



# National Development Strategy

## Case Study - Recruitment

### 'Bowls 4 Health' Haworth BC, Yorkshire

The Bowls 4 Health programme has undoubtedly been one of the most beneficial initiatives for both Haworth Bowling Club and the wider crown green bowling community in recent years. Over the past two years, the programme has seen significant growth, with increasing attendance and a strong sense of community engagement. At one point during the 2024 season, an impressive 17 players were on the green at the same time, demonstrating the program's popularity in West Yorkshire.



However, running such a programme is a significant commitment for a Club of Haworth BC's size. It requires dedication from both members and coaches throughout the season. Fortunately, the Club's volunteers rose to the challenge, delivering high-quality sessions that ensured participants not only enjoyed the game but also became avid bowlers.

A key factor in the program's success was the sponsorship secured from the local NHS Trust Health Partnership. This funding allowed Haworth BC to invest in Club infrastructure, coaching, and equipment. The funding, as with all grants, required the Club to report regularly on its progress and performance against agreed targets. The results were remarkable – 220 adults attended the 2024 sessions, with many continuing to play and lots of them becoming full members of the Club.



One particularly inspiring success story was a gentleman with early-onset dementia who benefited greatly from the sessions. While the program may not always be suitable for those with severe dementia, it has proven to be an excellent activity for individuals in the early stages, offering both social and physical benefits.



Following a review of the program, Haworth BC has decided to run a further 10-week, unsponsored programme in 2025. The Club will also focus on developing additional Level 1 and Level 2 coaches with external sponsorship. Marketing efforts will be expanded through banners, social media, local radio, and word of mouth. Additionally, the Club will explore further opportunities to support individuals with dementia, ensuring the programme remains inclusive and impactful.

'Bowls for Health' has proven to be a game-changer for Haworth BC, and the Club looks forward to building on this success in the years to come.

**National Development Strategy** Want more details of this case study?

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