



BowlsWales Newsletter

July 2018

GDPR and your Club.

Well summer has arrived and so has the much anticipated GDPR.

GDPR is the result of work by the European Union (EU) to bring data protection legislation in line with changes in the way data is used. GDPR is intended to extend additional protection for individuals and their data, providing greater transparency and control over where their data is saved and used.

If your sports club or association holds the personal data (i.e. information that identifies a living individual) about a number of individuals including employees, members, volunteers, athletes, coaches and others, then you need to be aware of the General Data Protection Regulation ('GDPR').

Whilst the 25th May was significant in that the legislation came in to play, it was also the turning point for us all to plan for the future in relation to how we store and use data, and ensure we keep GDPR in mind at all times.

To help you along the way, we have put together a webpage with links to some useful information and guidance that can help you with this new legislation.

As and when we get updates we will let you know via our social media as well as updating the webpage.

[BowlsWales GDPR Webpage](#)

Members Alert

For those clubs who's NGB is a member of BowlsWales, you can benefit from our membership with the WSA. They have an in-depth section on their website, with templates, advice and contacts which can assist you with the GDPR legislation.

To obtain a username and password, please contact the WSA:

Telephone:

029 2033 4972

email:

admin@wsa.wales

Club Questionnaire...the results!

The feedback we received from the questionnaire earlier in the year was overwhelming and, as a result, we have taken some time to analyse the data provided.

The data will be used alongside the feedback from the roadshows to form the foundation of the BowlsWales strategy 2018/2022.

This will allow us to put together schemes, training, advice and other programmes which can assist our game in addressing the identified issues.

The infographic provides a summary of the key points from the questionnaire which helps us to see where we need to focus our efforts to support the game.

Over the coming months the Board and supporting Groups will consider the feedback and ensure that it is utilised in shaping our key programmes moving forward.

We would like to say a big THANK YOU to all those that took the time to complete the questionnaire. In turn, BowlsWales make the commitment that your feedback will be listened to, utilised and go a long way to shape the future of the sport in Wales.



Research results: Promoting Your Club

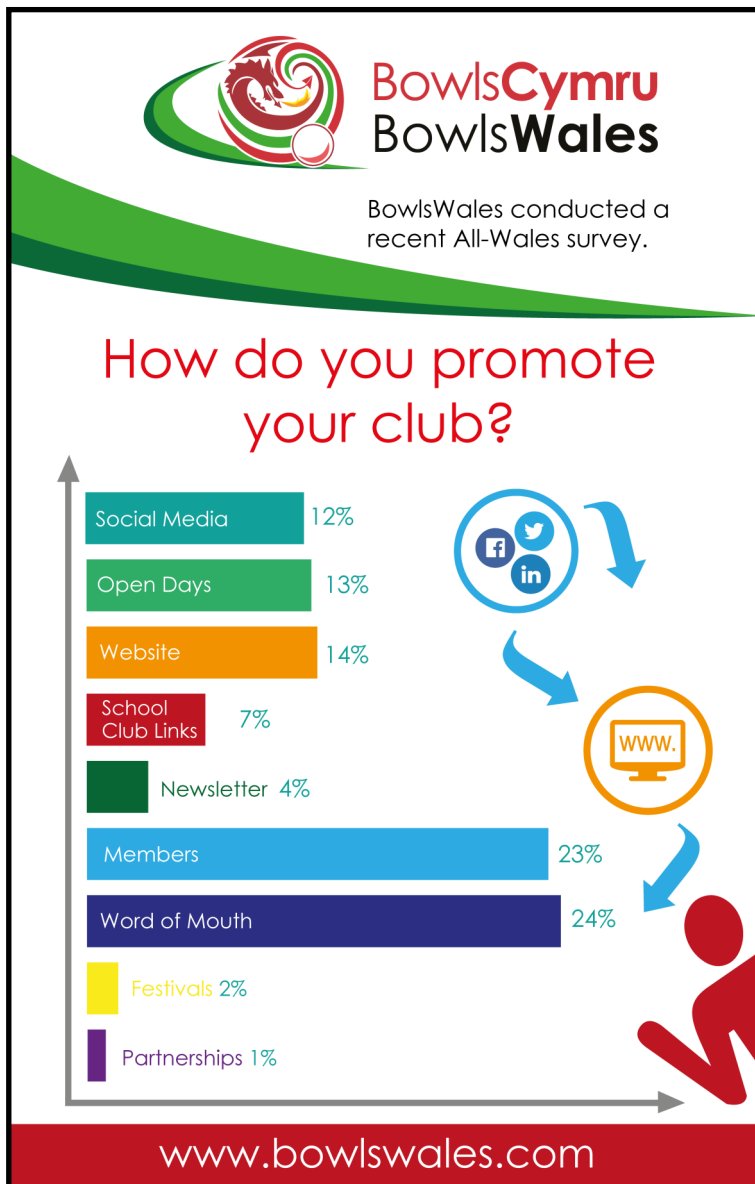
One interesting aspect of the research was how clubs communicated with their audiences and potential members, particularly given that most clubs are looking to retain and attract members.

Over the coming months our Communication Group will look at providing advice and ideas on how you can keep in touch with your members and tell potential new bowlers all about your Club.

They will look at the positives and the pitfalls, as well as provide you with great ideas that you can try out!

It is vital that, in an age of instant communication, we all embrace the different ways of talking to our target audience.

As an initial starter, it is good to look at Club Solutions, where you will find great advice on the various forms of communication and topics such as 'Understanding our Audience', 'Promotion Planning', 'Websites' and 'Writing Press Releases'. The information can be found [online](#).



'Any switched-on club knows that you need to get your message out there to attract new members. People need to know what you do, when and where you meet. They need to feel welcome to come along and give your club a try.'

Club Solutions

Bowls on the Road

BowlsWales was on the road throughout late April and May, visiting six areas around Wales and meeting people from all codes of the game.

It was a great opportunity for us to meet players and officials and hear about their concerns, but also get loads of positive ideas to help develop the future of the game.

On the whole, the key concerns replicated those highlighted by the questionnaire, however there were a number of points made that moved away from these, examples being:

- Working with schools
- Mixed leagues
- Modernisation the game
- Perception of the game
- Promotion and coverage of the game

There has been a call for more Roadshows to different areas – we are aware that so many people want to have their say, so we are planning on more events of this kind later in the year.



VI bowlers go back to school as sporting hero's

Following the success of the Commonwealth Games, the VI Bowlers had an invitation to take bowls to Ysgol Gymraeg Melin Gruffydd, as part of the Year 5 'Sporting Hero's' project.

Having watched the excitement of the bronze medal play off Gilbert Miles, Julie Thomas, John Wilson, John Byron and Margaret Wilson, all went along to talk to the pupils about their experience of the Games, how they got into bowls and, of course, show them the medal!

The pupils then had a wonderful time playing bowls out on the yard with the players and some of the pupils even got to wear the medals.

**WESTERN POWER
DISTRIBUTION**

There will be bowls at the **Royal Welsh show** this year. We'll be working with Western Power Distribution (WPD), who have kindly agreed to host a 'have a go' bowls session at their stand for the week of the show.

Prior to the show, we had a wonderful time at Abertillery Bowls, where representatives of WPD were provided with a pre event session.



The summer of activity does not end there, as bowls will be represented at the **Street Games festival**, Wales' biggest multi-sport event.



Taking place at the Principality Stadium the event will have over 40 activities for young people to try. It's a free day out for young people between the ages of 10 and 16 years when they are given the opportunity to have a go at a huge variety of sports.

Volunteers from Abertillery Bowls Club will be there introducing the young people to bowls.

Congratulations

We were delighted at the feedback received about the 'Meet the Team' articles we posted prior to the Commonwealth Games. The aim was to provide you with an insight into all our athletes and those that support them when they are representing Wales on the World stage.

We were delighted with all the performances and felt that the team did Wales proud.

We now look forward to the progression of our athletes over the next four years as we head for Birmingham – in the meantime a huge congratulations from all at BowlsWales.



Bowls International Launches new website

Bowls International has launched a brand-new website, designed to be a go-to place for bowlers around the world.

The monthly magazine, which is in its 37th year, has seen a new direction under current editor Sian Honor. It offers news, reviews, debates, features and coaching tips and is not afraid to highlight current issues within the bowls world.

The Bowls International team, which includes some of the sport's biggest and most influential names, prides itself on providing informative, entertaining and instructive articles that you will not find elsewhere.

The website has been designed to complement the fresh, uncluttered feel of the magazine.

As well as news about the sport from around the world, the website will offer unique content in terms of features and video plus greencraft articles and photo galleries.

There is also a 'Meet the Team' section to put faces to names.

Sian said: "As the online presence of Bowls International continues to grow, I felt that the new website should align with the magazine- the result is a clean and easy to navigate site which hopefully bowlers will return to again and again."

www.bowlsinternational.com