



Clean Sport Education Strategy and Implementation Plan October 2021

Introduction

Bowls England is the ultimate custodian of the sport of lawn bowls in this country.

Launched in August 2021, our 'Fit For The Future' strategy frames an exciting course for our sport. The five-year plan has been designed with the ultimate goal of getting more people playing and enjoying bowls. It sets out our vision for the sport, how we plan to achieve our objectives and what success looks like in 2026.

To be an appreciated and sustainable governing body is identified within our Strategy as one of our five top priorities whilst our Performance Pathway, led by our Performance Director, John McGuinness, will stretch our talented athletes and retain more young people in the sport.

We are committed to preserve the spirit of sport, as described in the introduction to the World Anti-Doping Code.

To demonstrate our commitment, we have already appointed a Board Member, Harry Nijjar, as our anti-doping lead, and the Head of Sport Development, Alistair Hollis, is assigned responsibility for implementation from the operational side.

This Clean Sport Education Strategy and Implementation Plan ('Education Strategy') will further support us in achieving our wider organisational objectives over this period.

About Bowls England

We are the National Governing Body (NGB) for the sport of lawn bowls in England.

We are formed from our 35 county associations with the Board of Directors leading our strategic approach and the staff team managing matters daily from our head office in Royal Leamington Spa.

We have a membership of nearly 2,000 clubs and individual membership of just under 90,000 bowlers. Each individual member pays an affiliation fee to the relevant county association and Bowls England via their club.

Whilst the vast majority of our participants are deemed to be 'recreational' participants (see Appendix 1) we remain committed to providing the relevant level of anti-doping education and support to each and every one.



1.0 Current Position

Our work on Clean Sport Education is very much in its infancy.

This Strategy will provide us with the framework to ensure that appropriate information is made available at all levels of the sport.

Our primary focus initially will be on those players and athlete support personnel (ASP) who form our performance squad, from which our representatives at World Bowls Championships, European Championships and Home Nations events are selected. We have the opportunity to deliver education to coaches and players either virtually or in person to this group.

Players within the performance programme also have access to support from specialist advisors across a number of areas including lifestyle, psychology, nutrition and physiological.

We will be undertaking a review of our performance pathway, covering junior players to our performance squad, and education will underpin this programme in the future.

1.1 Risk analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • Excellent board level support including one member of board with responsibility for anti-doping • Small pool of elite athletes and ASP enables good working relationships to be developed • Anti-doping education included in current sport performance plans • Performance squad used to virtual sessions • Wider acceptance of virtual meetings/courses within the sport • Strong social media presence 	<ul style="list-style-type: none"> • Sport not perceived as one where performance enhancing drugs are taken • Large number of players can win through to international competition from outside of the performance environment • No link on anti-doping with other UK governing bodies • Lack of specialist knowledge within the staff team • Majority of performance athletes in full-time employment leading to pressure on their time • Lack of education down the athlete pathway • Separate governance currently for indoor and outdoor sport • Junior pathway in its infancy
Opportunities	Threats
<ul style="list-style-type: none"> • Development of our Clean sport Strategy will meet one of our strategic objectives • Education can be delivered in person or online • Use athletes as role models/ambassadors • Include anti-doping education in the new junior pathway from the outset • Build workforce of educators with support of UKAD/other NGBs whose work in this area is more developed • Use case studies to bring topic to life • Reframe perception of our sport • Bringing bowls codes together under one strategy/policy 	<ul style="list-style-type: none"> • Sport not perceived as one where performance enhancing drugs are taken • Transition from club to international level is a big cultural shift • Amateur sport with no fully funded athletes • Reputational risk to the sport following a negative test

1.2 Sports System & Significant Partners

	Details	Comments (where applicable)
Bowls Organising Bodies	World Bowls	World Bowls is the International Federation – responsible for administration of TUE for the sport
	Bowls Europe	Organise European Bowls Championships
	British Isles Bowls	Organise all home nations international events
Bowls National Governing Bodies - England	English Indoor Bowling Association (EIBA)	NGB for indoor bowls
Bowls Partnership Bodies	Disability Bowls England	Elite para athletes form part of the Bowls England performance programme for Commonwealth Games
	Coach Bowls	Responsible for training of coaches within the sport
	English Bowls Umpires Association	Responsible for training and provision of officials within the sport
	Bowls Development Alliance (BDA)	The BDA receives Whole Sport Plan funding from Sport England to increase participation on behalf of Bowls England and EIBA – no performance element
External organisations	UK Sport	We currently receive no funding from UK Sport
	DCMS	Provides overarching guidance for sport
	Sport England	Sport England provide funding to Bowls England for Commonwealth Games Performance Programme
	Commonwealth Games England	Responsible for representation at Commonwealth Games
	Birmingham 2022	Commonwealth Games organising committee
	UK Anti-Doping	Anti-doping
	Sport & Recreation Alliance	Provide support for grassroots activity
	NSPCC	Safeguarding
Participants	Tier 1 - Performance	See Section 1.3 for details
	Tier 2 - International	See Section 1.3 for details
	Tier 3 - National	See Section 1.3 for details
	Tier 4 - Recreational	See Section 1.3 for details

1.3 Identification of Target Groups

The sport of bowls by its inclusive and accessible nature attracts a wide range of participants regardless of background, gender, age and physicality. We have summarised our current participants in Table 1.

Table 1. Bowls Participants

	Target Group	Detail	Number
Tier 1	Performance Programme	Players who are selected to compete in international test events, World and Commonwealth events and receive support from SIS and focused coaching	30
	Athlete Support Personnel	Coaching, support staff and managers	20
Tier 2	National Level Players; National Level Players - U25	Players who are selected to represent England in British Isles International events at Junior (under 25) and Senior level. An annual event.	100
	National Championship Winners	Players who represent England in respective British Isles championship events after winning National Championship	34
Tier 3	National Finals Participants	Players who qualify to participate in the National Finals – a total of 34 events are held at present during the event	3,000
	County Competitive Players	Players who are selected to represent their county in national inter-county events	1,820
	Club Competitive Players	Players who represent their club in national inter-club competitions	15,000
Tier 4	Club Recreational Players	Players who do not participate in any competitive bowls activity	70,000

The focus for Clean Sport Education will initially focus on those players and officials that form our performance programme (Tier 1), which currently encompasses:

- 30 Players (including para athletes);
- Performance Director (x1)
- Team Managers (x5) – Men’s Manager (Junior and Senior)/Women’s Manager (Junior and Senior)/Para Manager
- Regional Selectors (x8)
- Physiotherapist (x1)



- Psychologist (x1)
- Nutritionist (x1)
- Operational Support (x3)

There are also a number of players (Tier 2) from outside of this group who may compete in British Isles competitions either as a selected player or by virtue of winning one of our national competitions.

Underneath this programme there are National Finals participants plus County and Club competitive players (Tier 3) with the vast majority of our current participants being recognised as recreational club players (Tier 4).

Indoor bowls is governed separately within England by the English Indoor Bowling Association Ltd, however there is a clear cross over with the vast majority of players across all tiers participating outdoors during the summer and indoors during the winter.

Our performance pathway, whilst in its infancy, is somewhat different to many other sports, with the number of junior participants relatively low in relation to the overall membership.

However much progress has been made in recent years to transition the best performing junior bowlers to higher honours and we shall work to ensure that the values of Clean Sport are instilled within our junior ranks at the earliest opportunity.



2.0 Clean Sport Curriculum

Our Clean Sport curriculum will cover the following core topics:

1. Principles and values associated with clean sport
2. Athletes', Athlete Support Personnel's and other groups' rights and responsibilities under the Code
3. The principle of Strict Liability
4. Consequences of doping, for example, physical and mental health, social and economic effects, and sanctions
5. Anti-doping rule violations
6. Substances and Methods on the Prohibited List
7. Risks of supplement use
8. Use of medications and Therapeutic Use Exemptions
9. Testing procedures, including urine, blood and the Athlete Biological Passport
10. Requirements of the Registered Testing Pool
11. Speaking up to share concerns about doping



3.0 Education Programme

Values Based Education

We will deliver education that enables players and ASP to make values based decisions that are ethically sound in relation to anti-doping.

Awareness (including PR and Communications)

UKAD/WADA and all other relevant information will be communicated to players/ASP to promote awareness of clean sport. Information will be issued when players/ASP are selected for squads and for players who qualify to represent England in international competition.

We shall actively promote:

- UKAD Clean Sport Week (annually in May)
- 100% Me

Our social media pages will follow @ukantidoping and share relevant content. Links to all UKAD and relevant WADA information will be available our website.

Information Programmes

- The annual prohibited list shall be distributed to all performance programme athletes, ASP and relevant governing body staff once it is published. The prohibited list will be published on our website.
- Changes to the Code and associated international standards will be distributed to the relevant personnel.

Anti-Doping Education

- All performance squad athletes will receive Clean Sport Education annually as part of the programme.
- Athlete education and training will be monitored and tracked by Bowls England
- All staff members involved in the performance programme will be required to complete and pass the online UKAD Advisor Course
- All coaches and staff to attend Clean Sport education and training delivered annually with athletes
- Check and challenge supplement use within the performance programme, aligned with Assessing the Need, the Risk and the Consequences
- New players who become involved with the performance programme will receive anti-doping education as part of their programme induction
- Coaches and staff education and training to be monitored and tracked by our Head of Sport Development

Athletes Returning from a Sanction

We shall ensure access to a bespoke values-based education programme to support athletes returning to our sport following a sanction. We shall work with UKAD to ensure that the programme is delivered appropriately.

4.0 Education Programme Audience

	Target Group	Education
Tier 1	Performance Programme	Annual education delivery to performance squad. Delivery will be face to face if possible/online if not. This session will be delivered by a UKAD-approved deliverer.
	Athlete Support Personnel	<p>Annual Delivery as part of the performance squad. Delivery will be face to face if possible/online if not. This session will be delivered by a UKAD-approved deliverer.</p> <p>All staff members involved in the performance programme to complete and pass the UKAD Advisor Course online.</p> <p>All coaches in the performance programme to complete and pass UKAD Coach Clean Course online.</p>
Tier 2	International Level Players; International Level Players - U25	When players are selected for squads they will be issued with anti-doping information and guidelines including links to GlobalDRO , the prohibited list and information regarding TUE.
	National Championship Winners	When players win national championships and qualify to play in British Isles Championships they will be issued with anti-doping information and guidelines including links to GlobalDRO , the prohibited list and information regarding TUE.
Tier 3	National Finals Participants	All players who qualify to participate in our national finals will be issued with anti-doping information and guidelines including links to GlobalDRO , the prohibited list and information regarding TUE. Please note that a TUE is currently only required retrospectively for qualifiers.
	County Competitive Players	UKAD information will be posted on the Bowls England website and will be accessible to all members.
	Club Competitive Players	UKAD information will be posted on the Bowls England website and will be accessible to all members.
Tier 4	Club Recreational Players	UKAD information will be posted on the Bowls England website and will be accessible to all members.



5.0 Resource – Workforce and Financial

Bowls England, as a relatively small governing body not funded by UK Sport, will seek to work with existing UKAD tutors to deliver high quality education to players and ASP.

One member of staff (anti-doping lead) will undertake UKAD training to ensure that there is knowledge within the governing body and the opportunity to deliver additional education to new players as required.

6.0 Strategic Priorities

The five key priorities for this Strategy are shown below:

1. Ensure that all members of the performance squad (athletes and ASP) receive Anti-Doping education annually
2. Support all athletes in the performance programme to have a sound understanding of anti-doping principles and that they are able to apply them in everyday life
3. Develop one member of staff to undertake education and develop the education offering to additional groups as required
4. All ASP to understand their role in anti-doping and complete all required training
5. Create a culture whereby an Anti-Doping is more embedded in our ways of working

7.0 Monitoring and Evaluation

We will complete registers and track attendance at all anti-doping education sessions. This data will be stored by Bowls England for the required period of time. This information will be shared with UKAD on request.



Appendix 1: 2021 World Anti-Doping Code – Athlete Definitions

Under the 2021 World Anti-Doping Code, an athlete may be determined as being either a “International-Level”, “National-Level” or a “Recreational” athlete”.

International-Level

It is the responsibility of each International Federation to define what constitutes an athlete as being “International-Level” within their sport. Athletes are advised to check with their International Federation if they are unclear on whether they are defined as being an “International-Level Athlete”.

National-Level

It is the responsibility of UKAD to determine what constitutes an athlete as being “National-Level” within the UK. Within the 2021 UK Anti-Doping Rules, an athlete that falls into any of the following categories is defined as a “National-Level Athlete”:

- An Athlete in UKAD’s National Registered Testing Pool (NRTP) or Domestic Testing Pool (DTP)
- An Athlete in UKAD’s National TUE Pool
- An Athlete supported through UK Sport’s World Class Programme funding, or in direct receipt of a UK Sport or Home Country Sports Council Athlete Performance Award
- An Athlete who is in or who in the last six months has been in a squad representing Great Britain, England, Scotland, Wales or Northern Ireland (a) at senior level; or (b) at junior levels that are published in the dropdown list below
- An Athlete competing at an International Event in an open senior category but who is not defined as an International Level Athlete by the relevant International Federation
- An Athlete who is a member of the squads and has competed in the events listed in the section below

Additional categories of a National-Level Athlete (Criteria 4b and 6) for the sport of lawn bowls are:

Criteria 4b

- ✓ International Junior competitions

Criteria 6

Athletes competing in:

- ✓ British Isles Bowls Championships (Men and Women)
- ✓ British Isles Bowls International Series (Men and Women)

Recreational Athlete

It is also the responsibility of UKAD to determine what constitutes a “Recreational Athlete”. Under the 2021 UK Anti-Doping Rules, this is defined as:

- An Athlete who is under the jurisdiction of the NGB and who, within the five years prior to committing any Anti-Doping Rule Violation, has not been an



International-Level Athlete (as defined by each International Federation) or a National-Level Athlete (as defined by UKAD);

- has not represented Great Britain or any other country in an International Event in an open category; and
- has not been included within any Registered Testing Pool or other whereabouts information pool maintained by any International Federation or National Anti-Doping Organisation