



National Development Strategy

Case Study - Recruitment

Burnley FC in the Community Burnley Bowls Partnership, NL&F

Burnley Football Club in the Community has long supported the over-50's with its 'Extra Time' program, offering social activities like card games and dominoes. But in recent years, they've expanded their vision, introducing 'Extra Time Active' with activities like table tennis, pickleball and indoor bowls at their Leisure Box Centre. Seeing the potential to take this even further, Burnley Bowls Partnership stepped in to introduce 'Extra Time Active Outdoors', bringing Crown Green Bowls to the mix.



For the past two years, we've run bowling sessions every Thursday morning, from 10am to 12 noon, combining both coaching and social play. With the trusted Burnley Football Club name behind it, the sessions very quickly became a hit. The presence of BFC Welfare Staff added extra support, making participants feel both valued and part of something special.

BFC's approach to new activities (Try, Train, Team) became the foundation of our sessions. We encourage newcomers to TRY the sport in a relaxed, welcoming environment. Those who show interest can move on to TRAIN with coaching, and for those who want more, we support them in joining a TEAM. Some simply enjoy the social aspect, while others aspire to compete. At the Burnley Bowls Partnership we celebrate both equally.



A hot drink and biscuit break (often with cake!) creates a fantastic social atmosphere, where friendships quickly form. Rain or shine, our bowlers keep coming back, growing in confidence both on and off the green. We add fun challenges and celebrate every achievement, no matter how small.

With two greens at Ightenhill Park, we cater to all skill levels, from complete beginners to experienced players. One-on-One coaching is always available for those who need extra support, and all the equipment is provided. We regularly share updates and photos on Facebook, helping to build a real sense of community.



Our community efforts have been recognised too. One of our volunteer coaches recently won an award from Burnley Football Club in the Community for his work, and even a BFC Welfare Staff member, who attended our sessions, has now taken up the sport herself!!!

What started as an experiment has become a thriving, much-loved program, and we're excited to continue our partnership with Burnley Football in the Community into a third successful year. Our initial activities were funded through Sport England, and now the sessions actually bring in a small weekly revenue to the Partnership.

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