



# be-news

Your electronic update from Bowls England - October 2010

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For the latest news and updates from Bowls England, visit our website:

**[www.bowlsengland.com](http://www.bowlsengland.com)**



# Update

## Bowls Development Alliance takes a step forward

The Bowls Development Alliance (BDA), the umbrella organisation for four Bowls NGBs - Bowls England, English Indoor Bowling Association Ltd, British Crown Green Bowling Association and the English Short Mat Bowls Association - has appointed its first Development Manager to take the BDA forward in its vision to increase participation in this great sport

Susan Cooper (*pictured*) joins the BDA from Badminton England where she held the post of South West Regional Manager. Susan brings over 25 years of sport and sports development experience to the position.



Across the four codes the BDA has in total more 400,000 club members, playing in 7,500 venues across 38 County Associations. It has been awarded £750,000 from Sport England to grow the game, through agreed interventions, with a target of 12,000 more people aged 65-plus playing bowls by March 2013.

Key interventions will be introduced in identified focus areas across England to ensure this target is delivered. It is also hoped to raise the profile of the sport to encourage all ages to take up the sport of bowls. Club Development will be key and the Alliance will be working with clubs to help them to obtain the Clubmark standard and to work with coaches so they can provide a quality experience for those new to the game and those who aspire to play at the very highest level.

For more information on the Bowls Development Alliance contact Susan Cooper.

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## **The role of the Bowls Development Alliance**

**VISION:** Bowls to become the number 1 participation sport from the cradle to the grave  
**AIM:** BDA is recognised as the body that drives the development of the sport of bowls in England

### **Objectives:**

- Grow the sport of bowls across all codes
- Sustain membership of clubs
- Develop a unified coaching framework
- Develop the bowls workforce - coaches/volunteers/referees/umpires
- Improve access to the sport through the development of a facilities strategy

### **Targets:** Funding from Sport England requires that the BDA

- Grows the sport - 12,000 more people aged 65-plus participating in the sport\*
- Maintains the current level of satisfaction - of those who take part at least 83% are satisfied with their experience

\*Please note that the 65-plus target has been stipulated to the Bowls Development Alliance by Sport England for measurement purposes

# Canterbury BC, Kent, named Bowls England/Drakes Pride Club of the Year

Canterbury BC in Kent has been named as the 2010 'Bowls England Club of the Year'.

They beat off stiff opposition from Yeovil BC in Somerset to win the prestigious competition, which is generously sponsored by Drakes Pride. The club received the award in recognition of its work to promote the club, recruit new members and support charities in including a fashion show that raised more than £1,300 for Macmillan Cancer (pictured).

Since moving to its new site nine years ago, members have worked together in teams to improve and develop the club. Canterbury BC is very active within the community, with visits by local businesses and groups, including the local Scouts and Parkinson Disease Society, being supported by the club's own coaching team. It was also noted that all equipment is kept within a new extension, and the club has achieved a five-star catering award from Canterbury City Council.



Yeovil also produced a strong entry which showed that 38 new members have been recruited since 2007, with seven qualified coaches helping them and a 'buddy scheme' developed to support new members. The club also has a strong youth section and active winter programme, leading the assessor to note that Yeovil is a 'proactive, progressive and forward thinking Club'.

Other clubs highly commended by the judging panel of Glyn Williams (Herefordshire), Howard Pryse (Wiltshire) and Angela Harris (Gloucestershire) were: Brimfield and Little Hereford BC (Herefordshire); Clacton-On-Sea BC (Essex); Ditton BC (Kent); Oundle BC (Northamptonshire); Ramsbury and Aldbourne (Wiltshire).

Tony Allcock MBE, Bowls England Chief Executive, said: "Our assessor concluded that Canterbury is not a club - it is 242 members working together as a team. The standard of entries increases year on year, and I know that all of those short-listed impressed our judging panel, which although unanimous in its final decision was keen to state just how close a decision it had been. I would like to congratulate all those clubs who reached the final stages and thank Drakes Pride for their continuing support of this competition, which really does highlight the great work that is going on in clubs across the country to support our sport."

As winners, Canterbury BC will receive:

- Six sets of Drakes Pride Bowls
- The Tony Allcock Trophy (to be kept for one year)
- Two free tickets to the Bowls England Men's Annual Dinner and Presentation of Prizes
- Bowls England Pennant and Club of the Year Flag
- Framed Certificate
- A badge for each club member
- A match against the Bowls England Presidential Team

As runners-up, Yeovil BC will receive:

- Four sets of Drakes Pride Bowls
- The D'Arcy Drayton Cup (to be kept for one year)
- Two free tickets to the Bowls England Annual Dinner and Presentation of Prizes
- Prizes
- Framed Certificate
- A match against the Friends of English Bowling

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# Promote, Recruit, Retain

**There's been a lot of work going on in clubs and counties across England this summer to encourage new people to join our sport. Here are just some examples of what's been happening.**

A seminar to encourage bowls clubs in Kent to recruit and retain new members, organised by bowls retailer John Forsey and presented by Bowls England Development Officer Alistair Hollis, attracted an estimated 100 bowlers representing more than 60 indoor and outdoor clubs in Kent, plus county officials from both Kent and Surrey.

Also in attendance were Andy Thomson and Greg Harlow, representing Taylor Bowls and Henselite respectively, plus Chris Hunt from Emsmorn and David Thorpe from Bowls International.

John Forsey explained: "The recruitment of new bowlers is crucial to the long-term future of our sport, and I have helped many local clubs over the past year through sponsorship of events and marketing activities. However, everyone involved in the sport - clubs, counties, national governing bodies, retailers, suppliers and the media - must work together to address this issue of falling participation, and that's why I decided to arrange the seminar. I was delighted that so many people gave up their time to find out more on Promotion, Recruitment and Retention, and have also been really pleased with the positive feedback following the event from those who attended. There clearly are lots of ways that we can now move forward together and encourage the next generation of bowlers to our clubs, and the event certainly proved to be an eye opener for me and many others in attendance."



## South Hollands open for business

South Hollands BC in Berkshire signed up 16 new members at its open day in August, which also attracted interest thanks to a visit from the Town Council's Mayor and Mayoress.



## Thame in market for members

Thame BC in Oxfordshire attracted 24 new members this season. The club's recruitment campaign began in April with Bowls England 'Sport for All' posters prominently displayed in local shops and other venues, supported by coverage in the local press. Extra interest was generated by a stall in the town's market, headed 'Thame Bowls Club - In the market for new members' which was followed by 'have a go' nights at the club with coaching provided.

## Record numbers for Downton

Downton Bowls Club, Wiltshire, has reported it's most successful recruitment drive in memory. Secretary Eric Conley said that thanks to a combination of Bowls England recruitment material, fliers in the local paper, reduced fees for new bowlers, open days and developing links with a local school the club has signed up eight new men, seven new ladies and four new junior members. Club mentors have been allocated to each new member,

## Enfield youngsters bowled over

Children from local primary schools met for the annual Enfield Schools Bowls Tournament at Selbourne BC, Middlesex, in July. The children came together after completing several coaching sessions.



# England's 'golden girls' lead the honours in Delhi

England won two of the six Gold Medals on offer at the Commonwealth Games thanks to sparkling performances from Natalie Melmore, Ellen Falkner and Amy Monkhouse - and made the podium in three of the other four events to re-establish themselves on the world stage.

Melmore, the reigning Bowls England Women's National Singles title holder, justified the faith placed in her by Performance Director John Bell to win gold in the Women's Singles - the first English victory in the event since Wendy

Line won in Edinburgh in 1986. The 21-year-old from Kings BC, Devon, dispatched world number one Val Smith from New Zealand, in the final, having beaten Malaysia's world champion and double Commonwealth champion Siti Ahmad in the semi-final.

Falkner and Monkhouse, who have been friends since they were 17, claimed Gold by 5-2 in a tie-break after taking the first set 12-6 and then losing the second 5-7. Falkner said: "To come out here, to play together as friends and to win is something else. In the second set it seemed to be a different game as the Malaysians came back into it, but we came through."

England recorded further medal success with Mervyn King and Stuart Airey taking silver in the men's pairs, whilst both triples representatives – Mark Bantock, Graham Shadwell and Robert Newman for the men and Jamie-Lea Winch, Sandy Hazell and Sian Gordon for the women – won the bronze medal.

However, there was disappointment for Sam Tolchard, who lost out to Gary Kelly of Northern Ireland in the bronze medal play-off in the men's singles by the narrowest of margins – losing the final end of the tie-break with the scores level.

Performance Director John Bell said: "It has been a fantastic Games for us. Our preparation across the world over the last 18 months laid a solid foundation for our success in Delhi. It enabled the team to play with confidence in the knowledge that they had already acquitted themselves really well against the best in the world. Five medals says it all - it was the best overall performance of any team in the competition. It just shows how far England have progressed in two years."

"I cannot praise the efforts of our players enough. Natalie's gold medal epitomises how we have risen to the occasion and made England proud. I thank everyone back home for their messages of support and congratulations. It has been a privilege and pleasure being in charge of such a talented and committed group of players and dedicated management team."

The Commonwealth Games Performance Programme was funded wholly by Sport England.



## Final Medal Placings:

### Women's Singles:

- G: Natalie Melmore (Eng)
- S: Val Smith (NZ)
- B: Kelsey Cottrell (Aus)

### Women's Pairs:

- G: Ellen Falkner & Amy Monkhouse (Eng)
- S: Zuraini Khalid and Nor Ismail (Malaysia)
- B: Hannah Smith & Anwen Butten (Wales)

### Women's Triples:

- G: Susanna Steyn, Tracy-Lee Botha & Susanna Nel (S.Africa)
- S: Sharyn Renshaw, Claire Duke & Julie Keegan (Aus)
- B: Jamie-Lea Winch, Sandy Hazell & Sian Gordon (Eng)

### Men's Singles:

- G: Robert Weale (Wales)
- S: Leif Selby (Aus)
- B: Gary Kelly (N. Ire)

### Men's Pairs:

- G: Shaun Addinall & Gerry Baker (S.Africa)
- S: Mervyn King & Stuart Airey (Eng)
- B: Khairul Anuar Abd Kadir & Fairul Izwan Abd Muin (Malaysia)

### Men's Triples:

- G: Johann Pierre du Plessis, Wayne Perry & Gidion Vermeulen (S.Africa)
- S: Brett Wilkie, Wayne Turley & Mark Casey (Aus)
- B: Mark Bantock, Graham Shadwell & Robert Newman (Eng)



### Are you 55 or over?

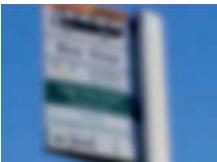
**Did you know that you may be at risk from a degenerative eye condition which could significantly affect your day-to-day life?**

Age-related macular degeneration (AMD) is an eye condition that affects people aged 55 or over and is the leading cause of blindness in the UK – yet many people are unaware of the signs and symptoms of this condition.

Make sure you give yourself the best chance of preserving your vision for the future by being aware of AMD and keeping an eye out for these signs and symptoms. Going to your optician for regular eye checks and living a healthy lifestyle (stopping smoking and eating a balanced diet, low in saturated fats, rich in omega 3 fats, green leafy vegetables, fresh fruit, fish and nuts) can also reduce your risk of developing the condition. Look after your eyes, have regular eye health checks and be able to recognise the signs and symptoms of AMD.

The sooner AMD is diagnosed the better. Take action and give yourself the best chance of preserving your sight for the future.

### Have you experienced any of the following symptoms?

<b>Blurred vision</b>	<b>Distortion of straight lines</b>
	 Straight lines may appear wavy or bent
<b>Blind spots</b>	<b>Low contrast sensitivity &amp; colour perception</b>
	 The need for increased lighting, sensitivity to glare, decreased night vision and poor colour sensitivity

If you think that you have any of these symptoms make an appointment and talk to your Optician or GP

#### SPEAK TO YOUR OPTICIAN:

If you are 60 or over you should be eligible for a free eye test at least once every two years

For a free information pack visit [www.beAMDAware.co.uk](http://www.beAMDAware.co.uk)  
or call 0800 294 6894

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# Bowls England and New Age Bowls - working to develop the sport for all

Bowls England has teamed up with New Age Bowls as part of its commitment to develop the sport among all ages.

New Age Bowls come in sets of eight (four red and four blue with a yellow jack and foot mat). Each bowl is soft with a genuine bias that can be used on any surface – indoors or out. This means they can be used by clubs to introduce new people to the sport in places such as the local school, village hall, community centre or leisure centre.

John Bennett, the founder of New Age Bowls, said: “New Age Bowls can be taken into schools, community centres and other venues, therefore opening the game to all ages and abilities. They are also ideal for getting people playing to a good standard before taking them on to the green. So why not try it out, it is the same great game of bowls and a lot of fun!”

Tony Allcock MBE, Bowls England Chief Executive, added: “New Age Bowls give us a unique opportunity to take our sport out into the community to encourage people to play bowls for the first time before joining their local club. We have received positive feedback from those who have already tried this approach in places such as schools, village halls and leisure centres. It is also a fun social event for outdoor clubs to enjoy during the winter and Bowls England is therefore pleased to endorse New Age Bowls as a development tool for our sport.”

Demonstration events were held at both Leamington and Worthing National Championships this summer to give spectators the opportunity to try the bowls. New Age Bowls and Bowls England also attended the School Sport Conference in October to raise awareness of the sport with PE teachers and other key people involved in school sport.

For more details on New Age Bowls, please go to: [www.kurling.com](http://www.kurling.com). If your club or county is using, or is interested in using, New Age Bowls to encourage new participants in our sport please e-mail: [alistair.hollis@bowlsengland.com](mailto:alistair.hollis@bowlsengland.com) so we can keep you informed of future developments.

**SPECIAL OFFER:** Clubs affiliated to Bowls England will receive a 10% discount on all orders placed with New Age Bowls before 30th November 2010.

## Could a Bowls England Development Loan help your club?

Is your club considering improving its facilities this winter? Don't forget that Bowls England now offers interest-free Development Loans of up to £20,000 to Affiliated Clubs, which enables you to improve and develop your facilities for the benefit of your members and the sport as a whole.

Development Loans are one of the practical ways by which Bowls England seeks to help our member clubs to improve and develop their facilities and at the same time put our reserves to good use for the benefit of our members.

Loans can be repaid over a maximum of eight years with the only additional charge being a one-off administration fee - there are no extra charges for the duration of the loan. This means your club can budget with the security of 'no added charges'. For more information about how to apply for a Development Loan e-mail: [penny.maguire@bowlsengland.com](mailto:penny.maguire@bowlsengland.com) or telephone Penny on 01903 820222.

Picture shows the new clubhouse at Amesbury BC in Wiltshire that was made possible thanks to a Bowls England Development Loan.



# Bowls England raise members concerns at World Bowls Council Meeting

World Bowls Ltd held its Biennial Council Meeting in Delhi in October. Agenda items included the Laws of the Sport, Financial Resolutions and future International Events. Tony Allcock MBE, Bowls England Chief Executive and delegate to World Bowls Ltd, also highlighted the concerns of bowlers in England about the use of 'minimum-bias' bowls on outdoor greens.

Tony said: "I believe in our actions regarding the Laws of the Sport, the Financial Resolutions and the use of narrow-bias bowls we have demonstrated that we are proactive members of our world body and have voiced our opinion regarding those issues that are of importance to those we represent."

Please see below details on some of the key decisions taken at the meeting, Bowls England's views on behalf of its members, and what the decisions mean for bowlers in England.

## **Laws of the Sport**

It was resolved that the new Laws of the Sport of Bowls Crystal Mark Second Edition would be adopted and implemented by everyone no later than 1st April 2011, and so will be in force for the 2011 outdoor season in England.

The two main changes affecting general play are:

- The winner of the previous end will deliver the jack and the first bowl on the next end, with the exception of an extra end when there will be a coin toss with the winner having the choice
- The Skip will be responsible for keeping the scorecard in all forms of the game - pairs, triples and fours

Tony Allcock said: "Bowls England proposed the law on 'giving the jack away' be changed in response to calls from many clubs and individual bowlers during the consultation process and is therefore delighted that this has now been approved."

Copies of the Crystal Mark Second Edition will be available from Bowls England ahead of the 2011 season.

## **Financial Resolutions**

World Bowls Ltd had put forward a number of financial resolutions for consideration by all of its Member Nations. Despite opposition from all of the British Isles representatives including Bowls England, it was agreed that the affiliation fee will be increased from 28 pence to 32 pence per registered member per annum with immediate effect, increasing to 35 pence per registered member per annum for 2012. It was also agreed that a minimum fee of £50 per annum per National Authority be introduced with immediate effect.

The increase in fees Bowls England now have to pay to World Bowls per Member from December 2010, will NOT affect the Bowls England Affiliation Fee of £5 that has already been confirmed for 2011. The proposed 2012 Fee will be notified at the EGM in November, but with all the savings that have been achieved in 2010, it is extremely unlikely that the Bowls England Affiliation Fee will be increased in 2012.

Tony Allcock explained: "I specifically outlined to World Bowls and all delegates the position of Bowls England, having due regard to the current financial climate and the difficulties facing our own member clubs. I also gave an indication of how Bowls England had implemented savings, and asked for careful consideration for a move from event operations to developing membership initiatives."

## **Commonwealth Games**

It is not certain at this stage if the greens to be laid in Glasgow for 2014 will be natural or synthetic surfaces. It was noted that visually impaired bowlers will be invited to participate in the 2014 Games in a Lawn Bowls event.

## **Narrow Bias Bowls**

With Bowls England receiving increased correspondence from members regarding the use of 'narrow-bias' bowls on outdoor greens, Tony Allcock raised the issue as World Bowls is the licensee of the Master Bowl against which all sets of bowls are tested.

He explained: "The general feeling of bowlers in England, which is borne out by the amount of correspondence we receive on the issue, is that the use of minimal biased bowls on British bowling surfaces are having a devastating effect on both the skill levels and general art of participation. Our members do not feel these bowls are illegal, but the Master Bowl seems to allow straight running bowls to be authorised. I urged the Board of World Bowls to flag this as high priority and to issue a statement which can be distributed to those Member Nations who feel strongly about this and a number of delegates, and not just from the British Isles, applauded in support."

# Sign up now for National Family Week 2011

National Family Week 2011 will take place from Monday 30th May to Sunday 5th June - and Bowls England is urging clubs to see how they could benefit from taking part.

National Family Week highlights the importance of quality time together and promote the benefits of a healthy, active lifestyle. Across the country families have enjoyed thousands of events, competitions, discounts and promotions thanks to the participation of local and national not-for-profit organisations and our brand partners.

It is an opportunity to showcase the services your club provides to families by organising events or activities for families in your local community at any time during The Week. So why not help National Family Week to achieve its goal of getting more families active by organising bespoke bowls activities for families.

Events can be run as a fundraising exercise, to publicise your club or simply to have fun with families in your local community.

## Free Promotion

By registering your event online, your club could benefit from free promotion through the National Family Week Event Finder and in addition you will also have access to free promotional materials and branded merchandise such as posters, balloons, stickers and goodie bags to bring added value to your National Family Week event.

For further information on National Family Week, the theme toolkits and resources to support your club's involvement, please go to: [www.nationalfamilyweek.co.uk](http://www.nationalfamilyweek.co.uk)



**BRACKLEY CASH BOOST:** Brackley & District BC in Northamptonshire received £250 from Cash4Clubs to help them purchase New Age Bowls kit for use with younger bowlers.

Cash 4 Clubs is a sports funding scheme which gives clubs the chance to apply for grants to improve facilities, purchase new equipment, gain coaching qualifications, and invest in the sustainability of their club.

Cash 4 Clubs is funded by Betfair and is supported by SportsAid, the charity for sports people.

For more information go to: [www.cash-4-clubs.com](http://www.cash-4-clubs.com)

## FUNDING SUPPORT FOR GREENS COURSES

**GREENS COURSES:** The Institute of Groundsmanship (IOG) is running green keeping courses this winter - and Bowls England offers financial support to help members who wish to attend.

For example, the Foundation Course is aimed at those who want to learn the basic principles and techniques of maintaining a bowling green.

This course costs £150 for non-IOG members and £75 for IOG members, and Bowls England offers £40 towards the cost to any member of an affiliated club. For more details on the courses please contact the IOG on 01908 312511 or go to: [www.iog.org](http://www.iog.org)

To request assistance with course costs please contact Arnold Goad on 01926 612280.

## Bowlers honoured at 'Oldest Athlete' celebration

Three bowlers were among the 53 nominees who collectively amassed 4,177 years of physical activity and sporting participation that were recognised at the Oldest Athlete Celebration Event organised by Leicester-Shire & Rutland Sport.

Arthur Large continues to bowl competitively for Kegworth Bowls Club at the age of 90, where he plays several times a week. If this wasn't enough activity, Arthur frequently cycles from his home to the green!

Eighty-nine-year-old Dorothy Lightfoot (*pictured far right of picture*) is a life member of Birstall Ladies Bowling Club, where she still helps and guides new players.

The final nominee was Bill Wadsworth, aged 83, who has played for the last 10 years for Little Bowden Bowling Club where he plays friendly and league matches most weeks.



# Bowls England Roll of Honour 2010

**Bowls England wishes to congratulate its National Championship and Competition Winners in 2010.  
Pictures of all winners can be viewed on the Bowls England website at: [www.bowlsengland.com](http://www.bowlsengland.com)**

## Women's Events

Bonmarche National Singles:  
Natalie Melmore (Devon)

Sporting Highlights National Pairs:  
Oriole Hocking and Sandra Parker (Cumbria)

National Triples: Helen Mason, Kerry Bowley and Jo Skelton (Derbyshire)

Dorset Bowls Resort National Fours:  
Carole Andrews, Sandra Maguire, Rose Lewis and Brenda Atherton (Nottinghamshire)

National Junior Singles:  
Abigail Manser (Suffolk)

Marion Bushnell National Junior Pairs:  
Laura Holden and Stefanie Branfield (Somerset)

National 2-Wood Singles supported by Angela Harris:  
Sue Davies (Worcestershire)

Sutton Winson National Champion of Champions:  
Katherine Hawes (Oxfordshire)

be-AMD Aware National 55 and Over Singles:  
Wendy Davies (Sussex)

be-AMD Aware National 55 and Over Pairs:  
Gwen Xuereb and Geraldine Reeve (Norfolk)

Anglia Bowls Mother and Daughter Pairs:  
Lisa Veiga and Edna Bessell (Somerset)

TLH National Top Club:  
Portishead RBL (Somerset)

Friends of England Bowling John's Trophy:  
Hertfordshire

Friends of English Bowling Walker Cup:  
Devon

Amy Rose Bowl supported by Jessie Clark:  
Essex

## Men's Events

Jolliman National Singles:  
Steve Mitchinson (Essex)

Dennis Mowers National Pairs:  
Wayne Bailey and Tristan Morton (Huntingdonshire)

Friends of English Bowling National Triples: Mark Todd,  
John Catchpole and Ian Catchpole (Suffolk)

APS Therapy National Fours: Martin Pankhurst, Kevin Bane, Ian Miller and Richard Catton (Cambridgeshire)

HSBC National Junior Singles:  
Mark Nullmeyers (Essex)

Spofforths National Champion of Champions:  
David Scott (Nottinghamshire)

NFU Mutual National 55 and Over Singles:  
Colin Whitehead (Oxfordshire)

NFU Mutual National 55 and Over Pairs:  
David Welsh and Jim Morley (Sussex)

Friends of English Bowling National Club Two Fours:  
St.Austell (Cornwall)

TLH National Top Club:  
Rugby (Warwickshire)

Friends of English Bowling Middleton Cup:  
Cornwall

Friends of English Bowling Balcomb Trophy:  
Berkshire

EIAT UK White Rose Trophy:  
Devon

## Mixed Events

Friends of English Bowling National Mixed Pairs:  
Debbie and Graham Shadwell (Wiltshire)

Friends of English Bowling National Mixed Fours:  
Elaine Score, Ann Score, Gerry Bone and Raymond Bone