



# National Development Strategy

## Case Study - Club Development Plan

### 'Empty Green to Community Hub' Victoria Park, Warwick & Worcester

Victoria Park Bowling Green in Tipton had been unused for several years due to declining membership and the ill health of former club members. Recognising the importance of protecting local bowling provision, partners including The Active Wellbeing Society, Sandwell Metropolitan Borough Council and Warwickshire and Worcestershire Counties Bowling Association worked together to develop a plan to bring the green back into community use. The first step was identifying how the facility could support local needs. Early discussions focused on creating an inclusive, social bowling offer that would attract new participants while supporting returning bowlers. Partnership working allowed responsibilities to be shared, with Sandwell Council restoring the green and facilities, Warwickshire and Worcestershire Counties Bowling Association providing equipment and guidance, and The Active Wellbeing Society leading community engagement and session delivery.



Sessions launched in July 2025 following local promotion and word of mouth recruitment. The first session attracted 12 participants, with attendance remaining steady between five and fifteen bowlers throughout the summer. The sessions were designed to provide a welcoming environment where participants could enjoy bowling socially or competitively depending on their confidence and experience.

The project was built around clear development objectives. These included increasing physical activity, reducing social isolation, improving community access to green spaces and creating a pathway for long-term club sustainability. Feedback from participants showed strong positive outcomes, with all surveyed participants reporting increased physical activity and improved mental wellbeing. Many participants also developed new social connections through the sessions.

The programme also supported the return of former bowlers and introduced new participants to the sport. One participant who had previously played competitively at Victoria Park returned to bowling recreationally alongside family members, helping rebuild the club's social structure. The inclusive nature of the sessions also allowed participants managing health conditions to remain active and socially connected.

A key part of the development plan focuses on sustainability. The long-term aim is for members of the community to take responsibility for running the club, supported by ongoing guidance from Warwickshire and Worcestershire Counties Bowling Association. Plans are also in place to increase session frequency and explore opportunities to reintroduce competitive team play at the site.

The project has successfully reactivated an unused facility while creating a structured pathway for future growth. It demonstrates how clear planning, partnership working and community engagement can support the long-term sustainability of Crown Green Bowling provision.



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

Contact: **Jayne McKay** - BCGBA National Development Officer - [www.bcgba.org.uk/contact](http://www.bcgba.org.uk/contact)

Follow us on



**The British Crown Green Bowling Association**

*Shop1 @ 83 High Street, Kinver, Stourbridge*

*West Midlands DY7 6HD*

[www.bcgba.org.uk](http://www.bcgba.org.uk)

