



# National Development Strategy

## Case Study - Coaching

### Value Added Benefit of Coaches Cavendish Bowling Club, NL&F

Just over a year ago three Level 1 coaches including the Director of the Blackpool and Wyre Bowling Academy moved their coaching base to Cavendish Park Bowling Club. At the time the club simply thought they might benefit from the coaches using the green and sharing their coaching expertise. Little did they know what a snowball this would start.

During 2025, over 40 new bowlers completed the Blackpool and Wyre Academy's New Bowler Crown Green Bowling course. A further twenty people are already signed up for the next course, which runs on a rolling basis.

The course introduces people to Crown Green bowls over two hours a week and covers the key foundations of the game. Participants learn how to size a bowl correctly for their hand, basic health and safety, bowling a line, controlling length, developing muscle memory and understanding the laws of the game. Above all, the sessions focus on enjoying the sport in a relaxed and welcoming environment.

The course introduces people to Crown Green bowls over two hours a week and covers the key foundations of the game.

Participants learn how to size a bowl correctly for their hand, basic health and safety, bowling a line, controlling length, developing muscle memory and understanding the laws of the game.

Above all, the sessions focus on enjoying the sport in a relaxed and welcoming environment.

The programme has also helped strengthen the coaching structure. The academy now has five Level 1 coaches, with another currently working towards the qualification, effectively doubling their coaching capacity.

#### Would You Like To Learn How To Bowl?

Why not take part in our

**FREE** four-week bowling course?

You will learn all you need to start your journey to playing a non-contact-friendly sport that can help with your health and wellbeing.

Blackpool and Wyre Crown Green Bowling Academy CIC are the only bowling academy on the Fylde Coast with five Level One, nationally qualified coaches.

#### Course Start Date

Sunday, March 8<sup>th</sup> 2026

10.00 am

Cavendish Park Bowling and Social Club  
Holmfield Road  
Bispham  
FY2 9LF

All ages from 7 years upwards are welcome.

Spaces are restricted, please book early.

Call Rowland 07597 880680



The impact of the academy has gone well beyond introducing new players to the game. Two bowlers who joined the course after losing their wives found that attending the sessions helped them regain confidence and become involved in supporting others. Both now help with the disability group take part in fun indoor bowling sessions and with a local day care centre three mornings a week. For these sessions the group use Bowls Buddies equipment to support inclusive participation.

Although there is currently no Level 2 coach based at Cavendish Park, the team has access to a Level 2 coach in nearby Lytham who can provide guidance and oversight if required. At present the coaches feel they are working well together at Level 1, but the option to develop further qualifications remains open as the programme grows.

Local authority support has also developed as the academy has expanded. The council has come on board to help with fundraising for capital improvements, recognising the wider community value of the activity. The club is now exploring plans to establish another base in Fleetwood, again with the support of Wyre Council.

Much of this progress has come from the coaches becoming part of the club. Having several coaches working together allows them to share ideas and support each other, while being based at the club means coaching is ongoing with players rather than limited to occasional sessions.

What started as three coaches moving their base to a bowling club has grown into a thriving programme introducing dozens of new people to Crown Green bowls while strengthening Cavendish Park's role as a community venue.



## **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)

