



SportRCT Case Study

Indoor Bowls

We developed this project, in partnership with Bowls Wales, to make bowls more accessible and social for the residents of Rhondda Cynon Taf. We also wanted to showcase to our Bowls clubs that 'Try Bowls' sessions would help them to engage with a wider audience and ultimately increase their membership. We developed a plan to offer 'try bowls' at three indoor locations. Unfortunately, one location became unavailable as it was used as a vaccination centre.

We met with the other two venues (Taff Ely Indoor Bowls Centre and Rhondda Indoor Bowls) and agreed upon a plan with each. We supported both clubs with facility hire, basic equipment and marketing materials. We promoted the sessions locally and online, and engaged with a number of local partners, such as Pontypridd Town Council and Trivallis. Our National Exercise Referral Team (NERS) supported the sessions and promoted them as an exit route for their clients. We also linked with the Stroke Association, who were happy to provide some adapted equipment.

The sessions run weekly, and they have been well attended. In total, the clubs have gained 34 new participants, with a number of them joining

from our NERS scheme. Participants are enjoying the sport of bowls, and the opportunity to be physically active, but they are also enjoyed the social element. Several attendees have commented that they have wanted to try bowls for a while, but they were unsure how to access sessions, and they didn't have the confidence to approach the clubs. We are pleased that the branding of the sessions gave them the confidence to come along and give it a try.

Some participants have already joined the clubs as members, with Taff Ely Indoor Bowls Club reporting that they have gained 7 new members that are playing competitively in weekly leagues.



"I did not realize I would enjoy the game so much and wish I started playing earlier"

"I've only recently moved into the area and look forward to playing every Wednesday afternoon with other members of the group"



34
participants



80%
now more active,
more often



75%
intend to continue being
physically active



100%
feel healthier



85%
feel more
confident



100%
feel happier



100%
made new friends



RHONDDA CYNON TAF