



REGIONAL MEETING

CLEVEDON BC, SOMERSET
THURSDAY 15TH MARCH 2018



WELCOME AND INTRODUCTIONS

TONY ALLCOCK MBE (CHIEF EXECUTIVE)



BOWLS DEVELOPMENT ALLIANCE

PAUL HUMPHREYS & GEORGE BABALEV



GET ACTIVE, HAVE FUN, PLAY BOWLS



Bowls England Roadshow
Susan Cooper – Development Director
Jon Hart – Club Development Manager



Bowls Development Alliance Ltd
Registered Office: Pera Business Park, Nottingham Road, Melton Mowbray, Leicestershire, LE13 0PB
Registered in England and Wales no. 07205432

PLAYBOWLS.ORG | 01664 777001 | OFFICE@PLAYBOWLS.ORG





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What we do

- Funded by Sport England, Bowls England and EIBA to “sustain the core market” (clubs) until March 2021
- Deliver a suite of programmes to support clubs, coaches and volunteers:
 - Play Bowls Packages
 - Club Development Programme
 - Coach Bowls
- Working across bowls for the benefit of the sport
 - Disability
 - Disability Kitemark
 - Love Fisher Brown Award
 - Safeguarding



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Play Bowls Packages

- Available to all Bowls England and EIBA affiliated clubs
- Provides £250 for clubs to use to enhance their recruitment activities
- Application windows are February – March and July - August
- Since April 2013, Packages have aided clubs to recruit over 10,000 new members of all ages
- County engagement in Play Bowls Packages is varied across the country



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Play Bowls Packages – Regional Take Up

County	Packages Awarded Apr 13 - Feb 18	55 and over	Under 55	Disabled	Total Members
Hertfordshire	94	1166	205	79	1371
Devon*	95	827	108	58	935
Wiltshire	49	346	137	15	483
Hampshire & IOW	27	256	46	11	302
Cornwall	31	223	27	16	250
Somerset	22	179	41	33	220
Herefordshire	15	96	23	34	119
Dorset	4	41	0	1	41
Gloucestershire	4	30	3	4	33

* Denotes the county was a BDA “Hot Spot” for a period between 2013 and 2017



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- County engagement in Play Bowls Packages is varied across the country
- Clubs wishing to apply can do so via www.playbowls.org/clubs



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Club Development Programme

- The Club Development Programme has been created by the Bowls Development Alliance (BDA) as part of its four-year Delivery Plan funded by Sport England.
- Every club that signs up to the programme will receive direct support from the BDA to create a Club Development Plan.
- With direct support from a BDA Club Development Officer we will support each club to develop their Governance, Coaches, Volunteers, Community Offer and recruitment.
- This will help the club not only to provide the best experience for its present members but support new recruitment initiatives to increase current membership.

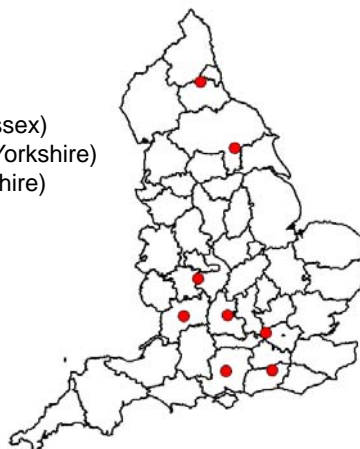


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Club Development Programme

Phase 1 - We are supporting 8 clubs through this phase of the programme:

- Consett Park Bowls Club (Durham)
- Entaco Bowls Club (Warwickshire)
- Horsham and District Indoor Bowls Club (Sussex)
- New Earswick & District Indoor Bowls Club (Yorkshire)
- Oxford University Press Bowls Club (Oxfordshire)
- Painswick Bowls Club (Gloucestershire)
- Riverside Indoor Bowls Club (Hampshire)
- Uxbridge Bowls Club (Middlesex)



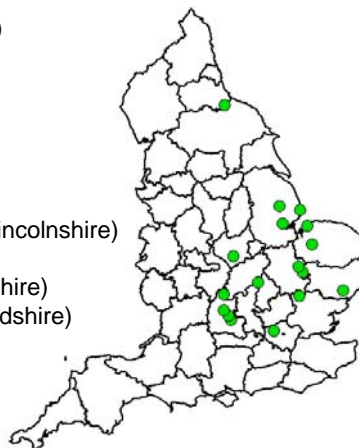


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Club Development Programme

Phase 2 - We are supporting 16 clubs through this phase of the programme:

- Banbury Chestnuts Bowls Club (Oxfordshire)
- Boston Indoor Bowls Club (Lincolnshire)
- Bridgman Bowls Club (Bedfordshire)
- Century Bowls Club (London)
- City of Ely Bowls Club (Cambridgeshire)
- Countersthorpe Bowls Club (Leicestershire)
- Great Aycliffe Indoor Bowls Club (Durham)
- Horncastle and District Indoor Bowls Club (Lincolnshire)
- Oasis Indoor Bowls Club (Norfolk)
- Oxford City and County Bowls Club (Oxfordshire)
- Oxford and District Indoor Bowls Club (Oxfordshire)
- Pentney Indoor Bowls Club (Norfolk)
- Skegness Indoor Bowls Club (Lincolnshire)
- Thornaby Indoor Bowls Club (Yorkshire)
- Turpins Indoor Bowls Club (Essex)
- Woodstock Bowls Club (Oxfordshire)

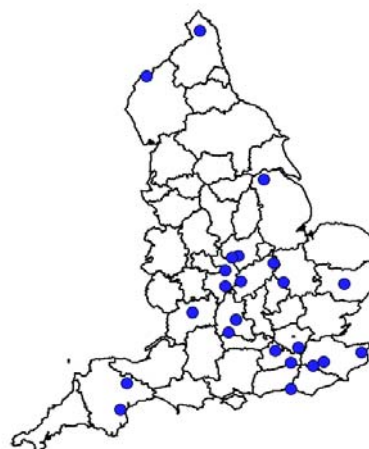


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Club Development Programme

Phase 3 - We are supporting 24 clubs through this phase of the programme:

- Cambridgeshire x 1
- Cumbria x 1
- Devon x 2
- East Sussex x 2
- Gloucestershire x 1
- Kent x 4
- Leicestershire x 2
- Lincolnshire x1
- Northamptonshire x1
- Northumberland x 1
- Oxfordshire x 2
- Peterborough x 1
- Suffolk x 1
- Surrey x 2
- West Midlands x 1
- Warwickshire x 1



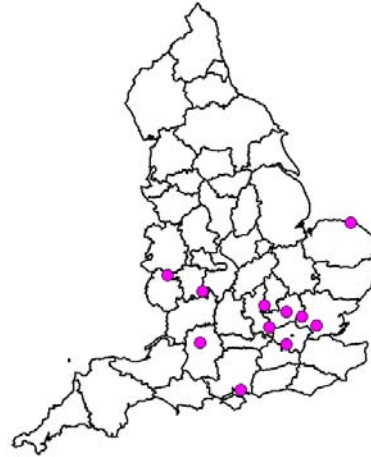


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Club Development Programme

Phase 4 - 11 clubs have been deferred to phase 4 of the programme:

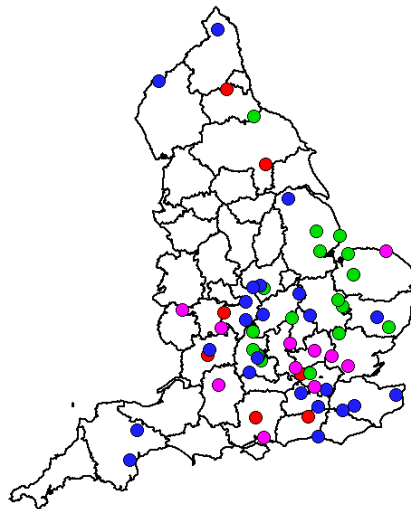
- Bedfordshire x 1
- Buckinghamshire x 1
- Essex x 2
- Greater London x 1
- Hampshire x 1
- Hertfordshire x 2
- Norfolk x 1
- Wiltshire x 1
- Worcestershire x 1



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Club Development Programme

Phase 1 to 4 clubs:





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Club Development Programme

- Development Plan Example:

C. Volunteers and Coaching

Key Priorities Identified	Actions	Who is Responsible	Priority HIGH/MEDIUM/LOW	Deadline	RAG Rating Complete/Underway/Not Started
Safeguarding Course	Run a Safeguarding course at the club for all clubs in the area. Place welfare officer onto the "Time to Listen" in Bowls course.		High	30 th April	
Level 1 Course	Run a Level 1 Coach Bowls Course at the club in 2018. Advertise to other clubs in the county. Place current/new coaches on the course.		High	31 st March	
Club Helpers Award	Run a club helpers award for members who support the club when engaging with new members who wish to try the sport. Process the club would like to see followed.		Medium	31 st March	
Lead Coach	Appoint a Lead Coach for the club who will sit on the committee and provide updates and insight into how the coaching sessions for new and existing members is going.		Medium	31 st March	
Lead Coach R&R's	Create a role and responsibility for the Lead Coach in order for the committee to ensure they get what they need from the position.		Medium	31 st March	



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Club Development Programme

- Development Plan Example:

D. Member Recruitment and Retention

Key Priorities Identified	Actions	Who is Responsible	Priority HIGH/MEDIUM/LOW	Deadline	RAG Rating Complete/Underway/Not Started
New Member Welcome Pack	Create or modify a New member welcome pack. Use Bristol Indoor as a starting point or to take ideas from.		High	31 st March	
Membership Forms	Review date fields in the membership forms ensure that the club is collecting as much information as possible to help build a better profile of its club's members.		High	30 th September	
Open Days	Run 2 open days for the indoor and outdoor sections of the club. Drive new members to the artificial green specifically		High	April/Oct 18	
New and Innovative Sessions	Work with key organisations to identify when sessions would work best for BME groups in the local area.		Medium	31 st March	
Women's Project	BDA are leading on a women's project in the new year. Club to run some specific sessions targeted at increasing female membership		Medium	December 18	



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Club Development Programme

Case Study: **Horsham and District IBC**

- Focus on improving the awareness of the club
 - Improved signage on and around the club
 - Create links with key organisations in the community
 - Open days and fun day in partnership with the council
- Increase Coaches and Volunteers
 - 3 new Coach Bowls Level 1 coaches
 - 20 trained volunteers to support coaches
- Membership increase since the start of the programme:
 - 269 > 311 Full Members
 - 68 > 73 Social Members



"Our club is concentrating on encouraging the public to try bowling and to this end members attending the free Club Helpers module held by the BDA were shown fun techniques that will assist in the introduction of the sport to first time bowlers. The additional Level 1 coaches will be a crucial asset to the Club, and to the Head Coach, in the development of new members and prospective members alike." Tony Hazell – Development and Recruitment Team



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Coach Bowls

Coach Bowls Key Facts:

- **Coach Bowls Members:** 1439
- **Level 1 Qualified:** 904
- **Level 2 Qualified:** 183





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Modules

- Coach Bowls offers the following training modules for volunteers:
 - Play Bowls Activator (£25 per person)
 - Working with Disabled Bowlers Module (£35 per person)
 - Safeguarding in Bowls (£35 per person)
- Bursaries are available from Bowls England and, often, your local County Sport Partnership (CSP)
- To request a module in your area, complete the booking form and return it to BDA Head Office



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Upcoming events

- 20,000 new bowlers (55+) via BDA funded events since 2009
- First Coach Bowls Conference (now full)
- Level 3 launch
- New national campaign:



Launching
22.03.18
playbowls.org



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Thank you



BOWLS ENGLAND STRATEGIC PLAN 2018-2021

TONY ALLCOCK MBE (CHIEF EXECUTIVE)



STRATEGIC PLAN 2014-2017 – WE SAID

OUR MISSION:

- Bowls England will provide strong leadership and work with its stakeholders to support the development of the sport of bowls in England for this and future generations

OUR VISION:

- Promote the sport of outdoor flat green bowls
- Recruit new participants to the sport of outdoor flat green bowls
- Retain current and future participants within the sport of outdoor flat green bowls

NEW GOVERNANCE STRUCTURE (ADOPTED FEBRUARY 2018)



STRATEGIC PLAN 2018-2021 – TIMELINE

March 2018

Consultation with key stakeholders including County Associations (Regional Meetings)

May 2018

Draft Strategic Plan presented to Board

Draft Strategic Plan circulated for stakeholder comment

July 2018

Strategic Plan presented to Board for final agreement

MISSION, VISION & OBJECTIVES 2018-2021

■ Discussion Items

- What is OUR core business (*Bowls England/County Associations/Clubs*)?
- What should be Bowls England's key objectives for 2018-2021?
- What services can be delivered differently?
- What will 'success' look like – on and off the green?
- What resources are required?
- How can County Associations help Bowls England to achieve its objectives?

MISSION, VISION & OBJECTIVES 2018-2021

■ Board Strategy Day – Suggested Priorities

- To deliver a structure that supports bowlers, clubs and county associations
- To develop the National Membership Register
- To invest in services to our members
 - *Coaching/Greens Maintenance/Safeguarding/Umpires*
- To develop stronger internal communication channels and share 'best practice'
- To raise the profile of the sport with external stakeholders
- To seek suitable office accommodation in the Royal Leamington Spa area

REVIEW OF COMPETITIVE EVENTS

ALISTAIR HOLLIS (OPERATIONAL SERVICES MANAGER)



REGIONAL FINALS – FUTURE VENUES

- Balcomb Trophy
- Walker Cup
- White Rose Trophy

WOMEN'S TOP CLUB – REVISED FORMAT

- Eight regional areas with one qualifier to National Finals in Royal Leamington Spa (September 2018)
 - Areas 1, 2, 3 and 6 have 5 rounds. First round played by 3rd June 2018
 - Areas 4, 5, 7 and 8 have 6 rounds. First round played by 20th May 2018
- Qualifiers for Leamington known by 29th July 2018
 - Avoid National Championship clashes
 - Assists qualifying teams with accommodation requirements
- Matches over 160 mile round trip to be played at neutral venue agreed by both clubs

WOMEN'S TOP CLUB – REVISED FORMAT

Suggested geographical areas:

1. Cumbria/Northumberland/Durham/Yorkshire/Lancashire/Lincolnshire/Leicestershire/Derbyshire/Nottinghamshire
2. Bedfordshire/Cambridgeshire/Essex/Huntingdonshire/Northamptonshire/Norfolk/Suffolk
3. Berkshire/Buckinghamshire/Oxfordshire/Wiltshire
4. Cornwall/Devon/Dorset/Somerset
5. Gloucestershire/Herefordshire/Warwickshire/Worcestershire
6. Kent
7. Hampshire/Isle of Wight/Surrey/Sussex
8. Hertfordshire/Middlesex

GENERAL DATA PROTECTION REGULATION (GDPR)

ALISTAIR HOLLIS (OPERATIONAL SERVICES MANAGER)



GENERAL DATA PROTECTION REGULATION (GDPR)

- GDPR will become enforceable from 25 May 2018
- GDPR will replace the Data Protection Act 1998
 - It covers the storage and use of “Personal Data”
 - This means any information held by any organisation/business relating to any individual person – electronically or paper form
- GDPR will apply across most of Europe
 - GDPR will be unaffected by Brexit

GENERAL DATA PROTECTION REGULATION (GDPR)

All membership organisations have a legal and moral duty to protect the data of their members

GENERAL DATA PROTECTION REGULATION (GDPR)

Impact on Bowls

1. All organisations must work within the remit of the GDPR
2. Many of its points already apply under current data protection laws
3. Clubs/County Associations can take a number of proactive steps to ensure that they comply with it
4. The GDPR states that Personal Data can be held, without the need for consent, if it is:
 - Adequate/Relevant/Non-Excessive
5. As long as a Club, or County Association, reasonably considers the storage of Personal Data (such as a telephone number, e-mail address or home address) to be relevant and non-excessive, they can continue to hold it

GENERAL DATA PROTECTION REGULATION (GDPR)

'Legitimate Interest'

- Legitimate interests is the most flexible lawful basis for processing, but you cannot assume it will always be the most appropriate
- It is likely to be most appropriate where you use people's data in ways they would reasonably expect and which have a minimal privacy impact, or where there is a compelling justification for the processing
- If you choose to rely on legitimate interests, you are taking on extra responsibility for considering and protecting people's rights and interests

GENERAL DATA PROTECTION REGULATION (GDPR)

'Processing' v 'Storage'

- **"Processing"** of personal data covers the collection, use and disposal of the data. Whenever data is active, it is being **'processed'**
- **"Storage"** of Personal Data simply covers the way in which it is held on file. Whenever data is inactive, it is being **'stored'**
- The two will always be closely interlinked because, in order to be **"stored"**, data will first need to be **"processed"**
- The same core principles apply to both **storage** and **processing**. Wherever data is relevant and non-excessive, we can **process** and **store** it, without any issues arising
- Where data is irrelevant and excessive, we should not **store** it - and the only **'processing'** of that data should be its deletion

GENERAL DATA PROTECTION REGULATION (GDPR)

Action Plan for Clubs and County Associations - I

1. **DO** organise an audit of information currently held
 - Where did it come from?
 - How is it stored – electronically/paper-based?
 - Who do you share it with?
 - How often do you review it?
2. **DO** hold contact information that is relevant
3. **DO NOT** hold any other information
4. **DO** ask members for consent annually as part of their membership renewal process

GENERAL DATA PROTECTION REGULATION (GDPR)

Action Plan for Clubs and County Associations - 2

5. **DO** blind copy ("BCC") members who are receiving circular e-mails
6. **DO NOT** send any correspondence to members that is not related to the sport of bowls or to their membership of the club without their informed consent
7. **DO NOT** share your member's information with third parties without their informed consent
8. **DO** ensure that departing members are promptly removed from **ALL** databases
9. **DO** ensure that parents or official guardians accept receipt of information on behalf of children (aged under 18)

➤ *In accordance with Bowls England's Safeguarding Bowls Policy*

NATIONAL MEMBERSHIP REGISTER

ALISTAIR HOLLIS (OPERATIONAL SERVICES MANAGER)



NATIONAL MEMBERSHIP REGISTER – YOU SAID

■ There should be a 'Register'

- The Register would need to be centrally-led i.e. Bowls England
- The Register would help us all to understand our members and tailor services more appropriately
- The Register would improve communication and provide much-needed data in support of the sport's future
 - ✓ *Demographic data i.e. age/gender/ethnicity/disability*

■ Issues raised

- Additional resources might be required to develop and maintain a Register
- All regions expressed concerns regarding protection of data
- Workload for County and Club Officers

Board resolved 'in principle' to support the development of a Register

NATIONAL MEMBERSHIP REGISTER – WHAT IT WOULDN'T BE

- An income generation tool for Bowls England ❌
- A lessening of importance of counties ❌
- A "Snoopers Charter" ❌
- A breach of data protection laws or privacy ❌
- Unnecessary ❌

NATIONAL MEMBERSHIP REGISTER – WHAT IT WOULD PROVIDE

- A register of outdoor bowlers within Bowls England affiliated clubs ✓
- An opportunity to improve the service that Bowls England, County Associations and Clubs provide to their members ✓
- A proposal that will benefit individual members, Clubs, County Associations and Bowls England ✓

NATIONAL MEMBERSHIP REGISTER – WHO BENEFITS?

County Associations

- Reduced workload for county administrators long-term
- Quick and easy reports available, by county, that summarise who is playing and where
- Greater awareness that clubs are declaring membership fairly

Clubs

- Reduced workload for club secretaries as individuals could enter information directly to the system
- Detailed reports available, by county, to support in funding applications and marketing campaigns

Individuals

- Direct communication from Bowls England, on topics of interest to them, is possible
- Opportunity to have a “louder voice”

THE SPORT OF BOWLS

NATIONAL MEMBERSHIP REGISTER – YOUR QUESTIONS ANSWERED

■ **How will it work?**

- Data input at club level of current members/removal of former members
- Data shared with County Association and Bowls England as relevant

■ **Who can access?**

- Club/County and Bowls England – Authorised Personnel Only
- Authority levels set throughout system i.e. Club Personnel will have own club data only

■ **How will this be funded?**

- The proposed National Membership Register would be wholly funded by Bowls England

■ **Where will data be stored?**

- Stored centrally in accordance with data protection and IT security requirements

NATIONAL MEMBERSHIP REGISTER - WORKSHOP

What information would assist us in better serving our members?

- Clubs
- County Associations
- Bowls England

DISCUSS ...

DISCIPLINARY MATTERS - QUIZ

TONY ALLCOCK MBE (CHIEF EXECUTIVE)



DISCUSSION ITEMS

TONY ALLCOCK MBE (CHIEF EXECUTIVE)





CLOSING REMARKS

TONY ALLCOCK MBE (CHIEF EXECUTIVE)

