



## **Unsung Hero of the Year**

### **Nominee**

Name of Nominee: Raymond Woods

County: Warwickshire

Club: Erdington Court

### **Why do you feel this person deserves to be recognised for their contribution as an Unsung Hero?**

As the Club's Marketing Officer, Ray has worked tirelessly over several years to promote the Club within the Community in an effort to increase membership, inclusivity and diversity. Just some of Ray's many endeavours are listed below:

- During Covid, Ray made every effort to keep in contact with existing members, in particular through regular phone calls to those whom he knew were suffering with isolation.
- Ray has recently been involved in setting up "Bowls Bash" sessions to encourage the general public and in particular a younger target group to discover the enjoyment and benefits of playing bowls.
- He has also been heavily involved with local associations to promote the "Bowls for Health" programme.
- Ray has helped organise regular bowls sessions for special needs groups and worked to obtain funding to purchase disability aids so that the Club is more accessible to those with special needs.
- Ray has organised community networking events at the Club to help interaction between organisations in the local area and to raise general awareness of the Club's facilities.
- He has organised various charity fundraising events at the Club to raise funds for the local cancer support centre and Parkinson's association
- Ray is currently involved with the Club being appointed as a "warm space" for local residents, in addition to arranging the collection of foodstuffs at the Club for distribution to local foodbanks.
- Ray recently enrolled on the Level 1 bowls coaching course and encouraged others within the Club to do likewise. We will have increased the number of club coaches from 2 to 6.
- Ray already runs 2 evening sessions for bowlers new to the game to integrate them into the Club after they have had their initial coaching sessions.
- Ray was instrumental in the initial discussions with the BDA with regard to the Club becoming a Hub Club for the Midlands area. Thanks to his efforts, the Club was appointed as a Hub Club.
- Ray has been dynamic in obtaining and retaining sponsors for the Club, which has been very helpful in raising the awareness of the Club within the community as well as bringing in additional income. He supports the sponsors at all times by including them in external press releases and marketing within the Club.
- Based on his marketing prowess, he has been asked to write a weekly bowls column in a local newspaper, thus raising the awareness of the Erdington club and bowls in general.
- Ray also organises the bar and green-cleaning rotas. He also takes charge of stocking the vending machines, which were acquired on his initiative and help bring in further funds for the Club, as well as providing a service to members and visitors.



**Tell us more about the person you nominated.**

Ray is a family man who is retired and previously worked in marketing at Cadbury's in Birmingham. In addition to bowls, his other interests include model railways and gardening, as well as days out with his wife Elaine visiting National Trust properties. He is a trustee of the Erdington Recreational Trust, of which the Erdington Court Bowls Club is a major part.

Throughout his life, Ray has been passionate about various community endeavours, and we are extremely fortunate and grateful to have him on board at Erdington Court.