

## New Quay Bowling Club

### Q1. Tell us about your club

New Quay Bowling Club is a small club, catering for men, women and juniors, in a tourist area on the west coast of Ceredigion. It is in a delightful spot overlooking the sea but many of the houses in the village are holiday lets or second homes, so the local resident population is small. The membership consists of people who grew up in the area or worked in the area but also many people who have retired here. There are 50 members of which only 12 are women and 1 junior. The season is summer only as there are no indoor bowling facility. The club runs its own competitions, competes in the county leagues, provides players for the county teams and enters bowlers in the national competitions. There are qualified markers, coaches and umpires within the club.

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

A Ladies' Open Day was organised with the lure of Prosecco and cakes. Membership has been falling rapidly and there have been no new lady members this year. Women are more reluctant than men to make contact and come along by themselves. Most female members were introduced by another member or came along with their partner. The club is not in a prominent position in the village and people aren't aware of its presence. Even some local people don't know of its existence. The event was advertised in the area paper, notices were distributed around the shops and pubs in the village and the local WI groups were invited to attend. The object was to give people a fun taster session, to make the club known locally and to dispel any pre-conceptions that bowls was stuffy and only for old people.

**LADIES' OPEN DAY**  
**NEW QUAY BOWLING CLUB**

DATE: Wednesday  
11<sup>th</sup> of August

TIME: 1:30 pm –  
4:00pm

Prosecco, tea,  
coffee and cake!

Come and join the New Quay Ladies at the Bows Club on Francis Street on Wednesday 11<sup>th</sup> August 2021.

We are having a Ladies' Only Day to attract beginners and new members. This will be between 1:30 – 4:00pm and will include prosecco, tea, coffee and cake! There will be an opportunity to meet club bowlers, take part and have fun! Come along and bring a friend to see if this is for you!

Flat shoes required, comfortable clothing. Bows are provided.

Contact: email  
[NewQuayBC@hotmail.com](mailto:NewQuayBC@hotmail.com) or  
phone Sheila on 01545580034

**LAWN BOWLS**  
*Give it a Try!*

Q3. What was the impact?

20 ladies attended and the feedback was very good. There was lots of laughter; people enjoyed themselves, discovered the club and some were interested in continuing. 3 have been since but because it is the end of the season the true impact will be when they get invited back at the start of next season with coaching sessions arranged for beginners.



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

It helps if you have definite numbers attending. We didn't know how many would turn up, of what ability, and underestimated the number of participants. Working in small groups was a positive, also the female-only environment.

Q5. Any advice for other clubs?

Get all members involved. Do a trial run to explain what would be required of helpers.  
Members worn club shirts to identify themselves but not full uniform to keep it casual. Make sure people aren't stood around for periods, get them working straight away.  
Prepare a handout with club contacts and information. Suggest how they could continue playing.  
Finish with a bang – we did a "spider" competition with a prize to end the event which went down really well.

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

Hazel Wilson, Welsh Sec, and Anita Williams, Welsh selector and coach educator both provided advice and suggestions

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

Cakes and drinks made it a festive occasion and helped people to socialise, mix and talk.



Welsh Bowling Association

