



National Development Strategy

Case Study - Juniors

'Bowls 4 Fun' Junior Development Haworth BC, Yorkshire

In 2023 and 2024, Haworth Bowling Club ran a series of summer 'Bowls for Fun' sessions during school holidays. These were aimed at introducing children to the sport of crown green bowls, in an enjoyable and relaxed way. Using Bowls Buddies equipment as the foundation, the programme sought to engage children in the sport while ensuring they had fun.

Initially, attendance at these scheduled weekly sessions was lower than expected - typically attracting only four to six children. While inspiring any child to take up a sport is valuable, running these sessions required a considerable commitment from the Club's members.



This said, Haworth BC's location in Central Park proved to be a major advantage. The Club actively participated in various fun events run by the Village Council and other local organisations, using the same 'Bowls for Fun' format. These park events attracted far greater numbers, making the experience much more rewarding for both the children and the Club members running the sessions.

Beyond community events, the Club also engaged with the local primary school, just 600 yards from the park. The school's 'Sports Liaison' was enthusiastic about bringing children to the bowling green for 'Bowls for Fun' sessions. Seeing up to 30 children on the green at one time was a fantastic sight, and the feedback from both students and teachers was overwhelmingly positive - a Club member even donated medals for each child as a keepsake.



The success of this initiative extended beyond Haworth, as the Club's coaches were invited to Cullingworth Bowling Club to run similar sessions for their local primary school. Managing large groups of children required strong support from Club members, with as many as ten volunteers helping to ensure the sessions were both enjoyable and well-structured.



Building on these learnings, Haworth BC will shift its focus to integrating 'Bowls for Fun' within larger community events, such as 'Fun in the Park' days and Easter Egg Hunts. This approach has proven to attract more children, create a lively atmosphere, and maximise the impact of the Club's efforts.

With 350 children participating in 2024, across Haworth and Cullingworth, the program has demonstrated its potential to introduce a new generation to crown green bowling. By refining the format, ensuring the right equipment is available, and improving follow-up strategies, Haworth BC aims to make 'Bowls for Fun' even more successful in 2025 and beyond.

National Development Strategy Want more details of this case study?

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