

Development & Communications Group Meeting

Meeting held on Thursday 25th February via Zoom

Attendance List – Simon Walker (WCGBA), Mike Doody (WIBA), Anwen Batten (WWBA), Sara Nicholls (WWBA), Cath Harvey (WLIBA), Kath Blaney (WLIBA), Alun Rees (WBUA), Peter Williams (WBA), Claire Joll (National Development Manager), Sophie Hancocks (General Manager), Chris Emsley (Director of BowlsWales with the portfolio of Development).

This was the groups 3rd meeting of 2021. The group has identified the following key priorities for developing bowls across all codes of the game. The group are working together to map out the projects for the next 6 months.

Key priorities and next steps

- Insight & data led information for the Club COVID survey – Note (not targeted at Indoor due to time of the season)
- Common theme for NGBs include memberships, opening greens, campaigns, finance of clubs, social media presence

- Generate a list of grants and funding opportunities available to clubs
- Produce a how to guide for the use of zoom to encourage more people to use the online platform for online courses, bowls meetings and family get togethers
- Looking into holding safeguarding and Green Maintenance courses for clubs to attend that will be held online
- Mapping out a project for a National month campaign to encourage new members to their local bowls clubs across all codes of the game
- Working together to produce video material to promote bowls with the use of clubs and University students