

Bowls Development Alliance

Working together for the benefit of our sport

Our Vision

Bowls to become the number one participation sport from the cradle to the grave

The Bowls Development Alliance [BDA] is the umbrella organisation Bowls England, English Indoor Bowling Association Ltd, British Crown Green Bowling Association and the English Short Mat Association all working together for the benefit of the sport of bowls.

Objectives

- GROW the sport
- SUSTAIN membership of clubs
- DEVELOP a unified coaching scheme
- IMPROVE access to the sport
- DEVELOP the bowls workforce

The BDA as a body, has funding from Sport England to be used to GROW the sport of bowls with a specific target of 12,000 NEW players aged 65+ taking up the game by 2013. The Government believe that bowls is the activity that will keep the nation active for long with many people now living beyond the age of 100! The 65+ age group are the real bread and butter for clubs to survive but of course this does not exclude welcoming people of ALL ages into this great game.



The Bowls Development Alliance aims to:

GROW THE SPORT : working in ten intervention counties across the country and specific areas with a high density of 65+ to encourage more people to take up the sport

RAISE THE PROFILE OF BOWLS : “ Have Mat Will Travel ” road show travelling around the country offering the chance for people of all ages to try the sport



CLUB DEVELOPMENT: supporting clubs in Intervention counties to achieve Club Mark accreditation so proving they are a well run club with all the required processes in place and to ensure they are at the front of the queue for future funding

FACILITY STRATEGY : to identify current provision, look at the need for new or improved facilities and assist clubs that are in danger of being closed

COACHING: to develop a quality coaching structure for Bowls

