



National Development Strategy

Case Study - Communication

Stronger Clubs Through Communication Warwick & Worcester CGBA

Warwickshire and Worcestershire Counties Bowling Association recognised that relying solely on traditional communication methods was not reaching all bowlers within clubs. While official information was shared through nominated club secretaries, the county found that some information was not always passed on to members or that some clubs did not maintain full membership contact lists.

To improve engagement, WWCBA developed a multi-channel communication approach designed to reach both club officials and individual bowlers. Alongside the official secretary email system, the county introduced additional communication platforms including an official Facebook page, a static website, updates on the Bowls Results website and a voluntary monthly newsletter.

The monthly newsletter has become a key tool for sharing information and supporting club development. It highlights development opportunities, safeguarding updates, coaching and greenkeeper training, national event participation and initiatives such as Bowls Big Weekend. The newsletter is aimed at bowlers who may not receive information through club channels or who are unsure where to find reliable information.

Many clubs now share extracts from the newsletter on club noticeboards and social media pages, helping to start conversations around the greens and increasing awareness of development activities. The popular "Ask the Ref" section has generated particular engagement by helping bowlers improve their understanding of the Laws of the Game.



Face-to-face communication has also played an important role. WWCBA representatives regularly attend affiliated league Annual General Meetings to provide updates, promote development opportunities and support safeguarding compliance. These visits have helped put faces to names and demonstrated that the county association is there to support clubs rather than simply collect affiliation fees.

This sustained communication approach has helped strengthen safeguarding across the county. Initially there was resistance from some clubs regarding DBS requirements, but through ongoing discussion and support safeguarding officers are now in place across all clubs, with some clubs appointing multiple safeguarding leads.



The strategy has also helped identify proactive volunteers, promote coaching opportunities and support clubs in accessing development resources such as Buddle and Coach Bowls training. By recognising that every club operates differently, the county has adopted a flexible approach to communication, ensuring information is clear, accessible and relevant to each club's needs.

WWCBA's experience shows that strong communication is essential for successful club development. By combining digital communication with face-to-face engagement and ensuring information reaches both club officials and individual bowlers, the county has strengthened safeguarding compliance, increased awareness of development opportunities and built stronger relationships with clubs across the region.

National Development Strategy Want more details of this case study?

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