



Communication Strategy

April 2009

www.bowlsengland.com

Communication Strategy

April 2009

CONTENTS

Section		Page
1.	INTRODUCTION	3
2.	OUR VISION	3
3.	THE COMMUNICATION STRATEGY	3
4.	OUR COMMUNICATION AIMS	4
5.	OUR COMMUNICATION PRINCIPLES	4
6.	STAKEHOLDERS	4
7.	EXTERNAL COMMUNICATION	
	Media Relations	5
	Member Communications	5
	E-Communication	6
	Events and Promotions	6
	Sponsors, Investors, Suppliers and Partners	6
	Photographs	6
8	INTERNAL COMMUNICATION	7
9.	BRANDING	7
10.	ACHIEVING CONSISTENCY	7
11.	FACTORS CRITICAL TO OUR SUCCESS	7
12.	WHAT THIS STRATEGY MEANS FOR MEMBERS AND STAKEHOLDERS	7
	USEFUL CONTACTS	8

1. INTRODUCTION

Bowls England was launched in January 2008 following a merger of the English Bowling Association (EBA) and English Women's Bowling Association (EWIBA).

Bowls England is improving the quality of communication as part of its overall commitment to promote the sport and increase participation levels among all ages, sexes and abilities.

The Communication Strategy will play a key role in meeting this objective by ensuring that the organisation's activities are communicated in a timely, open, reliable and responsible manner to all stakeholders.

2. OUR VISION

Bowls England will deliver an exceptional sport and community experience that is appealing, entertaining and accessible to all.

Our key objectives are:

- To increase participation in the sport
- To preserve the traditions of our sport
- To develop and strengthen County Associations, Clubs and members
- To nurture the international achievements of our national teams and competitions
- To provide strong leadership and direction that guides the sport towards our vision

3. THE COMMUNICATION STRATEGY

This strategy has been developed to help Bowls England to improve the quality of information that is conveyed within the sport to Members (County Associations), Associated Members (Clubs) and Affiliate Members (individuals) – herein referred to as 'Members'.

It also identifies how we will improve links with external stakeholders, including the media, sponsors and partner organisations.

The Strategy includes details on current practice and future developments in six key areas:

- Our Communication Aims
- Our Communication Principles
- Stakeholders
- External Communication
- Internal Communication
- Branding

4. OUR COMMUNICATION AIMS

The Communications Strategy has been prepared in line with the following five aims:

- To increase understanding among Members of the services we provide, and therefore to improve satisfaction with these services.
- To ensure Members are aware of our plans for the future development of the sport.
- Through improved consultation and involvement, we will listen to the views of Members so we can continue to develop the services we provide.
- To maintain a positive profile for Bowls England and the sport of outdoor bowls.
- To promote, and defend, the reputation of the sport of outdoor bowls by developing and maintaining a positive profile.

5. OUR COMMUNICATION PRINCIPLES

Communication will be undertaken through a variety of channels, but should always be in accordance with the following key principles:

- Communication will be honest, open and accurate.
- Communication will be accessible, and when necessary made available in alternative formats.
- Communication will be consistent, relevant and timely.
- Communication methods will be monitored and reviewed regularly.
- Communication will be cost effective and look to make effective use of new technology as appropriate.

6. STAKEHOLDERS

Bowls England will be responsible for developing effective communication links with Members and other key stakeholders. The target audience will vary dependent on the particular piece of information being communicated.

Stakeholders include:

- Board and Council Members
- County Associations
- Clubs
- Individuals
- Sponsors and investors
- Suppliers
- Partners – including Sport England, Worthing Borough Council and Warwick District Council
- Media (press, radio and television)
- Bowls England employees

7. EXTERNAL COMMUNICATION

A variety of methods will be used to meet the objectives of the Communications Strategy, including:

Media Relations

Contacts Database

Bowls England will develop a database of contacts to assist the promotion of outdoor bowls in the national and local media.

News Releases

Bowls England will produce a regular supply of news releases for distribution to national media and also targeted news releases for distribution to local media as appropriate.

Feature Material

Bowls England will produce feature material for inclusion in specialist publications, for example the bowls media and other magazines.

Statements and Interviews

Statements are mostly reactive and should be issued through the Chief Executive. The Chief Executive, or another Bowls England representative delegated by the Chief Executive, will also be responsible for any media interviews.

National Championships

The Development Officer will be responsible for liaising with the local and national media during the National Championships.

Member Communications

Yearbook

The Bowls England yearbook will continue to be produced and made available for purchase. Information from within the yearbook will also be available on the website.

Club newsletter

A newsletter will be distributed by post to all clubs each year ahead of the outdoor bowls season.

E-Communication

Website

A new website is being developed to replace the former English Bowls Association and English Women's Bowling Association sites. The site will be regularly reviewed and updated, providing information about Bowls England and its services to Members. It will also include breaking news, details on all of the competitions organised by Bowls England and the facility for online merchandising.

Be-news

Members and other Stakeholders will have the opportunity to register for a regular bulletin to be e-mailed to them. It is proposed this will be distributed bi-monthly.

County News

County News will be produced three times a year to keep County Secretaries and Council Members informed of key decisions being taken at Committee level.

Events and Promotions

Annual Conference and Regional Road shows

The Conference will be held annually in the Spring and a series of regional road shows will also be organised. Both of these will encourage two-way communication between Bowls England and Members, and also give Bowls England the opportunity to further promote the services that it provides.

Sponsors, Investors, Suppliers and Partners

Bowls England will continue to develop its relationship with sponsors, investors and suppliers. This will include dedicated promotional activity and increased profile for sponsors during the national championships and at other events throughout the year.

Bowls England will also look at the possible promotion of corporate days to generate income and further promote the sport to prospective new bowlers.

Photographs

Bowls England will develop a library of high quality photographs that can be used for publicity and promotional purposes.

8. INTERNAL COMMUNICATION

Bowls England employees will be regularly kept informed about key issues through a variety of methods, including:

- Team meetings and personal appraisals
- E-mail bulletins

9. BRANDING

Consistent use of the Bowls England brand will help Members and Stakeholders to recognise the services we provide. Its success depends on:

- Key messages being consistent and having a high profile.
- All material, from publications to merchandise, should be easily recognisable as having been produced by Bowls England.

The Bowls England logo should be used to reflect our identity and use by any third-party should be approved by the Chief Executive or another officer delegated by the Chief Executive in their absence.

10. ACHIEVING CONSISTENCY

To enable media queries to be dealt with effectively, the Development Officer is the first point of contact for the media and will be responsible for the final distribution of all media releases.

A suite of templates for publicity material including posters and briefings have also been produced which should be used at all times.

11. FACTORS CRITICAL TO OUR SUCCESS

Good communication and promotion of bowls is the responsibility of everyone identified within the strategy – including players, officials and external stakeholders.

The following factors are critical if we are to present a professional approach:

- All communication must be delivered in a timely and consistent manner.
- All communication must be adequately resourced and given a high priority.
- The Chief Executive and/or Development Officer must be involved at the earliest opportunity of any promotional activities to ensure they are planned and resourced appropriately.

12. WHAT THIS STRATEGY MEANS FOR MEMBERS AND STAKEHOLDERS

Bowls England wants to communicate in the best way possible.

Effective communication will ensure Members are aware of the services that we provide and help to improve their enjoyment of the sport. It will also help us to develop relationships with current and prospective sponsors of the sport.



BOWLS ENGLAND - USEFUL CONTACTS

Chief Executive
Tony Allcock MBE
Lyndhurst Road
Worthing
West Sussex
BN11 2AZ

Telephone: 01903 82022
E-mail: tony@bowlsengland.com

Development Officer
Alistair Hollis
Satellite Office, Victoria Park
Archery Road
Royal Leamington Spa
CV31 3PT

Telephone: 07765 050408
E-mail: alistair.hollis@bowlsengland.com

If you require the information within this document in another version, for example large print, Braille or on tape, please contact the Development Officer on 07765 050408 or e-mail: alistair.hollis@bowlsengland.com

www.bowlsengland.com