

## Gelligaer Bowls Club

Q1. Tell us about your club

Gelligaer Bowls Club were established in 1940. The club now manages two teams; one male and one female, and has over 35 registered bowling members.

Q2. What was the project/initiative your club run and why?

Prior to the Coronavirus Pandemic in 2019, we created a plan to try and increase the club's membership figures for the two teams being managed. Firstly, open days were to be arranged to encourage people to visit the grounds and participate in a game of bowls. We also intended to increase the figures of younger participants at the bowling green by liaising with Sport Caerphilly and Bowls Wales to encourage school's to arrange and participate in bowls sessions. However, due to the Coronavirus Pandemic the process was postponed until it was safe to proceed in line with the Government Guidelines.

Q3. What was the impact?

With confirmation to proceed with the bowls season 2021, an open day was held at the club. Advertisements were created and posted on our social media platforms along with the help from Sport Caerphilly and Sport Wales who also contributed to promoting the event. The open day was a success, especially seeing eleven new faces at the bowling green and participating in the activities held. Overall, out of the eleven new faces, six of them registered to become members meaning that we've achieved our goal of increasing membership figures from 32 to 38.



After liaising with Sport Caerphilly, Glyn Gaer Primary School were invited over to our bowling green on the 9<sup>th</sup> July to take part in a variety of bowls related activities. This was also seen as a success due to seeing over one hundred pupils ages 4-7 on our bowling green. Broadcasting this on our social media platforms had a large impact upon the community whereby we've seen more and more parents bringing their children over to our bowling green to play and watch our bowls games.

Q4. Was there any learning you took from the project?

From this project, we have learnt that change is important. Prior to the project and the pandemic, we were reluctant to change our methods of operation which restricted the number of people attending our club however, with the implementation of change it will not only help us to increase the number of members but will also help the club to thrive in the future.

Q5. Any advice for other clubs?

It is beneficial to seek guidance from their local authority Sports Development Department as a means of gaining ideas and help towards increasing participation to a club. The Sports Development Department will also provide advice on grant funding which can benefit the club further.

Q6. Did you work with any partners/organisations on this project?

Yes, we worked with Sport Caerphilly on the project and they were great. We met with them regularly and discussed funding, and ideas on how to improve our club. Now that the season is coming to an end, we have already arranged to meet with them and discuss next seasons strategy, and to provide support where necessary.



Welsh Bowling Association



Q7. Any other information you would like to share around this project?

The feedback we've had from the public has been amazing and here are just a couple of comments with received on social media.

