policies and officer are in place
- Insurance including public liability
- Risk Assessments are completed
- Have a lead coordinator for liaising with the BDA, Active Partnership (AP), and other organisations and partners.
- Completion of the Club Health Checker (Bowls Clubs only)



2



VOLUNTEERS/ COACHES/ CLUB

- Rink/Greens and clubhouse availability to support the programme (Bowls Clubs)
- Availability in leisure centre or other provision (short mat)
- Volunteers (and coaches) to help deliver the weekly sessions
- Step by step process is provided to explain programme and engagement
- Provided with a checklist outlining expectations, session setup, participant engagement, and data collection processes.
- Session plans provided to help if required

3



DATA COLLECTION

We need to be able to show how any funding has been used to deliver and the impact of the programme has ensuring 'value for money'. To do this we will require;

- Both digital and paper copies of the participant sign-up sheet, pre and post health questionnaires for participant must be completed by all participants – bowls club/provider to help collect this information
- Bowls club/provider to keep weekly registers and to provide feedback and success stories from the people who took part in the programme

4

DOCUMENTATION AND REPORTING:

- Club/provider to keep weekly registers and support with data collection, photos, videos, and collecting participant feedback.
- Club/provider to provide feedback at end of programme



BOWLS DEVELOPMENT ALLIANCE SUPPORT ●

DELIVERER SUPPORT:

- Offer training/upskilling to the bowls club/provider, any volunteers and coaches on understanding diverse participant needs, including those with disabilities or long-term health conditions
- Provide all documentation (both digital and paper) to club and support with the step by step process

SESSION DELIVERY:

- BDA to provide session plans, an 8-week programme, with ideas and activities to keep participants engaged – use BE 'Bowls Bash' model or EIBA 'Premier 3's'.
- Ensure differentiation and adaptability in session plans to cater to varying skill levels and needs – things to consider and think about.

MARKETING AND PROMOTION:

1. Promotional Materials:

- Provide poster and social media templates for consistent branding and messaging (both digital and hard copies).
- Create a list of local contacts and marketing ideas to help clubs reach their target audience through digital and hardcopy methods.

2. Local Engagement:

- Encourage and help the bowls club or provider to connect with local healthcare providers, community groups, and social prescribing networks to promote the programme.

ON-GOING SUPPORT AND POST-PROGRAMME PATHWAYS:

1. Volunteer/Coach Support:

- Provide ongoing support for volunteers and coaches, including regular check-ins and access to resources.
- Offer clear guidance on data collection, session delivery, and participant engagement.

2. End of Programme Pathways:

- Outline steps for bowls clubs to transition participants into regular club activities or other health programmes.
- Support bowls club with follow ups from the programme and any future support with initiative and funding.
- Provide provider pathways to local bowls club for future participation.

By covering these areas, the programme can ensure a well-rounded approach that supports both the operational and developmental aspects of delivering a successful and impactful community-based physical activity initiative.



JOURNEY

Start 6 months - initial meetings

BDA, venue host and partners have initial meetings to discuss programme, process and ending. Packs sent out.

Month 5

Deliverer to complete and send through sign up forms, Club Health Checker, Risk Assessments, Safeguarding requirements. Partners to agree on support and funding requirements.

Month 4

Starts dates decided. All start up forms/ requirements completed. Partners and BDA to visit delivery venue. Deliverer to receive support Toolkit from BDA.

Month 1

Continue advertising and marketing of programme through partners, BDA, deliverer and local community. BDA to support venue, volunteers and coaches. Any funding requirements are put in place.

Month 2

Advertising, Promotion and Marketing of programme with deliverer and partners. Upskilling and support to volunteers/ coaches from the BDA – programme of delivery.

Month 3

Partners to finalise funding. BDA support deliverer with further information.

2 weeks before

All forms, links and information sheets are sent to the deliverer. Continued promotion.

Programme Delivery

Programme Begins. Continued monitoring and support from BDA and partners throughout programme. BDA, Partners and Deliverer to completed forms and health questionnaire as required with participants. Photos, videos and social media to capture programme delivery.

End of Programme

All feedback, data collection and forms returned to BDA. BDA to produce impact report and case studies.



CONTACT. ●

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