



National Development Strategy

Case Study - Juniors

Working With Brownies & Girl Guides Burnley Bowls Partnership, NL&F

After the success of our Sunday 'Try Bowls' sessions, which primarily attracted adults, we saw an opportunity to introduce the sport to younger generations. We decided to offer tailored sessions for local Brownies and Girl Guides groups, and the response was incredible!!! Word quickly spread from one group to another, and before long, we had more requests than we could accommodate.



With just a few volunteer coaches to set up the equipment, guide the sessions, and pack away afterwards, we created a welcoming and enjoyable experience for everyone. Our focus was on fun, teamwork, and learning a new skill in a relaxed environment. Each session ended with a group activity, inviting leaders, parents, and guardians to join in, creating a wonderful sense of community belonging.

To keep the sessions engaging, we split participants into smaller groups, incorporating a friendly competitive element that brought out the best in them. Using goal nets, hoops, cones, targets, and even our newly introduced 'Bowls Buddies' equipment, we made the sport accessible and exciting. We also reserved a section of the green for any young players who showed extra enthusiasm or talent, giving them an opportunity to refine their skills.



One memorable evening, the Community Police joined us to engage with the young people about local park vandalism, demonstrating how sports can foster positive community connections. The success of these sessions has had a lasting impact – many families have since brought their children to our Sunday sessions, eager to continue their bowls journey.



We always end the day feeling a little tired but immensely uplifted, knowing we've helped inspire the next generation of bowlers. These sessions have not only introduced young people to the sport but also strengthened community ties and created a lasting enthusiasm for crown green bowls.

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