



National Development Strategy

Case Study - Inclusion

'Dignity In Dementia' Project Silverdale BC, North Lancs & Fylde

Silverdale Bowling Club has been successful in 2026 securing £2,600 of funding to grow its partnership with Dignity in Dementia, supporting people living with dementia alongside their carers, families and friends.

Several club members have seen first-hand how dementia can affect individuals and their loved ones. Through their experience within bowling, volunteers recognised that while many people living with dementia can still deliver a bowl with impressive accuracy, elements of the traditional game – such as waiting for scores or judging jack bias – can become challenging. With support and understanding from fellow players, the club has already helped individuals remain part of league teams for longer, helping them stay connected socially and physically active.



Dignity in Dementia is a local organisation supporting people across South Lakes and North Lancashire to live meaningful and integrated lives following a dementia diagnosis. Through local connections, the bowling club began working with the organisation to explore how Crown Green Bowling could become part of their activity programme.

The first session focused on playing a traditional format of the game. Following feedback and learning from participants and carers, the club adapted the sessions to better suit the needs of the group. In 2025, the funding will allow the club to deliver six structured sessions across the bowling season, continuing to develop an adapted and inclusive format of play.

Sessions typically welcome around 30 attendees, including participants living with dementia, carers and support staff. Club volunteers, easily recognisable in their club shirts, support participants throughout the afternoon.

The focus is on enjoyment, gentle physical activity and social connection rather than traditional competition. Adaptations include:

- Using brightly coloured skittles instead of jacks
- Setting shorter bowling distances
- Providing one-to-one volunteer support
- Creating flexible, informal games across the green
- Encouraging carers to participate or take time to chat with support staff

The club continues to explore additional safety measures and adapted equipment, including visual direction aids and protective green edging to reduce trip risks.



Many attendees arrive feeling anxious or overwhelmed but leave relaxed, smiling and energised. The sessions provide valuable outdoor activity, social interaction and a safe, supportive environment. Carers gain reassurance that their loved ones are engaged and enjoying themselves, while also having opportunities to connect with others.

The social element remains an important part of the day, with refreshments and time to chat helping build friendships and strengthen community connections.

Following the success of the programme, the club has secured a successful Sport England funding bid for equipment in 2026.

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