



National Development Strategy

Case Study - Communication

Digital Communication and Engagement Harehills Park Bowling Club, Leeds

Harehills Park Bowling Club in Leeds has developed a strong social media presence that helps keep members connected, promote club activity and attract new players. Through regular Facebook posts, stories and short video reels, the club shares a lively picture of what is happening on and around the green.

The club's social media channels highlight a wide range of activity including match results, club events, volunteer contributions and community initiatives. By sharing photos, short updates and informal content, the club creates a welcoming and accessible view of bowling that appeals both to existing members and potential new players.

One of the strengths of Harehills Park Bowling Club's approach is consistency. Regular updates help ensure that members stay informed about fixtures, competitions and club activities while also giving people outside the club a glimpse of the social side of bowling.

Short video reels and visual posts have proved particularly effective in capturing attention and showing the atmosphere around the club. These posts often celebrate small moments such as matchday successes, club gatherings or volunteer efforts, helping build a sense of pride and belonging among members.

The club's online presence has also strengthened connections with the local community. By sharing news and updates online, Harehills Park Bowling Club has been able to promote events, highlight opportunities to get involved and demonstrate that the club is active and welcoming.



Social media has become an important communication tool for the club, helping to reach people who may not receive traditional club communications and encouraging more people to engage with bowling.

“Sharing what happens at the club helps people feel part of it, even if they’re not there on the day.” Harehills Park Bowling Club

The Week Ahead

Mon - Last Winter Pairs Session

Tue - Maintenance Day 12-3

Wed - Maintenance Day 10-12

Fri - Winter Pairs Round Robin

Sat - Maintenance Day 12-3

Sun - Jason Cooper Memorial

What are the barriers to accessing green spaces?



Harehills Park Bowling Club’s experience shows how simple and consistent use of social media can help clubs strengthen communication, celebrate their community and promote the sport to new audiences. By sharing regular updates, photos and short videos, the club highlights what makes bowling special – the people, the atmosphere and the sense of belonging.

Behind the posts and the activity on the green are many volunteers whose work often goes unseen. From those writing funding bids to secure the club’s future, to the working parties who spend hours maintaining and improving the green and facilities, these dedicated members play a vital role in keeping the club thriving.

By celebrating these contributions online as well as the action on the green, Harehills Park Bowling Club shows how strong communication can bring a whole club community together.

National Development Strategy Want more details of this case study?

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