

Case Study form- Lampeter

Q1. Tell us about your club

Lampeter Bowling Club has an outdoor green for the summer months and a short length indoor green for the Winter. We always welcome new and old members to the club. We have a bar and kitchen facilities and hold barbeques during events in the season.

The club has around 70 members which includes men, women, disabled and junior members.

Many of our members enjoy social bowls, many play club and county and national competitions. We also have members who have represented Wales at Junior and Senior level and also at various events such as Commonwealth games, World Bowls Championship, European games and Atlantic Championships. We also have qualified Umpire, markers, coaches.

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

We did not run a project but got many different members from the community involved and attending our club during the season.

Started opening the club during the season on Tuesday, Thursday and Saturday morning for people who are not necessary members of the club to come down for a coffee and socialise. It has proved very popular and well received which is also great for individual's mental health and wellbeing. We are planning to continue the coffee mornings during the Winter months. We also have an outside area- small marquee was put up with outdoor seating.

Local 'Merched y Wawr' (women's institute) came down to hold their monthly meetings outside during the season and then later in the season used the indoor facilities.



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We had Welsh actress Gillian Thomas come and try bowls this year. Gillian had many roles as an actress such as Grandma in Billy Elliot, the musical in London, Sabrina Daniels in S4C's long running soap Pobol y Cwm and Gwen in BBC 1's TV drama The Pact. Gillian has returned to live to her hometown Lampeter and visited the club with 'Merched Y Wawr' and then came down for some coaching sessions during the season. Gillian's father used to bowl at the club and she had visited as a child.

Local Young farmers club, another 'Merched y Wawr' from local village, Lampeter family centre, Farmers wives association all came to the club to try bowls.



We also held different club competitions throughout the season and had an enjoyable evening of skills competition, with different bowling skills being tested and marked across the green. We also had a few barbeques and with music playing outside.

On two afternoons in the week members who enjoy social bowls could also go down in the day to practice/socialise and play matches with some new members joining the afternoon social/fun sessions.

Q3. What was the impact?

Very successful and enjoyable sessions were had with some members returning to the club and some new individuals trying bowls for the first time.
From the new associations that have come to 'try bowls' outdoors we have gained new teams for our indoor winter league.
Positive news for our club on social media and also local press and Bowls International magazine.
Word of mouth from people that attended resulted in others coming to try.
Positive that we are able to utilise the outdoor and clubhouse and not only the bowling green.

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

Need to start at the beginning of the season next year hopefully (this year was difficult at the start due to uncertainty with Covid and individuals needed to gain confidence to attend etc...)
Aim is to hold open day next year.

Q5. Any advice for other clubs?

Advertise and try and spread the word about your club by word of mouth and social media.
Be welcoming to people when they attend your club and do not ask for membership fee as soon as they arrive in your club- we try and give a month's trial before they need to pay to join.
Be willing to change and look at new ideas.

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

Other organisations within our community.



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