



Welcome to the November edition of the Bowls Development Alliance bi-monthly newsletter. This month the BDA team has been joined by Amanda Scriven-Purcell who has taken up the position of BDA Coaching Manager. Amanda has the challenge of developing a new coaching structure for the sport beginning with the production of a Coaching Membership package available to all coaches who register with the BDA. We hope you enjoy this edition and don't forget to get in touch if you would like to see other items added in future editions

## BDA Coaching Manager Appointed

Amanda Scriven-Purcell is the new Coaching Manager. Amanda lives in Birmingham and will also work from the office within the headquarters of the EIBA Ltd at Melton Mowbray. Amanda brings coaching experience from grass roots to elite performance in gymnastics as well as seven years experience supporting National Governing Bodies of sport whilst working for sports coach UK. She will be responsible for developing a Coaching System for Bowls.



Meetings with coaches from each County can be arranged if you wish to ask any questions direct to Amanda. If you do want to arrange a date, please let us know.

## New Partnership Links Formed

The BDA are pleased to announce the new partnership link between themselves and the Yorkshire Bowls Partnership. The YBP have been active for a number of years and have been involved in some outstanding recruitment work across a wide range of age groups. Covering Teeside, North, East, South and West Yorkshire the group are responsible for a vast geographical area, but with representation from each area on the group's management committee this is a challenge that is being met admirably.

Planning is already in place for future recruitment events across all codes within the Yorkshire region so please keep a check on the BDA website for further details or contact the supporting BDA Development Officer Paul Humphreys ([paulhumphreys@bowlsdevelopmentalliance.com](mailto:paulhumphreys@bowlsdevelopmentalliance.com))

The Yorkshire Bowls Partnership replaces the 3 Counties Development Group as an official BDA intervention area with the 3 Counties Development Group continuing in its development work which will be supported, non-financially, wherever possible by the BDA.

## Coaching Statement



The main message for coaching in this newsletter is that the BDA will be listening to coaches, whatever their level of involvement. A coaching system needs to be delivering additional support and benefits to all coaches and can only be developed in consultation with coaches on the ground.

The recent launch of the Coach Bows Membership Benefits package highlights a number of our commitments to supporting coaches, including technical newsletters and reduced costs for courses being organised. I hope that coaches will see the package as a beneficial aid to their activities.

The BDA is in the process of developing an Annual Conference and Awards Dinner for coaches. It is vital that we support the development of all coaches and clubs. It is also imperative that coaches are given the recognition and thanks for the work that they do, mainly in a voluntary capacity. All winners of the BDA coaching awards will be nominated for the UK Coaching Awards, held annually by sports coach UK for all sports.

We have recently secured 3 tutors to support the BDA to deliver generic sports coach UK workshops in Safeguarding, Equity and Mentoring. These courses will be rolled out across the country and will be tailored more for Bowls coaches. Another main priority for coaching is to develop a comprehensive Coach Educator workshop. This will ensure that tutors have the appropriate training and support to deliver courses and workshops.

For a full Coaching Statement, please see [www.bowlsdevelopmentalliance.com](http://www.bowlsdevelopmentalliance.com)

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### Coaching Steering Group

Many individuals have been applying for a position on the new Coaching Steering Group. This group should be comprised of individuals from each code and representative of all stages of development. They will bring experience from bowls as well as their business and leisure interests. They will initially be tasked with 3 main actions.

- Develop a comprehensive Participant Model. It is only by having a clear understanding of why people take part in Bowls, what motivates them to keep returning and also what technical and tactical needs they have, can we begin to develop a clear coaching model that ensures that we have the *right coach delivering the right skills in the right way at the right time*.
- Undertake a complete mapping of all current coaching schemes to recognised industry standards. All strengths and gaps of the schemes can then be identified ready for a complete coaching qualification structure to be developed and launched.
- Develop a Coaching Strategy which will allow a Coach Bows coaching system to be implemented effectively.



For all the latest coaching updates visit our website or Coach Bows Twitter Feed @Coach\_Bows



## County Coaching Coordinators

The role of the County Coaching Coordinator will be initially to build a comprehensive database of coaches. We can then ensure that all coaches are communicated with effectively as well as consulting with coaches on the development of the new coaching system.

The County Coaching Coordinators will also be responsible for liaising with the Coaching System Support Network locally and also any County Associations that may be in existence in their area.

They will also work as a National Team to ensure that courses and workshops are delivered in a coordinated and consistent manner as well as inputting into the development of the Participant Development Model.

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### Participant Development Modelling

The Coaching Steering Group currently being appointed along with BDA Staff and Board members will be developing a Bowls Participant Development Model. Participant development modelling can help sports take a more focussed approach to meeting the needs of their participants by understanding their participants wants and needs.

This will subsequently inform the development of policies and practice around coaching systems and lead to a strategically stronger sport. Understanding what participants want and need from their sporting experience allows us to shape the development of coaches and coaching to deliver a participant-centred experience.

If you wish to support this process by submitting a short paragraph on what motivates you to take part in Bowls, please e mail: [coaching@bowlsdevelopmentalliance.com](mailto:coaching@bowlsdevelopmentalliance.com)



### Bring a Friend Day

The BDA held the inaugural Bring a Friend Day, sponsored by Potters Holidays, across the weekend of the 29<sup>th</sup> & 30<sup>th</sup> October and for those clubs that took part the day proved to be very successful. One of the day's most impressive events was held at Lincoln & District IBC where 43 current club members brought along 31 friends who were new to bowls and all 31 submitted applications for membership via the clubs specially organised fast track membership system!

As part of the Bring a Friend Day package, those who attended the event were automatically put into a prize draw to win one of two breaks for 4 people, for 4 nights courtesy of Potters Holidays. All clubs who submitted their attendance figures by 5pm on Monday 31<sup>st</sup> October went into the prize draw to find the 2 clubs from whom the draw winners would be selected. Lincoln & District IBC and Lions Short Mat, who hosted a Bring a Friend event in conjunction with the Surrey Short Mat Association, emerged from the draw and the individual winners of the bowls breaks to Potters Leisure Resort will be drawn out in front of the Lincoln & District IBC and Surrey Short Mat Association members at one of their forthcoming social events.

For details of next years events please visit our website

[www.bowlsdevelopmentalliance.com](http://www.bowlsdevelopmentalliance.com)





## Sports Makers

Further to the information stated in the last edition of our newsletter, the BDA is happy to announce further details in relation to the Sport England Sport Makers initiative. The BDA is to offer 2 opportunities to those who wish to engage with the Sport Makers programme:



### Role 1 – Website and Computer Support for Clubs

The purpose of this role is to assist clubs with either the updating or creation of a club website to improve the clubs online presence. Subsequent to this, further sessions will be held by our Sports Makers to demonstrate to interested members how the website works, how to keep it up to date and also, for those who are new to the internet, the basic IT skills required to successfully navigate your way around the world wide web to the key websites, for example the BDA homepage!

### Role 2 – Taking Bowls into the community

This role involves becoming part of our bowls workforce assisting the BDA to raise awareness of the game of bowls via the Have Mat Will Travel roadshows. We require Sports Makers to help us run as many Have Mat Will Travel events as possible and give as many people as possible the chance to try bowls!

Both opportunities are only available to Sport Makers in the following areas . Cornwall, Devon, Hampshire, Hertfordshire, Surrey, Kent, Shropshire, Lancashire, Yorkshire and Northumberland.

To get involved in this unique volunteering opportunity, please register as a Sport Maker through [www.sportmakers.co.uk](http://www.sportmakers.co.uk) or if you have any questions specific to the BDA's involvement in the Sport Makers programme please contact Paul Humphreys ([paulhumphreys@bowlsdevelopmentalliance.com](mailto:paulhumphreys@bowlsdevelopmentalliance.com))

### Need new members?

#### Why not invite the Bowls Road Show to your town

Have Mat Will Travel is a Bowls Road show which together with a driver, brings indoor/outdoor mats, bowls and banners to a large venue or event in your county.

On the day local clubs can go along to promote bowls and to hand out information on all the bowls clubs in that area .Participants who have a go on the day receive a voucher that they can take along to a local club and have a free session and meet club members

It's a great way to bring new members into your club!

The BDA want to get both the road shows out as much as possible so please get in touch and see if the road show can come to your county to help. Have a look at the video clip on the website along with a poster which gives more information

For a chat call Chris Parkin : 01664 484926.....book it now!



working together for the benefit of our sport

