



# Development Report

December '20 – November '21



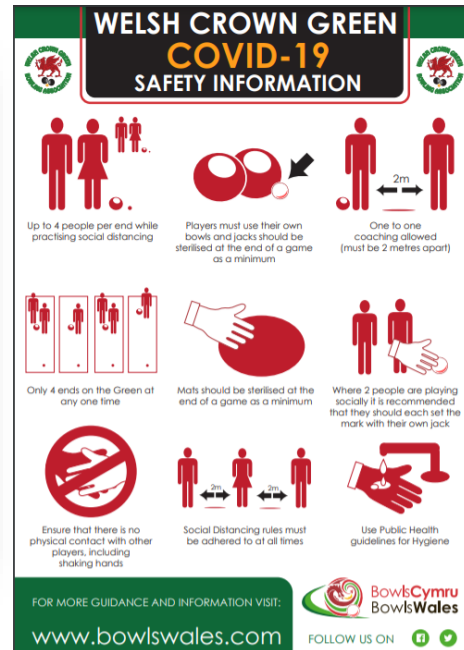
## Bowls Wales

Bowls Wales is the umbrella body for all bowling in Wales, covering the WCGBA (Welsh Crown Green Bowling Association), WWBA (Welsh Womens Bowling Association), WBA (Welsh Bowling Association), WLIBA (Welsh Ladies Indoor Bowling Association), WIBA (Welsh Indoor Bowling Association) and WSMBA (Welsh Short Mat Bowling Association).

To ensure the WCGBA obtains its fair share of funding and resources, I am the Chairman of the Bowls Wales Development Committee.

## Covid -19

Supporting the re-opening of Clubs and club houses with posters and risk assessments.



## Logo

Funding was obtained for the redesign of the WCGBA logo.

Now available in different formats to allow for consistent branding across different platforms.

## Funding guide

As many Clubs suffered financially in 2020, a funding guide was issued all Clubs.

Please see attached.

## Awareness

In England you had the “Big Bowls Weekend”, here in Wales we had a month-long campaign between 14<sup>th</sup> June to 14<sup>th</sup> July.



## BCUHB (Betsi Cadwaladr University Health Board)

I am a member of the Health Board’s Engagement Practitioners Forum.

## CEO

We are lucky to have a very proactive CEO in Wales. Trevor has obtained the following funding:

New website	£1,250.00	<a href="http://www.wcgba.com">www.wcgba.com</a>
Laser measures	£2,820.00	For 47 laser measures.
Hardship fund	£5,000.00	For Clubs with financial difficulties.
Coaching and New to bowls	£4,500.00	
Welsh Junior team	£2,500.00	

## Competitions

I attended all British and Welsh final during 2021, days with my camera. The pictures are then share on social media to promote the sport.



## Social media

County matches and competitions have been promoted on social media this year to try and attract more spectators, but as in previous seasons there has been too many clashes with other events.

## **2022**

Already obtained agreement with local politicians for more support and publicity for bowls in 2022 due to the physical and mental health bowls provides.



Jack Sargeant (MS) in action at Connah's Quay

### **Blueprint / Hub Clubs**

The sharing of Club success stories and ideas, to encourage clubs to grow.

### **Contend day**

Funding has been obtained and a company has already been engaged to provide one day's filming for the WCGBA. Half the day will be spent with a "hub" club and the other half at a national final.

That way we will have quality still and video images for future promotions.

### **Certified coaches**

Currently working with UK Coaching to get our coaches training courses certified.

Simon Walker  
19<sup>th</sup> December '21