



National Development Strategy

Case Study - Inclusion

'Opening Bowls to Every Ability' Worcester Warriors Foundation, W&W

The Worcester Warriors Foundation works with individuals who face physical, mental or social barriers to participation. Through sport, the foundation aims to engage and inspire vulnerable people to lead active, healthy and fulfilling lives.

As part of this work, the foundation hosts an annual SEN Sports Festival, bringing together local special educational needs schools and organisations for a day of inclusive sporting activities. In 2025, ten schools attended the festival, each bringing between eight and fourteen pupils aged between six and fourteen.

Crown Green Bowls was delivered as one of the festival activities by Victoria Evans from the Bowls Development Alliance alongside Jayne McKay from the British Crown Green Bowling Association. Together they introduced bowls using simple, fun target-based games designed to ensure every child could take part regardless of ability or experience.

Many of the children had never seen or played bowls before. By adapting the delivery of the activity, the sport quickly proved to be highly inclusive. Targets were adjusted, distances shortened and activities focused on fun and achievement rather than competition.

Simple modifications helped make the sessions accessible for all participants. These included using lighter bowls, adapting target games, providing simple visual challenges and ensuring activities could be delivered at each group's pace. The session format demonstrated how easily bowls can be adapted to support inclusion.



The activities were based on Youth Sport Trust School Games activity cards, which were also shared with teachers and support staff so that similar activities could be delivered back in their own schools.

Feedback from staff was extremely positive, with many commenting that bowls was a new and engaging activity that could easily be adapted for pupils with a wide range of abilities. The sessions also demonstrated that bowls can be delivered both indoors and outdoors, making it a flexible option for schools and community settings.

The festival strengthened partnership working between the Worcester Warriors Foundation, the Bowls Development Alliance and the British Crown Green Bowling Association, opening opportunities for further inclusive projects in the future.



“You all changed many lives for the better and I know the children came away with some memories to last a lifetime and that is something to be very proud of.”

Harry Smith - SEN Lead Coach, Worcester Warriors Foundation

The SEN Festival demonstrated that Crown Green Bowls can be a highly inclusive sport with only small adjustments to equipment and delivery. Clubs can support inclusion by focusing on fun participation rather than competition, using lighter bowls, bowling arms where required and adapting games to suit different abilities. With simple changes and a welcoming approach, bowling clubs can open their greens to many more people within their communities.

National Development Strategy Want more details of this case study?

Contact: **Jayne McKay** - BCGBA National Development Officer - 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

