

SportRCT Case Study

Ynysybwl Bowls Club

Ynysybwl Bowls Club came to us asking for support to recruit new members, particularly juniors and ladies. They were also looking to improve their facilities and the playing condition of the green.

First, we encouraged the club to set up social media platforms to improve engagement with the local community and to make them more visible to new members. We also helped them to set-up taster sessions through their new Facebook page. Within weeks the club had started a new ladies section and had up to 50 new people attending the sessions.

We arranged meetings, supporting the club to create links with local community organisations such as the Ynysybwl Regeneration Partnership and Game On Wales. From which the club became part of the Summer of Fun programme, delivering Street Bowls to the young people of Ynysybwl. As a result of this, the club started a new junior bowls section.

The club identified lack of equipment as an issue, in particular lighter woods for the younger players and ladies. Through communication the club was able to borrow equipment from other bowls clubs. The facility issues were also addressed through positive communication with our Parks department.

Following the end of the Lawn bowls season the club kept up momentum by delivering community indoor bowls sessions. The club is now in a very strong position and we are proud to have supported them with their club development. The club committee really appreciated our support:


I am pleased to say we are now regularly having 15-18 female participants on a Wednesday evening plus a number of juniors. We are seeing at least 50 different players every week using our green which to me feels like a lottery win! Your effort has been greatly appreciated.


