

# National Strategic Disability Bowls Action Plan 2018-2021

September 2018



activity  
alliance



disabilityb**owls**  
ENGLAND



# Contents

Section		Page
Introduction		3
<b>Part 1:</b> Data Collection	Obtaining Robust and Reliable Disability Bowls Participation Data	4
	Obtaining Standardised Accessible Facility Information from Clubs	5
	Sharing Relevant Data in a Cloud Area Accessible to all DSG	6
<b>Part 2:</b> Marketing and Communication	Advisory Guide for Disabled Participation in Bowls	7
	Website Development and Digital Communication	8
<b>Part 3:</b> Support for Clubs, Coaches and Volunteers	Disability Kitemark Accreditation Scheme	9
	Working with Disabled People in Bowls Module	10
	Love Fisher Brown Award	11
<b>Part 4:</b> Elite Pathways and Competitive Structure		12
<b>Appendix 1a:</b> BE Objectives		13
<b>Appendix 1b:</b> EIBA Objectives		14
<b>Appendix 1c:</b> DBE Objectives		15
<b>Appendix 1d:</b> BDA Objectives		16

# INTRODUCTION

## Vision

The National Strategic Disability Bowls Action Plan seeks to provide the sport of bowls with a co-ordinated plan that provides a single, cohesive way forward for key organisations to work together in order to achieve the vision:

**“Promote inclusion, increase participation and develop performance”**

**Aim:** To ensure collaboration and integration of the work of all key partners towards developing bowls into a genuinely inclusive sport by 2021.

## Objectives:

- Ensure the sport of bowls is inclusive.
- Provide more opportunities for disabled people to play bowls.
- Develop a pathway to high performance.

**Disability Steering Group Members:** Bowls Development Alliance, Bowls England, Disability Bowls England, English Indoor Bowling Association.

**Disability Steering Group Partner:** Activity Alliance, providing impartial support to the Disability Steering Group in enabling the effective implementation of the National Strategic Disability Bowls Action Plan.

- Support the Disability Steering Group in the creation of all data collection forms.
- Provide, upon request, comparable data regarding disabled participation generally in sport.
- Share any relevant data or information that the Activity Alliance considers useful for DSG’s work.
- Support the development of the Advisory Guide by leading on the creation of the ‘Introduction to Disability’ and ‘Inclusive Language’ sections.
- Promote and circulate the case studies and stories behind all Love Fisher Brown award winners, through all Activity Alliance communication channels.
- Provide advocacy support for Disability Steering Group partners when dealing with third parties (e.g. councils, leisure centres) around disability and inclusivity.

The logo for Activity Alliance, featuring the words "activity" and "alliance" in a blue, lowercase, sans-serif font. The letter "i" in "activity" has a small green dot above it, and the letter "a" in "alliance" has a small green dot above it.

## Provisos – by September 2019:

- The board of each Disability Steering Group (DSG) member to ensure disability bowls is part of the organisation’s strategic objectives.
- All reports circulated in every DSG member organisation’s board meetings to include an update on the work of the Disability Steering Group.
- Each DSG member organisation to have disability bowls as part of the portfolio of one of its board members.
- Each DSG member organisation to provide regular updates between its disability lead officer and disability lead board member.
- Each DSG member to be represented in every Disability Steering Group meeting.
- A representative of the Activity Alliance to be appointed as an Independent Chair of the Disability Steering Group.
- The Disability Steering Group to meet between 3 and 4 times a year. At the end of each year, all meeting dates for the following year must be agreed and determined.

# Part 1: Data Collection

## Obtaining Robust and Reliable Disability Bowls Participation Data



- **By September 2019:** Work with clubs and county associations to collect accurate data via the National Membership Register, which is currently under development. The data collected will be in accordance with the information being collected by the BDA, EIBA and other DSG members.
- **By April 2021:** Collect and record data regarding disabled participation in at least 15 counties, through the National Membership Register.



- Continue to actively work with clubs to provide accurate data regarding disabled participation, in line with the information BE and the BDA are collecting, and co-ordinate with the other DSG members.
- **By April 2021:** Collect and record data regarding disabled participation from every indoor club, where provided, as part of clubs' yearly membership reports. Aim to increase the number of clubs that report back disabled participation data to 40% of all clubs.



- Hold detailed and relevant information about all DBE members, including (but not limited to) any impairments they may have and the clubs they are members of.



- Influence 75 Club Development Programme clubs, and all those receiving Play Bowls Package funding, to obtain data regarding disabled participation through their membership forms and open day attendance forms, prior to NGB membership register enrolment.
- Influence coaches to obtain data regarding disabled participation through their Coach Bowls Logbook.

# Part 1: Data Collection

## Obtaining Standardised Accessible Facility Information from Clubs



- Work with clubs to collect accurate information on facilities annually, in accordance with the DBE Accessible Facility Form and incorporate this within the National Membership Register.
- Hold data about the level of accessibility of all active outdoor clubs' facilities on the National Membership Register in accordance with the DBE Accessible Facility Form.



- Use the DBE Accessible Facility Form to survey all indoor club facilities, on a tri-annual basis.
- **By 2021:** Hold data about the level of accessibility of all indoor clubs' facilities.



- Lead on the creation of an Accessible Facility Form for collecting data from clubs about the level of accessibility at their venue.
- Become the main point of contact for all queries regarding the accessibility of bowls clubs, advising bowlers using the data gathered by all DSG partners stored in a shared area.



- Use DBE's Accessible Facility Form to obtain data from all Club Development Programme clubs.

## Part 1: Data Collection

### Sharing Relevant Data in a Cloud Area Accessible to all DSG



- Update shared documents and master spreadsheets, in the cloud area set up by the BDA, with incoming BE data on a regular basis.
- Provide the DSG partners with a calendar of BE events and competitions, for internal use.



- Update shared documents and master spreadsheets, in the cloud area set up by the BDA, with incoming EIBA data on a regular basis.
- Provide the DSG partners with a calendar of EIBA events and competitions, for internal use.



- Update shared documents and master spreadsheets, in the cloud area set up by the BDA, with incoming DBE data at least monthly.
- Provide the DSG partners with a calendar of DBE events and competitions, for internal use.
- **By April 2021:** Analyse all data held to produce aggregate reports. Map and cross-reference all information held with NGB data, to identify any gaps in provision. Share reports with all DSG members.



- Set up a cloud area for the use of all DSG partners. Data to be stored there to include: list of Kitemarked clubs, Love Fisher Brown nominations and winners, DBE Accessible Facility data, and more.
- Update shared documents and master spreadsheets, in the cloud area, with incoming BDA data at least on a monthly basis.

## Part 2: Marketing and Communication

### Advisory Guide for Disabled Participation in Bowls



- Support the development of the new Advisory Guide.
- Circulate the Advisory Guide to all county associations. Promote the guide directly to clubs at every opportunity: e.g. at roadshows, events, regional and national competitions.



- Support the development of the new Advisory Guide.
- Circulate the Advisory Guide to all indoor clubs after every significant update. Promote the guide directly to clubs at every opportunity: e.g. at roadshows, events and national competitions.



- Lead on the development of the updated Advisory Guide's sections on equipment and impairments.
- Circulate and promote the Advisory Guide to all DBE members and contacts.



- Collate and produce an updated version of the Advisory Guide by **December 2018**.
- Add new case studies from indoor and outdoor clubs, showcasing best practice.
- Circulate and promote the Advisory Guide to every Club Development Programme or Play Bowls Package funded club.
- Send an Advisory Guide to all Coach Bowls coaches after every significant update.

## Part 2: Marketing and Communication

### Website Development and Digital Communication



- Dedicate a BE website page to disability bowls, primarily to: **1)** give readers an overview about disability bowls and how DSG's work can support clubs and bowlers (through a common statement); and **2)** signpost readers to DBE's website.
- Continuously promote and raise the profile of disability bowls through BE's digital platforms. **By 2021:** Ensure online messages that focus on disability bowls are published regularly and in a co-ordinated manner.



- Dedicate an EIBA website page to disability bowls, primarily to: **1)** give readers an overview about disability bowls and how DSG's work can support clubs and bowlers (through a common statement); and **2)** signpost readers to DBE's website.
- Continuously promote and raise the profile of disability bowls through the EIBA's digital platforms. **By 2021:** Ensure online messages that focus on disability bowls are published regularly and in a co-ordinated manner.



- Develop the new DBE website, to become the main hub for disability bowls **by September 2018**.
- Include a Club Finder on the DBE website that lists all bowls clubs accessible to disabled bowlers.
- Continue to publish every DBE event or competition on social media, after they have taken place.



- Dedicate a BDA website page to disability bowls, primarily to: **1)** give readers an overview about disability bowls and how DSG's work can support clubs and bowlers (through a common statement); and **2)** signpost readers to DBE's website.
- Continuously promote and raise the profile of disability bowls through the BDA's digital platforms. **By 2021:** Ensure online messages that focus on disability bowls are published regularly and in a co-ordinated manner.



## Part 3: Support for Clubs, Coaches and Volunteers

### Disability Kitemark Accreditation Scheme



- **By September 2019:** Identify 30 outdoor clubs who can be considered for a Disability Kitemark.
- Assess Disability Kitemark applications when required.



- **By September 2019:** Identify 30 indoor clubs who can be considered for a Disability Kitemark.
- Assess Disability Kitemark applications when required.



- Support identified clubs through the Disability Kitemark process.
- Assess Disability Kitemark applications when required.



- Support identified clubs through Disability Kitemark.
- Assess Disability Kitemark applications when required.
- Include Disability Kitemark in the plans of appropriate Club Development Programme clubs.
- Clarify, and put in writing, the Disability Kitemark application and assessment process.

## Part 3: Support for Clubs, Coaches and Volunteers

### Working with Disabled People in Bowls Module



- BE website disability page to re-direct visitors to the Coach Bowls website, where a list of available WWDPB modules can be found.
- Support DBE in organising the Disability Bowls Club Engagement events.



- EIBA website disability page to re-direct visitors to the Coach Bowls website, where a list of available WWDPB modules can be found.
- Support DBE in organising the Disability Bowls Club Engagement events.



- **By September 2019:** Host at least 3 Disability Bowls Club Engagement events, where local clubs come together to learn about DBE, undergo WWDPB training, and network with each other.
- **Between September 2019 and April 2021:** Host at least 7 Disability Bowls Club Engagement events.
- DBE website to re-direct visitors to the Coach Bowls website, where a list of available WWDPB modules can be found.



- Support DBE in organising the Disability Bowls Club Engagement events.
- BDA website disability page to re-direct visitors to the Coach Bowls website, where a list of available WWDPB modules can be found.



- Organise at least 10 WWDPB modules **by 2019**.
- Organise at least 28 WWDPB modules **between 2019 and 2021**.
- Identify and train 4 more WWDPB tutors **by 31<sup>st</sup> March 2019**.

## Part 3: Support for Clubs, Coaches and Volunteers

### Love Fisher Brown Award



- Review the Love Fisher Brown Award for a relaunch in **September/October 2018**, prior to announcing the award winners during the International Day of Disabled Persons on 3<sup>rd</sup> December 2018.
- Actively promote the award directly to county associations, and through all digital platforms, during nomination/application windows.



- Review the Love Fisher Brown Award for a relaunch in **September/October 2018**, prior to announcing the award winners during the International Day of Disabled Persons on 3<sup>rd</sup> December 2018.
- Actively promote the award directly to clubs, and through all digital platforms, during nomination/application windows.



- Review the Love Fisher Brown Award for a relaunch in **September/October 2018**, prior to announcing the award winners during the International Day of Disabled Persons on 3<sup>rd</sup> December 2018.
- Actively promote the award directly to DBE members, and through all digital platforms, during nomination/application windows.



- Review the Love Fisher Brown Award for a relaunch in **September/October 2018**, prior to announcing the award winners during the International Day of Disabled Persons on 3<sup>rd</sup> December 2018.
- Actively promote the award directly to Club Development Programme and Play Bowls Package clubs, and through all digital platforms, during nomination/application windows.

## Part 4: Elite Pathways and Competitive Structure

### Elite Pathways and Competitive Structure



- Ensure all regional and national competitions remain fully inclusive and cater for disabled participants and spectators.
- Promote DBE membership and competitions to all disabled bowlers participating in BE competitions and events.
- **By 2021:** Victoria Park, Royal Leamington Spa, to meet Disability Kitemark criteria as host venue for BE National Championships.
- Allow clear access to BE regional and national competitions for every disabled bowler.



- Ensure all national competitions remain fully inclusive and cater for disabled participants and spectators.
- Promote DBE membership and competitions to all disabled bowlers participating in EIBA competitions and events.
- **By 2021:** Endeavour to ensure all National Championship venues are Disability Kitemark accredited.
- Allow clear access to EIBA National Competitions for every disabled bowler.



- **By 2021:** Host competitions only at Disability Kitemark-accredited clubs.
- **By 2021:** Have an even geographical spread of DBE competition locations, to ease access for members.
- Open new competitive opportunities for various disability groups, based on demand.
- Promote BE and EIBA national competitions for DBE members to take part in through their clubs.



- Provide information about DBE's competitive pathways to all Club Development Programme clubs and all those undergoing WWDPB module training.

## Appendix 1a: BE Objectives:

### Data Collection

- **By September 2019:** Work with clubs and county associations to collect accurate data via the National Membership Register, which is currently under development. The data collected will be in accordance with the one collected by the BDA, EIBA and other DSG members.
- **By April 2021:** Collect and record data regarding disabled participation in at least 15 counties, through the National Membership Register.
- Work with clubs to collect accurate information on facilities annually, in accordance with the DBE Accessible Facility Form and incorporate within the National Membership Register.
- Hold data about the level of accessibility of all active outdoor clubs' facilities on the National Membership Register in accordance with the DBE Accessible Facility Form.
- Update shared documents and master spreadsheets, in the cloud area set up by the BDA, with incoming BE data on a regular basis.
- Provide the DSG partners with a calendar of BE events and competitions, for internal use.

### Marketing and Communication

- Support the development of the new Advisory Guide.
- Circulate the Advisory Guide to all county associations. Promote the guide directly to clubs at every opportunity: e.g. at roadshows, events, regional and national competitions.
- Dedicate a BE website page to disability bowls, primarily to: **1)** give readers an overview about disability bowls and how DSG's work can support clubs and bowlers (through a common statement); and **2)** signpost readers to DBE's website.
- Continuously promote and raise the profile of disability bowls through BE's digital platforms. **By 2021:** Ensure online messages that focus on disability bowls are published regularly and in a co-ordinated manner.

### Support for Clubs and Coaches

- **By September 2019:** Identify 30 outdoor clubs who can be considered for a Disability Kitemark.
- Assess Disability Kitemark applications when required.
- BE website disability page to re-direct visitors to the Coach Bowls website, where a list of available WWDPB modules can be found.
- Support DBE in organising the Disability Bowls Club Engagement events.
- Review the Love Fisher Brown Award for a relaunch in **September/October 2018**, prior to announcing the award winners during the International Day of Disabled Persons on **3<sup>rd</sup> December 2018**.
- Actively promote the award directly to county associations, and through all digital platforms, during nomination/application windows.

### Elite Pathways

- Ensure all regional and national competitions remain fully inclusive and cater for disabled participants and spectators.
- Promote DBE membership and competitions to all disabled bowlers participating in BE competitions and events.
- **By 2021:** Victoria Park, Royal Leamington Spa, to meet Disability Kitemark criteria as host venue for BE National Championships.
- Allow clear access to BE regional and national competitions for every disabled bowler.

## Appendix 1b: EIBA Objectives

### Data Collection

- Continue to actively work with clubs to provide accurate data regarding disabled participation, in line with what information BE and the BDA are collecting, and co-ordinate with the other DSG members.
- **By April 2021:** Collect and record data regarding disabled participation from every indoor club, where provided, as part of clubs' yearly membership reports. Aim to increase the number of clubs that report back disabled participation data to 40% of all clubs.
- Use the DBE Accessible Facility Form to survey all indoor club facilities, on a tri-annual basis.
- **By 2021:** Hold data about the level of accessibility of all indoor clubs' facilities.
- Update shared documents and master spreadsheets, in the cloud area set up by the BDA, with incoming EIBA data on a regular basis.
- Provide the DSG partners with a calendar of EIBA events and competitions, for internal use.

### Marketing and Communication

- Support the development of the new Advisory Guide.
- Circulate and promote the Advisory Guide to all indoor clubs after every significant update. Promote the guide directly to clubs at every opportunity: e.g. at roadshows, events and national competitions.
- Dedicate an EIBA website page to disability bowls, primarily to: 1) give readers an overview about disability bowls and how DSG's work can support clubs and bowlers (through a common statement); and 2) signpost readers to DBE's website.
- Continuously promote and raise the profile of disability bowls through the EIBA's digital platforms. **By 2021:** Ensure online messages that focus on disability bowls are published regularly and in a co-ordinated manner.

### Support for Clubs and Coaches

- **By September 2019:** Identify 30 indoor clubs who can be considered for a Disability Kitemark.
- Assess Disability Kitemark applications when required.
- EIBA website disability page to re-direct visitors to the Coach Bowls website, where a list of available WWDPB modules can be found.
- Support DBE in organising the Disability Bowls Club Engagement events.
- Review the Love Fisher Brown Award for a relaunch in **September/October 2018**, prior to announcing the award winners during the International Day of Disabled Persons on **3<sup>rd</sup> December 2018**.
- Actively promote the award directly to clubs, through all digital platforms, during nomination/application windows.

### Elite Pathways

- Ensure national competitions remain fully inclusive and cater for disabled participants and spectators.
- Promote DBE membership and competitions to all disabled bowlers participating in EIBA competitions and events.
- **By 2021:** Endeavour to ensure all National Championship venues are Disability Kitemark accredited.
- Allow clear access to EIBA National Competitions for every disabled bowler.

## Appendix 1c: DBE Objectives

### Data Collection

- Hold detailed and relevant information about all DBE members, including (but not limited to) any impairments they may have and the clubs they are members of.
- Lead on the creation of an Accessible Facility Form for collecting data from clubs about the level of accessibility at their venues.
- Become the main point of contact for all queries regarding the accessibility of bowls clubs, advising bowlers using the data gathered by all DSG partners and stored in a shared area.
- Update shared documents and master spreadsheets, in the cloud area, with incoming DBE data at least monthly.
- Provide the DSG partners with a calendar of DBE events and competitions, for internal use.
- **By April 2021:** Analyse all data held to produce aggregate reports. Map and cross-reference all data held with NGB data, to identify any gaps in provision. Share reports with all DSG members.

### Marketing and Communication

- Lead on the development of the updated Advisory Guide's sections on equipment and impairments.
- Circulate and promote the Advisory Guide to all DBE members and contacts.
- Develop the new DBE website, to become the main hub for disability bowls **by September 2018**.
- Include a Club Finder on the website that lists all bowls clubs accessible to disabled bowlers.
- Continue to publish every DBE event or competition on social media, after they have taken place.

### Support for Clubs and Coaches

- Support identified clubs through the Disability Kitemark process.
- Assess Disability Kitemark applications when required.
- **By September 2019:** Host at least 3 Disability Bowls Club Engagement events, where local clubs come together to learn about DBE, undergo WWDPB training, and network with each other.
- **Between September 2019 and April 2021:** Host at least 7 Disability Bowls Club Engagement events.
- DBE website to re-direct visitors to the Coach Bowls website where a list of available WWDPB modules can be found.
- Review the Love Fisher Brown Award for a relaunch in **September/October 2018**, prior to announcing the award winners during the International Day of Disabled Persons on **3<sup>rd</sup> December 2018**.
- Actively promote the award directly to DBE members, and through all digital platforms, during nomination/application windows.

### Elite Pathways

- **By 2021:** Host competitions only at Disability Kitemark-accredited clubs.
- **By 2021:** Have an even geographical spread of DBE competition locations, to ease access for members.
- Open new competitive opportunities for various disability groups, based on demand.
- Promote BE and EIBA national competitions for DBE members to take part in through their clubs.

## Appendix 1d: BDA Objectives

### Data Collection

- Influence 75 Club Development Programme clubs, and all those receiving Play Bowls Package funding, to obtain data regarding disabled participation through their membership forms and open day attendance forms, prior to NGB membership register enrolment.
- Influence coaches to obtain data regarding disabled participation through their Coach Bowls Logbook.
- Use DBE's Accessible Facility Form to obtain facility data from all Club Development Programme clubs.
- Set up a cloud area for the use of all DSG partners. Data to be stored there to include: list of Kitemarked clubs, Love Fisher Brown nominations and winners, DBE Accessible Facility data, and more.
- Update shared documents and master spreadsheets in the cloud area with incoming BDA data at least on a monthly basis.

### Marketing and Communication

- Collate and produce an updated version of the Advisory Guide **by December 2018**.
- Add new case studies from indoor and outdoor clubs, showcasing best practice.
- Circulate and promote the Advisory Guide to every Club Development Programme or Play Bowls Package funded club.
- Send an Advisory Guide to all Coach Bowls coaches after every significant update.
- Dedicate a BDA website page to disability bowls, primarily to: 1) give readers an overview about disability bowls and how DSG's work can support clubs and bowlers (through a common statement); and 2) signpost readers to DBE's website.
- Continuously promote and raise the profile of disability bowls through the BDA's digital platforms. **By 2021:** Ensure online messages that focus on disability bowls are published regularly and in a co-ordinated manner.

### Support for Clubs and Coaches

- Support identified clubs through Disability Kitemark.
- Assess Disability Kitemark applications when required.
- Include Disability Kitemark in the plans of appropriate Club Development Programme clubs.
- Clarify and put in writing the Disability Kitemark application and assessment process.
- Support DBE in organising the Disability Bowls Club Engagement events.
- BDA website disability page to redirect visitors to the Coach Bowls website, where a list of available WWDPB modules can be found.
- Review the Love Fisher Brown Award for a relaunch in **September/October 2018**, prior to announcing the award winners during the International Day of Disabled Persons on **3<sup>rd</sup> December 2018**.
- Actively promote the award directly to Club Development Programme and Play Bowls Package clubs, and through all digital platforms, during nomination/application windows.

### Elite Pathways

- Provide information about DBE's competitive pathways to all Club Development Programme clubs and all those undergoing WWDPB module training.