



The **Bowls Development Alliance (BDA)** is amongst a group of over 120 organisations working in partnership with Sport England to level up access to sport and physical activity across the country.

The **BDA** will receive expertise, support and an investment of approx. **£1.9 million** of government and National Lottery funding from Sport England to co-deliver the ambitions of its 10-year Uniting the Movement strategy.

Sport England research shows that some groups are typically less active – like women, people with long-term health conditions, disabled people, people from ethnically diverse communities and lower socio-economic groups. Right now, the opportunities to get involved in sport and activity – and reap the rewards of being active – depend too much on your background, your gender, your bank balance and your postcode.

The **BDA**, working in close partnership with **Bowls England**, the **English Indoor Bowling Association**, **British Crown Green Bowling Association**, **English Short-Mat Bowling Association** and **Disability Bowls England** are going to use the Sport England investment to support growth in the sport by working closely with our clubs and wider communities to tackle inequalities and make the sport more accessible to all.

We have created a new club development programme which focusses on giving assistance to a wider network of dedicated Hub Clubs and their connected community clubs. The hubs aim to deliver educational courses, volunteer support, and create opportunities for investment as well as delivering new programmes and initiatives such as our Bowl for Health project. With a more enhanced education offer alongside a dedication to improve safeguarding in our sport, we are committed to working with our partners to use the Sport England investment to raise the profile of our sport as one that is safe, fun, social and accessible to all.

Over £550million is being invested in total, with the partners including the BDA receiving funding for up to five years. This new funding model from Sport England provides longer-term financial security as organisations recover and reinvent from the Covid-19 pandemic.

All partner organisations were selected by Sport England due to their ability to influence change and improvement at the heart of the system they are a part of, no matter how big or small. This is the first step on a journey to revolutionise Sport England's approach to long-term partnerships as it seeks to partner and collaborate with innovative organisations to deliver Uniting the Movement and build a nation where everyone can get active.

Tim Hollingsworth, CEO of Sport England, said: "Sport England's goal is to get everyone active – no matter who they are, where they live, or what their background is. But we know that certain groups – like **older people, women, and those with long-term health conditions** – are more likely to be inactive. We can only innovate and tackle inequalities effectively by thinking about long-

term change; Uniting the Movement is a long-term vision, and our funding approach needs to reflect that. Changes to our funding model will help us achieve our goal, by making it easier for our partners to do what they need to do to level up and deliver.”

Lisa Graham, Managing Director of the BDA, comments “We are extremely pleased to be in receipt of Sport England funding to help us deliver against our strategic vision ‘to place bowls at the heart of every community as an accessible sport for all’. We believe our sport is ideally suited to tackle inequalities and support the broader Uniting the Movement strategy. In close collaboration with our NGBs, Disability Bowls England and partners, we have completely revamped our core programmes and initiatives so we can have a bigger influence across all codes of bowls. It’s an exciting time for the sport as we look towards using the Commonwealth Games as the ideal platform to promote our new initiatives and bring bowls to a wider audience.”

About Sport England

Sport England is a public body and invests up to £300 million National Lottery and government money each year in projects and programmes that help people get active and play sport.

It wants everyone in England, regardless of age, background, or level of ability, to feel able to engage in sport and physical activity. That’s why a lot of its work is specifically focused on helping people who do no, or very little, physical activity and groups who are typically less active – like women, disabled people and people on lower incomes.

