



National Development Strategy

Case Study - Juniors

Primary School Bowls Project PWCG Bowling Academy, Lancashire

In Colne, Lancashire, an innovative schools development project has introduced hundreds of primary school children to Crown Green Bowls. Led by coaches from the Philip Wright Crown Green Bowling Academy, the project set out to make bowls fun, accessible and part of everyday school life.

Using Bowls Buddies activity kits supplied to 14 local primary schools, the programme allowed children to experience bowls in school halls, playgrounds and classrooms without needing access to a traditional bowling green. The adapted equipment made it easy for teachers and pupils to run activities in a safe and engaging environment.

The Academy's coaching team visited each school to deliver train-the-teacher sessions, helping staff gain the confidence and skills to run bowls activities themselves. These sessions focused not only on technique, but also on teamwork, inclusion and enjoyment.



As the programme developed, schools were invited to take part in a series of bowls events organised with support from Fiona Callaghan, the local School Games Organiser. Held at Burnley Football Club in the Community's Leisure Box, these sessions brought together pupils from across the 14 schools.

More than 500 children from both mainstream and SEND schools took part, many experiencing bowls for the first time. For many pupils it was their first visit to a bowling green when the project later hosted bowls festivals at Alkincoats Park in Colne, where the children were able to play on a traditional green with guidance from the Academy's coaches.

Teachers reported strong engagement and enthusiasm from pupils, with some schools introducing lunchtime and after-school bowls clubs using their Bowls Buddies equipment.

“It’s been brilliant to see the children’s enthusiasm for bowls. The Bowls Buddies kits have given schools a simple and fun way to keep the sport going, and the teachers have been fantastic in embracing it. You can really see the confidence and teamwork grow with every session.”

Steve Clamp - Academy Development Officer and BCGBA Board Member



The project demonstrates how bowls can successfully be introduced into schools through simple equipment, teacher support and strong partnerships between clubs, schools and community organisations.

By making the sport accessible and fun, the programme has helped inspire a new generation of young players while strengthening links between schools and local bowling clubs.

National Development Strategy Want more details of this case study?

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