



Annual Report

2020/21 ●



OFFICIALS BOARD

CLUB DEVELOPMENT PROGRAMME

HELPING CLUBS RECRUIT, INTEGRATE AND SUSTAIN NEW MEMBERS
FUNDING OF UP TO £500 AVAILABLE

- FUNDING AVAILABLE TO SUPPORT CLUBS TO:
- PROMOTE THE MAIN CHALLENGES THE CLUB IS FACING
- SUPPORT THE NEW MEMBERS OF THE CLUB TO GET INVOLVED
- FREE WORKSHOPS AT THE CLUB
- PROVIDING CLUBS WITH INFLUENTIAL LOCAL GROUPS AND ORGANISATIONS
- PROVIDING CLUBS WITH INFLUENTIAL LOCAL GROUPS AND ORGANISATIONS

TO APPLY FOR CLUB DEVELOPMENT FUNDING PLEASE GO TO [WWW.JUSTBOWL.CO.UK](#)

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Introduction ●

Executive Summary

As we come to the end of our fourth year of delivering the Play Bowls Strategy 2017-2021, there is no doubt that it has been a very different year of delivery, set against the backdrop of Covid-19 and all the challenges the sports sector has faced.

We are proud that despite lockdown restricting the use of our bowling facilities for most of the year, the BDA has been able to use the time effectively to continue to offer valuable support for our clubs and volunteers in this difficult period.

Regardless of the challenging circumstances, our popular Club Development Programme (CDP) continued to make a significant impact across all its member clubs. Some key successes of the programme included supporting clubs to interpret the existing Covid-19 guidance so they could re-open safely and confidently in 2020 and 2021, as well as helping clubs raise over £1m worth of funding from the Sport England Community Emergency Fund (CEF), central Government Covid-19 grants and funding awards from local Active Partnerships, working out at an average of over £9,000 of funding per CDP club.

Whilst clubs were not able to open their greens to participants, many of our volunteers took advantage of the additional online training workshops and courses delivered and coordinated by the Club development team. These were very popular and attended by almost 400 volunteers.

As an organisation, we are very pleased to have successfully navigated this unique period helping hundreds of clubs to move their committee meetings and day-to-day activity online. With advice and guidance on how to utilise virtual conferencing software and many other hints and tips, we have taken some much-needed steps to improve the future of how we can support clubs to communicate better.

Our club development programme has benefitted from a more agile approach and whilst we continue to respond to an ever-changing Covid-19 environment, we are already using the knowledge and skills gained to improve and broaden our offer for clubs as we traverse the 'new normal'.

Looking to build on the 15,224 new members recruited via our popular Play Bowls package scheme prior to Covid-19, we were on course to see the most subscribed application window in 2020 with over 150 clubs onboard. Although the scheme could not be delivered, we were able to offer all applications a goodwill payment, totalling up to £6,500 in direct funding, to support them through this difficult year.

Over the last 12 months our Just Bowl project team has also succeeded by diversifying the delivery in what has been an incredibly tough period for our country's care homes. Despite the challenges, Just Bowl has been delivered to 45 care homes with over 450 residents taking part. Additionally, 83 members of staff were still able to receive training, either through delivery via digital platforms, the introduction to Just Bowl video or face to face training using Covid safe practices.

The Just Bowl team have also developed an exciting new partnership with Versus Arthritis, who have agreed to take part in the Just Bowl research project. We are confident this project will play an even more significant role as care homes reach out to activity providers for some welcomed social interaction amongst their customers, post-Covid.

The past six months has seen the BDA go through a period of significant change, with a shift in leadership and direction to develop and strengthen its relationships with its partnership NGB's. We are pleased to announce that from April 2020, British Crown Green Bowling Association have re-joined the BDA and we welcome a representative from Disability Bowls England onto the BDA Board in an advisory capacity. We look forward to working with them on our new strategy for the Sport of Bowls, alongside our current partners Bowls England and the English Indoor Bowling Association.



Lots of work has been ongoing to consult and collaborate with our key stakeholder groups as well as work on a new Vision and Purpose for the organisation which truly reflects our role in the bowls ecosystem.

Vision:

'Together we will place Bowls at the heart of every community as an accessible sport for all

Purpose:

'To sustain, grow and develop the sport in partnership with the Bowls family'

With the addition of a new set of strategic direction goals for our roll-over funding period 21/22, the BDA is entering into an exciting stage of delivery which is bolstered by a brand refresh and new and improved website.

We would like to take this opportunity to say a huge thank you to the valued contribution of the BDA Development Director, Susan Cooper who retired in July 2020 after many years of service at the organisation. She left behind a great legacy and a very committed and passionate team.

Lisa Graham has taken over as the Managing Director and will lead the organisation into a new phase of delivery, working collaboratively with all the bowling codes on a new joined up strategy for the future.

It is an exciting period to be part of the BDA, working together with the wider 'Bowls family' to collectively raise the profile of our sport as an inclusive, accessible, sport for all.

Impact of Coronavirus (Covid-19)

Like most businesses up and down the country Covid-19 has had a major impact on the day to day running of the business with the whole of the team switching to home working from the 23 March 2020 and all face to face delivery with clubs suspended until the first national lockdown was lifted.

That said, the team were able to effectively support clubs during this period via the use of online technology including Zoom, Microsoft Teams, Email, and phone calls. The team, during the first lockdown, were able to contact all clubs engaged on a BDA Club Development Programme or those that applied to the Play Bowls Package scheme, to offer support and advice on the changing landscape of funding support and grants available to them.

The team has supported the National Governing Bodies (NGBs) during this time through support and advice on Return to Play guidance working with Sport England and the Department for Culture, Media and Sport (DCMS), as well as support in unlocking grants to secure the immediate future of some organisations.

With the ability to use our funding with a degree of flexibility we were able to fund the Let's Roll campaign towards the end of the summer season, with the hope that we would be able to roll this into the autumn and winter before the tiered restrictions hampered the indoor season.

We have also been working on a Back to Bowls programme to support clubs returning to play from the second national lockdown and been able to support the forthcoming Big Bowls Weekend with significant levels of investment into the programme.

All team members continue to effectively work from home, until the advice from the Government changes, however it is hoped that the Club Development team will be able to get back outside to clubs from Step 2 of the roadmap (12 April 2021).





2020/21
in Numbers ●

£1,000,000+

FUNDING SECURED FOR 110 OF OUR
CLUB DEVELOPMENT PROGRAMME CLUBS DURING COVID-19

15

Just Bowl sets purchased by
Care Homes during Covid-19
supporting residents health
and wellbeing



1,227

Followers on Twitter @BowlsDA

908 

Likes on Facebook

Care Home
members of staff
upskilled to
deliver Just Bowl
to residents

83

45

CARE
HOMES
RECEIVED
JUST BOWL
TRAINING

13,400

Responses to the



Survey

£6,500

Direct funding given to approved
Play Bowls Package clubs

493

New Members recruited into
the sport during 2020/21
from BDA programmes



188

VOLUNTEERS UPSKILLED
VIA WORKSHOPS AND
TRAINING PROVIDED VIA
THE CLUB DEVELOPMENT
PROGRAMME

2

NATIONAL CROSS-CODE CAMPAIGNS
SUPPORTED BY THE BDA, IN
COOPERATION WITH OUR PARTNER
NATIONAL GOVERNING BODIES



* Numbers greatly affected by Covid-19



2020/21

Performance Indicators ●

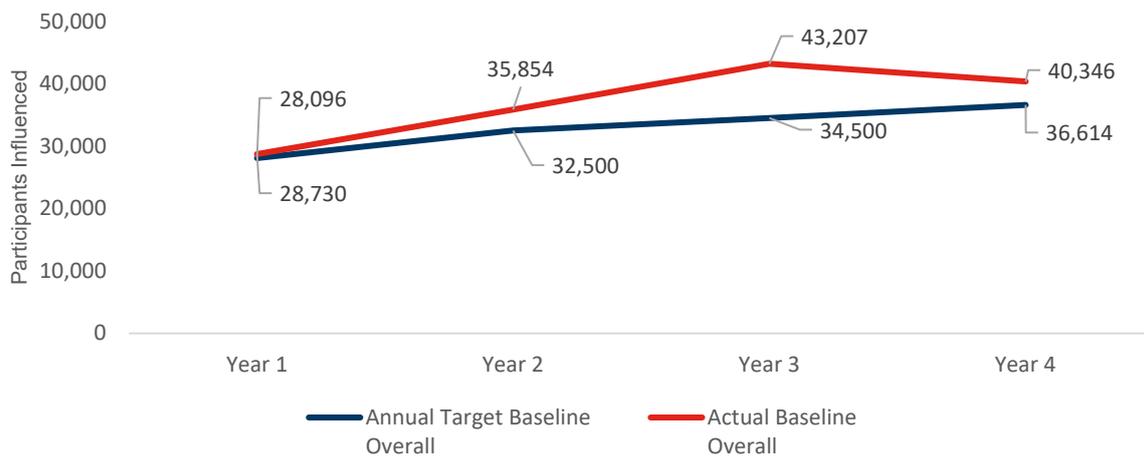
The funding received from Sport England for the 2017-2021 strategy was designed to strengthen the resilience within the core market which was identified as those aged 55 years and over or 16+ with a disability.

The vision: 'Working with flat green clubs to help them and the bowlers within them to develop more resilient habits to ensure a stronger sport, the benefits of which can be enjoyed for a life-time'.

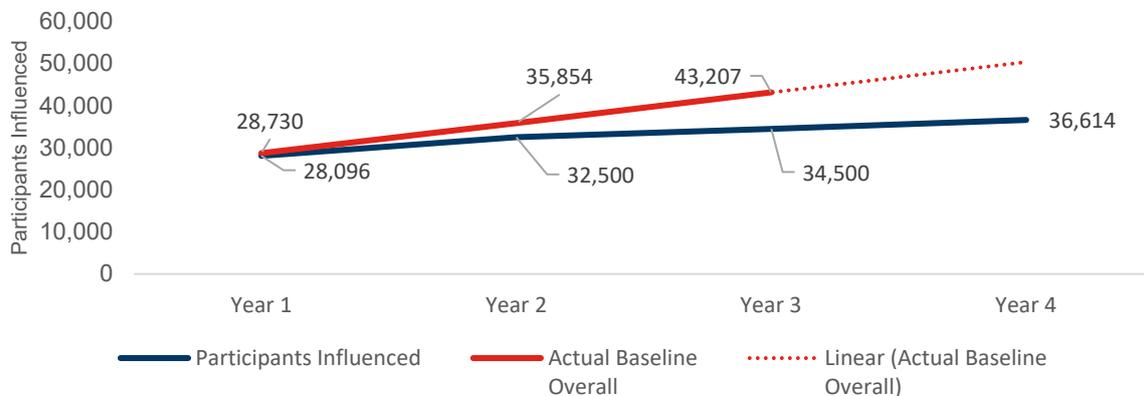
We are pleased that despite year four being heavily impacted by Covid-19, across the 2017-2021 funding cycle, overall, we have been successful with sustaining our core market, as well as recruiting new members to the sport. As you can see from the graph below we have exceeded our targets year on year ending year four with an influence of 40,346 which is 3,732 above target.

Nevertheless, some of our programmes did negatively suffer this year with activity and delivery restricted meaning we could not deliver against all our KPI expectations. It was, however, important for us to adapt and remain agile, by continuing to give much needed support to clubs, volunteers, and members, which the team did exceptionally well.

BDA Four Year Influence Targets



Predicted Year Four Figures without Covid-19





Club

Support ●

Club Development Programme

Created in 2017 as part of the Bowls Development Alliance's four-year Sport England-funded delivery plan, the Club Development Programme (CDP) offers Bowls England and English Indoor Bowling Association clubs, and most recently, British Crown Green Bowling Association clubs, a unique support programme to develop and better sustain their current membership and recruit new members into the sport. Every club that signs up to the programme receives direct support from the BDA to create a Club Development Plan that will help the club to support new recruitment initiatives and develop their presence in their communities.

As with most sports, the 2020/21 season has not been a straightforward one. With almost 150 clubs signed up and committed to the CDP in the early part of 2020, unfortunately the landscape changed significantly due to Covid-19 and before any delivery could take place. However, the Club Development team were quick to react and adapt to the changing circumstances offering some much-needed advice and guidance for our volunteers throughout the challenging year the sport faced.

Supporting Clubs Through Covid-19

Funding Support

As an organisation, we are pleased we could continue to support the clubs who signed up to be part of our CDP initiative. During the initial stages of lockdown, the team were in close communication with each of the clubs to better understand the new challenges, as well as to offer support and reassurance. The team successfully signposted all clubs in need of financial support to the available Covid-19 relief funding grants. The support included:

- informing each CDP club about the Covid-19 relief funding they are eligible for.
- encouraging clubs to apply for grants.
- advising clubs on how to write a successful application.

As a result, each club in need of financial support received a grant from at least one funder. All indoor clubs received relief from the Retail, Hospitality and Leisure grant, either directly or through their parent organisation (e.g. a leisure centre or a recreational complex).

By September 2020:

- 49 of the clubs received a total of £154,292 from Sport England, averaging £3,148 per club.
- 50 clubs received government grants of a total of £755,000, averaging £15,100 per club.
- Several clubs received grants from their County Active Partnership or through other funding sources.

To date, at least 110 of the 148 CDP clubs have received over £1m worth of funding, an average of over £9,000 per applicant club.

Club communication

Prior to the first lockdown, none of the CDP clubs had been conducting any virtual meetings. The Club Development Team created a 30-minute introductory video tutorial to help clubs learn how to download, install, and use software to schedule virtual committee meetings or social events. Club Development Officers worked with each club to encourage the committee to meet virtually, help them overcome the technical difficulties and facilitate the first online activities.

As a result, 79% of all active CDP clubs are now successfully conducting regular virtual committee and social meetings that enable them to plan their re-opening and recruitment initiatives, complete their administrative tasks and engage with their membership.

Phased re-opening

The Club Development Team played an important role helping clubs to re-open safely and as soon as possible during the easing of the first lockdown. The team dedicated their time disseminating Government, Sport England and NGB guidance to all clubs whilst simultaneously supporting their return to play advice. In addition, the club development officers were sharing best practice on clubs' inventive ways of engaging with their members and encouraging less-willing bowlers to return to play.

A great example of a club using its initiative to support members to return is the Geddington & Newton BC's Extra Safe Sessions case study which can be found on our website.

The advice and encouragement at the other end of the phone gave two thirds of the active outdoor CDP clubs the confidence to re-open by August 2020. However, re-opening was more challenging for indoor clubs, many of which were not finding it financially feasible to do so. Nevertheless, all indoor CDP clubs managed to re-open at some point between August and December 2020.

Once clubs could engage in some bowling activities in the summer and autumn of 2020, the Club Development Team used the opportunity to:

- Film 4 outdoor club sessions, interviewing the committees and general members about what they had to do to re-open safely (committee) and what it meant for them to be able to play bowls in the current environment (members).
- Deliver 9 Club Helpers Workshops, to prepare clubs for some small-scale recruitment efforts in 2020. Some of the most proactive clubs took advantage of the opportunity and ran successful recruitment campaigns. One such club was Connaught BC who managed to sign up 31 new members as a result of their open events and follow-up taster sessions!
- Run a series of social media competitions to help clubs showcase the good work they do.
- Organise a series of free Club Matters Workshops, attended by over 100 club volunteers.

Key successes:

- Actively supported 40 club development clubs, recruiting 351 new members and upskilling 188 new volunteers.
- Closing the engagement with 64 of the 71 active CDP clubs
- Delivering a condensed 3-month Club Development Programme for 9 crown green clubs as part of the BCGBA pilot
- Supporting Bowls England and British Crown Green Bowling Association in launching the Bowls' Big Weekend campaign
- Running 14 Club Matters Workshops, including 6 workshops to support the Bowls' Big Weekend
- Supporting at-risk clubs who have been heavily impacted by Covid-19
- Delivered a 'Promoting your Open Day in the Community' seminar for Big Bowls Weekend via zoom with 95 volunteers in attendance

Play Bowls Packages

The Play Bowls Package scheme was looking to build on the 15,224 new members recruited into the sport from 2013 onward prior to the Covid-19 pandemic. We were on course to see the most subscribed application window to date, with over 150 applications received and processed prior the first lockdown being imposed.

All clubs that had an application approved prior to the 23 March received a goodwill payment totalling over £6,500 in direct funding to clubs, to go towards any costs already incurred in preparation of events that were postponed due to Covid-19.

It was expected that we would not see any completed Play Bowls Package during this year, however it was pleasing that 19 clubs with Covid safety measures in place, still managed to recruit 142 new members into clubs, which is a fantastic effort by all concerned.

Looking ahead to 2021/22, the Play Bowls Package scheme has been given a year's break to allow us to try new initiatives and fresh ways of working. This has allowed us the flexibility to invest and support new joined up initiatives such as Let's Roll and the Bowls' Big Weekend.





**Equality,
Diversity & Inclusion ●**

The Bowls Development Alliance along with their partners are committed to ensuring there is diversity and equality throughout their organisations and the sport of bowls and that no individuals are discriminated against on the grounds of their age, race, disability, religion, socio-economic status, sexual orientation or gender identity and expression. The sport aims to make a welcoming environment for all, ensuring that it is truly accessible to everyone.

As part of our dedication to becoming a truly Inclusive Sport, the BDA have committed to developing a long-term **diversity and inclusion strategy** for the sport.

Work is well on the way to set up a new **Inclusion Advisory Group** to provide expert advice and guidance on the future development, implementation, and evaluation of a new and improved equality, diversity, and inclusion strategy. Working closely with our key partners, a group of expert representatives, including those with lived experiences of protected characteristics will act as a check and balance for our new plan which will be developed later this year.

With over 5,000 clubs across the sport, we believe that Bowls has something unique to offer everyone in our community and we want to take the necessary steps to ensure that everyone can access suitable opportunities to participate.

Disability Development

As part of our commitment to becoming an inclusive sport, the BDA continues to actively support and develop disability bowls, working in collaboration with our key partners and network of clubs. A key focus of this work is to ensure we can continue supporting our disabled participants by making the clubs more accessible, as well as ensuring a safe return to play post-Covid.

Disability Action Plan review

With Covid-19 preventing any delivery on the ground, we took the opportunity to evaluate the effectiveness of our Disability Action Plan. This was successfully completed by members of our Steering Group to acknowledge the achievements of the work to date as well identify any key areas that might need further development and focus in 2021.



Key priorities identified for next year are:

- An immediate focus on our back-to-bowls guidance
- A review of the Bowls Disability Mark and its effectiveness
- A more coordinated, frequent, and prominent promotion of disability bowls by all NGBs and key partners
- To support and champion the improvement of performance pathways for disabled bowlers, both at Disability Bowls England and mainstream NGB competitions
- Improved data collection and sharing across partners

New Disability Action Group

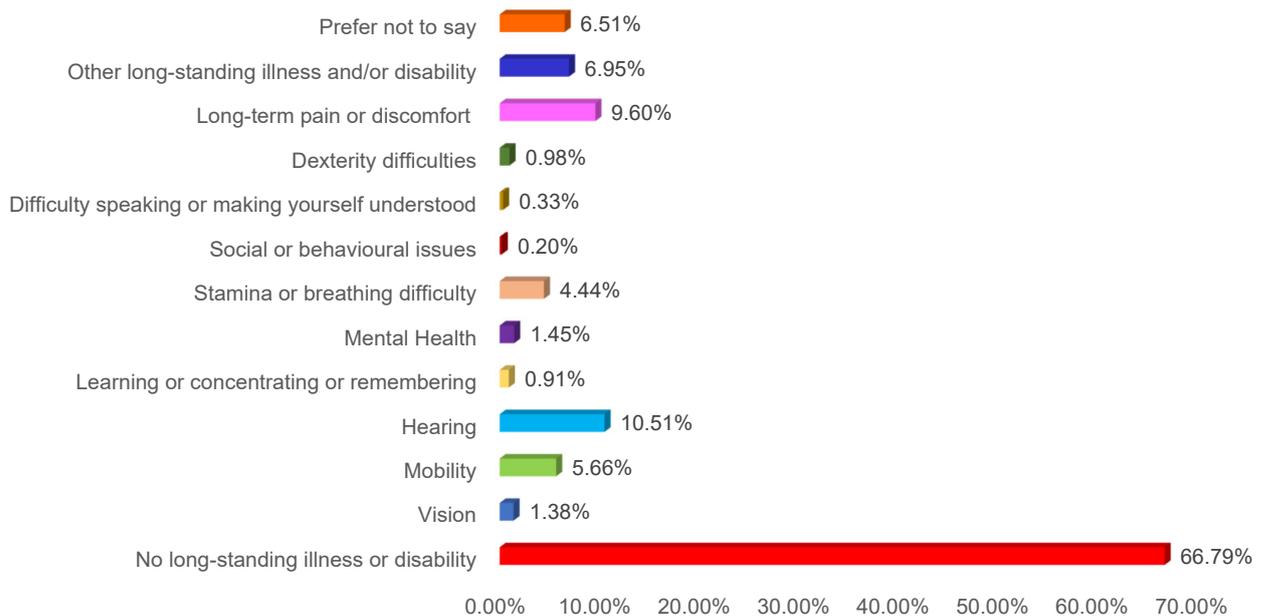
As part of our review of the effectiveness of our work in disability, we have decided to create a new Disability Action Group. This group has the core objective of being operational rather than strategic with the hope that there will be fewer barriers to getting things done across key areas of the sport.

With each of the NGBs and key partners invited to attend, we hope to successfully support our disabled participants with a new joined up and deliverable action plan, whilst driving disability development and engagement across the sport. The new Inclusion Advisory Group will help set the wider Inclusion strategy and allow the disability group to be more action focussed which has been a barrier to date.

Back to Bowls Survey

As part of a survey sent round to our participants in our back-to-bowls initiative, we asked the 13,400 respondents if they had a disability or long-term health condition. Just under 27% stated they had at least one. This is a 3% increase on the data we received from the disability survey in 2019 which continues to confirm the importance of ensuring clubs cater for the needs of all participants, regardless of ability.

The below table is taken from the respondents of the Back to Bowls survey which illustrates the various impairments in more detail and why this work is so important.



2019 Love Fisher Brown Award

Due to the impact of Covid-19 on the sport the decision was taken that the LFB Award for 2020 would be suspended and reviewed again in 2021 although commitment to the award is still very much a priority.



In March 2018, the percentage of women playing bowls was 32.7%. The Women Can campaign was officially launched in March 2018 with the aim to empower and inspire more women to become involved and participate in the sport of bowls, as a player, coach, administrator or official and to improve the gender gap.

There were two initiatives to achieve this aim:

Firstly, clubs were encouraged to be a part of the campaign by signing up online and downloading a resource pack which contained ideas on how to welcome women into their clubs along with templates for promotional flyers and banners. To date almost 200 clubs have downloaded the pack.



The second initiative was launched in January 2019. The BDA signed an agreement with the National Federation of Women's Institute (NFWI) to provide opportunities for Women's Institute members to get involved in the sport of bowls across the whole country. The project offers Women's Institutes and County Federations the opportunity to take part in a 6-week bowls activity programme, which is hosted at a club local to the WI applicant.

The Women Can programme through Covid-19

The two initiatives outlined above were not able to take place since March 2020 due to Covid restrictions.

This enabled the BDA to revisit the programme and 3 objectives were identified.

1. Connect post lockdown club needs with BDA goals for the women's programme.
2. Establish a programme that enables the biggest impact with the same target and resource constraints.
3. Ensure the programme ultimately results in more women playing bowls.

The programme then evolved to find a best fit for these objectives. A new Women's Programme plan was devised to be rolled out once lockdown restrictions allow and our partner organisation, the Women's Institute, are meeting once again.

The gender split across the sport remains at 39% female 61% male and we remain committed to levelling the playing field across the sport throughout our programmes and offers.

Our new planned programme of activity will involve these priority areas:

Area	Outline
Women's Institute	
Women's Institute Programme	Continue to be committed to the partnership and work on reigniting our offer with the Women's Institute and our clubs - to enable more Women's Institute members an opportunity to access bowls across the country.
Recruitment	
Recruitment Campaign	Deliver a national women's recruitment week in line with National Women's Day (9 August). Clubs will be encouraged to host women-only recruitment events and will be supported with resources.
Club Support	
Resource Pack	Develop the existing Women Can resource pack in line with new programme developments.
Online Education	Create a women's specific online course as part of the online education programme. This will be developed in line with the resource pack.
Women Can Champions	Invite club volunteers to join a network of Women Can Champions. These champions will advocate for women in bowls. To become a champion, the volunteers need to commit to organising a recruitment event at least once a year.
Reward and Recognition	Ensure an annual acknowledgement of clubs and volunteers working to develop women in bowls.



The past 12 months has posed several challenges for Just Bowl, but the team have embraced these challenges by introducing new and innovative methods to deliver training. As a result, they have achieved the first-year targets that were set as part of their Sport England funding agreement.

The team have also used the last 12 months wisely to review their product, develop new leads and to pursue new avenues of work. This has led to Just Bowl being introduced to a new audience as well as enabling them to develop relationships with existing partners. The team have also worked on innovative ways to deliver training to care homes and have established an exciting partnership with a new client.

Sport England Funded Care Home and Research Work

The team have been set the target to engage 2,000 participants across 200 care homes over the next 3 years. To accomplish this, they are working with key stakeholders in the care sector to identify homes to work with. Just Bowl has also been funded to work with Sheffield Hallam University to carry out research with Headway, the Stroke Association, Versus Arthritis and several care homes specialising in dementia to establish what impact Just Bowl has on the participants. Consequently, their priorities for the last 12 months have focused on:

- Establishing further partnerships to identify 200 care homes to work with and carrying out training for staff in 60 of those homes.
- Finalising the research strategy with Sheffield Hallam University and our key stakeholders.
- Carrying out training and research in the 7 dementia specific care homes that have been identified.
- Conducting training and research with Headway, the Stroke Association and with Versus Arthritis.

Care Homes

Despite care homes closing their doors to visitors, Just Bowl has still managed to deliver training to 45 homes, engage over 450 participants and train 83 staff over the last 12 months using digital platforms, an introduction video, and other innovative methods.

The team also carried out some face-to-face sessions in the summer making sure to observe Covid-19 safety protocols. This was achieved by delivering the sessions outdoors and reducing the size of the group as well as putting social distancing measures in place. Despite the challenging circumstances, the team have been able to continue to progress towards their Sport England targets.

Partners

Despite the pandemic the team have been able to continue conversations and planning with Headway and the North Devon NHS Care Services Team. However, delivery has not been possible due to the vulnerable nature of their clients. Nevertheless, the work that the team has carried out has ensured that they are now in a position where they can start delivering training when it is safe to do so. The team are also excited about the prospect of renewing acquaintances with other research partners when they can resume delivery within their facilities.

Additionally, Just Bowl have been able to develop a new partnership with Versus Arthritis, who are very keen to be involved in the research project that is funded by Sport England.

What we seek to achieve:

- **The Stroke Association, Headway and Versus Arthritis**
 - Social impact of the project.
 - Impact on the confidence of the participants.
 - Impact on communication skills, cognitive skills, motor skills.
- **NHS North Devon**
 - Impact on additional CCG funded Dementia patients.
 - Increasing strength, balance and reducing the risk of falls.

A Future Focus for Just Bowl

The Covid-19 pandemic has provided Just Bowl with an opportunity to look beyond their Sport England funding and engage with new audiences. The team have recently worked with a disability group in Cornwall who trialled the Just Bowl equipment. The results were excellent, and the equipment has become an integral part of their weekly activities. The team also approached three primary schools in Cornwall, Devon, and Leicestershire to trial the Just Bowl equipment and provide feedback. The results were very encouraging, and the feedback provided the team with an insight into what adaptations they need to make to ensure that the activity is more appealing and accessible to schools.

The Year Ahead

Despite a challenging year Just Bowl has continued to take big steps forward. The hard work and dedication of the team has ensured that Just Bowl is in a strong position going forward. The partnerships with key stakeholders have become stronger, and the Just Bowl product is even more appropriate for its customers. It is anticipated that there will be a greater focus on physical and mental wellbeing post Covid-19 for the population in the coming months, particularly older adults, and the Just Bowl team believe that they can be at the forefront of this.

Thank You

Without the generous funding provided by Sport England, The Rayne Foundation and our sponsor Utility Bidder, Just Bowl would be unable to deliver the services that we offer to the care sector and to our partners. Throughout the Covid-19 pandemic Sport England have offered advice and guidance and they have also been supportive of new ideas and suggestions. This support, combined with the backing of The Rayne Foundation and Utility Bidder, has provided the team with the confidence to develop innovative ways of working and has allowed us to expand our portfolio of work for which we are truly grateful.







Governance ●

The Board of Directors of the Bowls Development Alliance (BDA) met four times (quarterly) during the year. Due to Covid-19 two meetings had to be held virtually. At each meeting governance was an agenda item and discussed.

The Board received a full operational report from the Managing Director at every meeting.

During 2020/21 the BDA remained in compliance with the Code for Sports Governance after an internal review against the code was completed successfully. The finance accounts for the period ending 31st March 2020 were received and were duly audited by the external auditors Robert Whowell & Partners, with no problems reported. A copy of the audited accounts can be found on the BDA website.

In February 2020, the BDA received an on-site selective governance audit by Sport England's assurance and audit partner BDO. The final report and findings were received by the BDA in August 2020. The overall finding was that the BDA was 'Meeting Standards'. The suggested actions within the report are currently being actioned with all actions to be completed before July 2021.

The Board continues to be chaired by an appointed Independent Non-Executive Director, with the remainder of the Board made up of two further Independent Non-Executive Directors and the appointed representatives of the partner National Governing Bodies.

In July 2020 Jon Cockcroft, Bowls England, Chief Executive Officer was appointed as a BDA Director. Jon replaces Tony Allcock OBE who retired from Bowls England in March 2020. The Directors and Staff would like to thank Tony for his service and support to the BDA over the past 10 years.

Attendance Records of BDA Board Meetings – April 2020 – March 2021

Member	Role	Possible Attendances	Actual Attendances
Malcolm Douglas	Chair/INED	4	4
Terry Maywood	Senior INED	4	4
Gavin Baker	INED	4	4
Peter Thompson	EIBA Ltd	4	4
Jon Cockcroft	Bowls England	3	3
Susan Cooper	BDA	2	2
Lisa Graham	BDA	2	2
Chris Parkin (<i>Board Secretary</i>)	BDA	4	4

INED – Independent Non-Executive Director

The Governance objectives for 21/22 are as follows:

- Meet the requirements of the Governance Action Plan and the Code for Sports Governance
- Work collaboratively across the codes embedding good safeguarding practice
- Support the direction of policies and procedures across the codes to create consistency
- Be responsible, accountable, and fully transparent with Sport England funding in line with our agreed delivery
- Continue to improve transparency between the BDA and key stakeholders

Safeguarding

Safeguarding remains a core priority for the BDA and we have continued to support the sport by taking the lead on the management of our Safeguarding panel which consists of representatives from the five National Governing Bodies of Bowls.

In June 2020, our safeguarding standard received a 'satisfactory' rating with the Child Protection in Sport Unit (CPSU). The report highlighted where improvements could be made and gave recommendations for the embedding of policies and procedures, all of which will be included in a new and updated Action plan.

A new Safeguarding Case Management Group (SCMG) for all the NGB's was introduced and is a positive step forward for our safeguarding panel. This will assist Lead Officers, allowing them to share concerns and reach a consensus on challenging cases. All NGB Safeguarding Leads will be able to access a central and secure case log that will assist in identifying repeat offenders or people of concern.

New monthly 'drop-in' meetings were introduced to allow for the personal development of Lead Officers and to give them the opportunity to share ideas, best practice, and concerns. If a NGB has a live case, then other Lead Officers can provide advice and guidance. These meetings have enabled the group to become a proactive team.

In addition, all Lead Officers have attended training associated with their role and have benefited from bespoke CPSU training, and all safeguarding documents on the website and have been updated and simplified.

As part of our commitment to safeguarding, the BDA has recruited a new part-time member of staff who will be our dedicated Safeguarding Officer. This will allow us to invest more time and energy into embedding safeguarding in the mindset of our clubs and volunteers and bring to life a new safeguarding campaign planned for 2021.

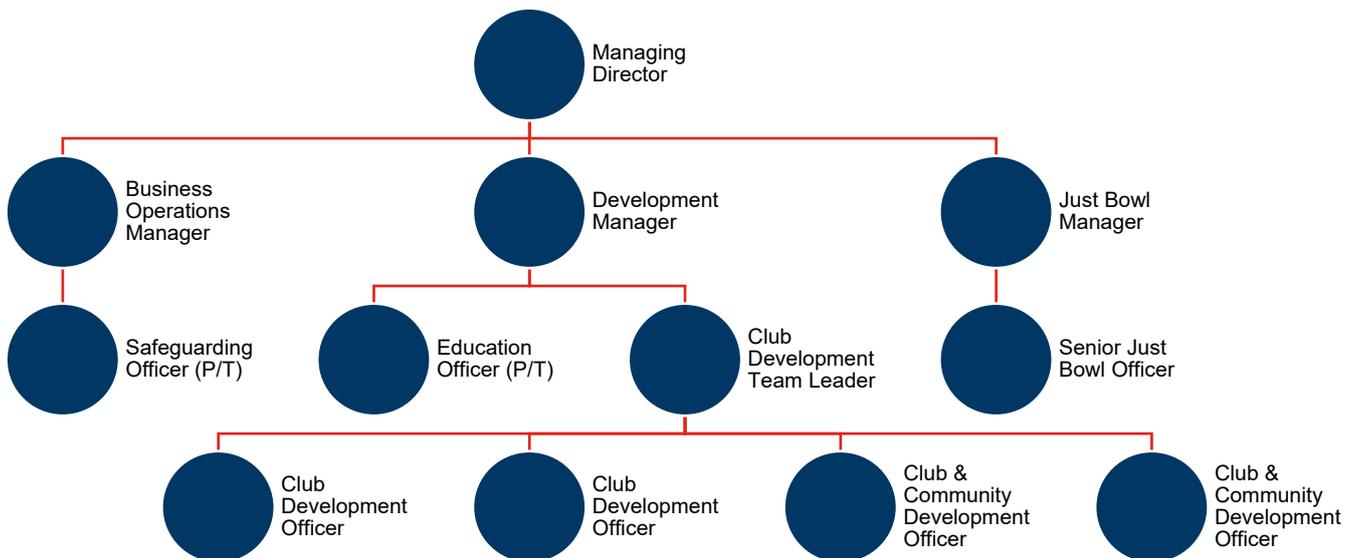


Staff

Linked to our new strategy and operational plan, a review of the staffing structure was undertaken in December 2020 to ensure we had the right capacity in the organisation to deliver against our objectives. As well as a new Safeguarding Officer, we have a new Education Officer role to oversee our brand-new e-learning platform which will offer free courses and CPD to all volunteers and participants.

Due to the continual expansion and investment in our Club Development work, we have decided to support this by the introduction of a new Community Development Officer role which will focus on supporting the Club Development programme alongside the Just Bowl initiative.

These new roles will concentrate on broadening the reach and influence of the sport at a local level, including connecting with national networks such as Active Partnerships. We hope this will strengthen the engagement and profile of bowls as a sport for all as well as increasing the number of people participating locally. The new structure is below:





**The
Year Ahead.**

Strategy & Values

Key to the completion of our 21/22 roll over funding period has been the creation of an overarching BDA strategy. This work was carried out with full cooperation from the BDA team and wider stakeholder group.

The result has been the creation of a core *Vision*, *Purpose* and set of strategic *Priorities* that align with the operational plans of key partners.

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*

Our Strategic Priorities



Support Good Governance

Uphold the core obligations of governing our sport well in partnership with the National Governing Bodies



Build Partnerships

Nurture relationships with our key partners and connect with new ones to expand the reach of bowls



Develop Clubs, Facilities & Volunteers

Improve the capability and sustainability of our clubs, facilities and volunteer workforce



Raise the Profile

Showcase and promote the game across all programmes and platforms



Drive Inclusivity

Lead on the transformation of bowls as an accessible sport for all



Support Good Governance

Uphold the core obligations of governing our sport well in partnership with the National Governing Bodies

What we will do

- ✓ Meet the requirements of the Governance Action Plan and the Code for Sports Governance
- ✓ Work collaboratively across the codes embedding good safeguarding practice
- ✓ Support the direction of policies and procedures across the codes to create consistency
- ✓ Be responsible, accountable, and fully transparent with Sport England funding in line with our agreed delivery
- ✓ Continue to improve transparency between the BDA and key stakeholders



Build Partnerships

Nurture relationships with our key partners and connect with new ones to expand the reach of bowls

What we will do

- ✓ Strengthen engagement across community groups to broaden the reach and influence of the sport at a local and regional level
- ✓ Build and evolve on our positive relationship with all key stakeholders
- ✓ Continue to drive programme development with all our key partners
- ✓ Foster collaborative working on a local and national level, connecting members of the bowls family, sharing ideas and working together for the benefit of the sport



Develop Clubs, Facilities & Volunteers

Improve the capability and sustainability of our clubs, facilities, and volunteer workforce

What we will do

- ✓ Support and rebuild post Covid-19 and continue to deliver an excellent customer experience in alignment with our stakeholder operational plans
- ✓ Evolve the club offer to increase the reach and impact across the codes
- ✓ Work collaboratively to identify at risk facilities that have been impacted by Covid-19
- ✓ Lead on the development of a technological solution to support an insight and data-led approach across the sport
- ✓ Develop and embed a volunteer strategy



Raise the Profile

Showcase and promote the game across all programmes and platforms

What we will do

- ✓ Create engaging ways to raise the profile of the sport through joined up working
- ✓ Support the sustainability and development of the sport by exploring ways to generate income
- ✓ Undertake research to develop a better understanding of the impact bowls has on physical, mental and social well-being
- ✓ Support the development of a cross code engagement plan for the Commonwealth Games



Drive Inclusivity

Lead on the transformation of bowls as an accessible sport for all

What we will do

- ✓ Develop an inclusion and diversity strategy in close partnership with our key stakeholders
- ✓ Pilot 'Inclusion projects' to gain insight and learning for future delivery
- ✓ Take steps to evolve and diversify the Board as set out in the Governance Action Plan
- ✓ Continue to champion disability bowls and improve the experiences of current and future disabled participants, working alongside Disability Bowls England
- ✓ Drive forward on our ambition to level the playing field by increasing the number of women playing our sport

Our **PRIDE** Values

Passionate

We see first hand the positive impact of sport on people's lives and we aim to inspire others with our passion for bowls.

Responsible

We are responsible and accountable for the investment we receive and commit to working collaboratively across the sport to maximise our impact. We have a responsibility to support the sustainability of our sport so bowls can be enjoyed for generations to come.

Impartial

Professional and courteous at all times, we are always impartial and make sure to treat all our partners and customers equally.

Diverse

We are committed to making the sport accessible to all, regardless of ability, gender, ethnicity, age or background. We strive to achieve diversity and ensure fair representation across our organisation.

Empowering

We will empower clubs and their members to achieve their full potential by giving them the necessary tools and advice to thrive.



Website Launch

Work has been ongoing in 2021 to give the BDA a brand refresh and a new and improved website to complement our new strategy, the start of another Sport England funding cycle and to better tell the story of how we are working more collaboratively across the sport.

This will help us;

- Showcase the 'Bowls family' - as a one stop shop for all bowlers new to the sport.
- Improve the overall look and feel of the website with refreshed colourways in line with our new strategy and to become more aligned to our partners.
- Provide a landing page that represents the full suite of BDA programmes.
- Host to a new 'E-learning' platform for volunteers
- Introduce a new dedicated interactive 'Club Health Check' toolkit

In line with our website redesign, we have given our current logo and image a refresh by using new colours which better represent our improved relationship across the codes.

We now have the following suite of the logos, which aligns to our new ways of working, supports any joint campaigns or programmes we deliver and fits better visually alongside our key stakeholder logos.



We have kept our '*Get Active, Have Fun, Play Bowls*' strapline as this continues to reinforce our direction of travel in alignment with our new strategy.



About us and our Partners:

The Bowls Development Alliance is a partnership organisation with a core purpose to; ***'sustain, grow and develop the sport in collaboration 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.

Sport England has recently unveiled its new strategy "Uniting the Movement". It is a critical time for the sport of bowls to articulate its contribution to boosting activity levels across the country and helping people realise the physical and mental benefits of playing sport.

We look forward to working closely with our partners and developing a new, shared vision for growing participation in the sport.





**Thank
You.**

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