

## Case Study form- Berriew

### Q1. Tell us about your club

Berriew is a village club with around 80 members. The membership is made up of men and women ranging from 14yrs upwards. A strong club with bowlers competing at Club, County, Welsh and World competitions.

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

We thought it would be a good idea to showcase our club at the local 'Berriew Show'

We would show people what the club had to offer with pictures of the members bowling and enjoying social events at the club.

Our stand included a 'pop up' bowls rink to have a go at bowls with the aim of recruiting new members. Targets and New Age Bowls scoring wedges were used to run a competition making it a fun experience, with a 'Selfie Frame' for posting pictures on social media.

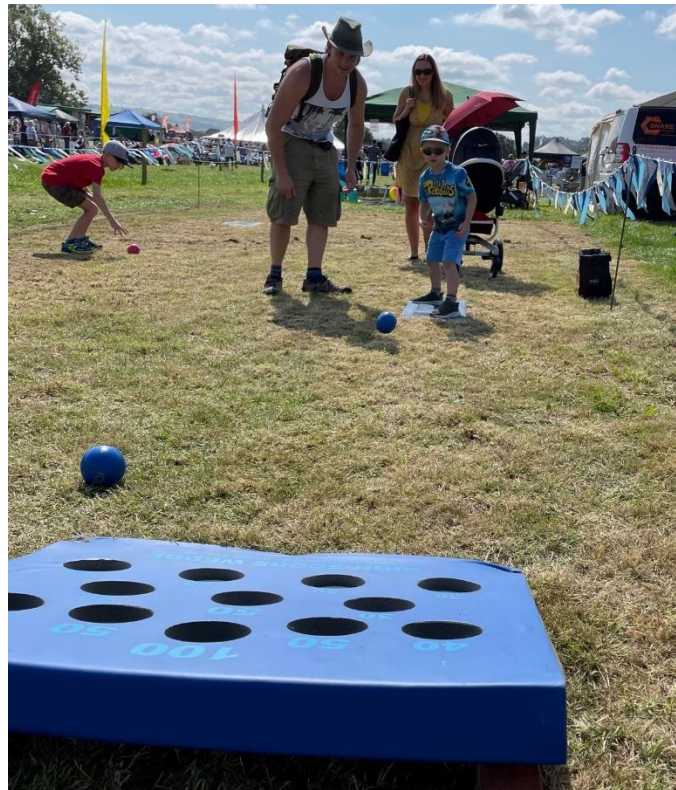


### Q3. What was the impact?

It was a great success!!

We had four stations set up with targets and the New Age Bowls Wedge, we ran a competition with prize money for the highest scoring child and adult. A lot of people came onto the stand and took part it was a very busy 5 hours!

A number of people and families interested in becoming members next season. Contact details taken.



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

It was a good idea to have this on the show field away from the Bowling green the footfall at the show was well in the thousands, we got to reach a much larger audience, it looked fun and interesting with coloured bowls, music and the Selfie frame.

Q5. Any advice for other clubs?

To make bowls fun and interesting. Look at other ways to promote bowls, get away from the stigma of bowls.

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

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

We will hold an event in the spring next year pre-season and invite the people who gave their details, a social event to meet members and feel welcome at the club. To follow this up we will hold a Members and friends competition at the start of the 2022 season, where a member plays with a non member and the winner receives a free membership.  
Again a fun competition with bar and food available.



Welsh Bowling Association

