



Development Report

February '17 to January '18



Development Objective One - Communication

Public Relations Officer

Jeanette Higham is the new Public Relations Officer for Wales. Although a non-player, Jeanette belongs to a bowls dynasty, having been “first Lady” in 2016 when husband, Peter was the BCGBA President. Her experience of press and photo work from her former career in local government are already putting Welsh bowls in the media spot light.

WI (Women’s Institute)

Thanks to Pauline (WCGBA Secretary) we will be supporting the WIs Healthy Living week this year (11th to 15th June).

NHS

The WCGBA has contacted the NHS numerous times over the years to offer our services. Finally, in March the WCGBA was invited to become a stakeholder in the BCUHB (NHS – Health Board for North Wales) ‘Living Healthier Staying Well’ project. ‘Living Healthier Staying Well’ focuses on promoting good health and preventing ill health for people aged 50+ years.

As a result of our input to the ‘Living Healthier Staying Well’ project, Public Health Wales then invited us to join the “Getting North Wales Moving” project. I have attended all Public Health Wales events this year where collaborative actions and recommendations were shared.

Web-sites / Social media

I have continued to promote the benefits of web-sites and social media.

Using Deeside Vets Bowling League web-site as an example.

	2016	2017	Change
Unique visitors (June to Aug)	8,497	9,583	+1,086
Page views (June to Aug)	30,554	32,626	+2,072
Hits (June to Aug)	110,062	145,836	+35,774

Development Objective Two - Greens

Seminars

The WCGBA recruited one of the UKs top turf consultants to provide a series of seminars. The first one took place last November for Clubs in North East Wales (Flintshire and Wrexham). Unfortunately, after extensive advertising and emails to Clubs, only 1 Club from Flintshire and 2 from Wrexham attended.

IOG

I have become a member of the IOG (Institute of Groundsmanship) so I now have access to all their technical literature.

Development Objective Three - Recruitment

2017 saw another increase in membership for Welsh bowls, with junior (females) increasing by 37%.

Open Days

I produced the Open Day Manual for the BCGBA.

<http://www.bcgba.org.uk/promoting-your-club.html>

Running a Club Open Day is possibly the best way to get your local community more involved with your club and to attract new members.

Beavers, Cubs and Scouts

Clubs are seeing the benefit of helping young persons obtain additional badges.

E.G.

Beavers (6 – 8 years old)

Sports Activity Badge – Taking part in a sport for at least 6 weeks



Cubs (8 – 10.5 years old)

Skills Challenge award - First part is to try a new sport



Area Officers

Current Officers are:

- Flintshire – Phil Maddox (Broughton)
- Glyndwr – Stuart Lewis (Bryn Newydd)
- Gwynedd – Dave Jones (Caernarfon)
- Wrexham – Geoff Pugh (Esclusham)

Simon Walker
7th January '18