

UPDATE FROM THE CEO

SINCE STARTING THE ROLE OF CEO ON 1ST APRIL, I THINK IT'S FAIR TO SAY THAT MY FIRST 100 DAYS HAVE BEEN SOMEWHAT OF A WHIRLWIND. WITH A STRONG ADMINISTRATION BACKGROUND WITHIN THE SPORT, I'VE BEEN ABLE TO HIT THE GROUND RUNNING, IN STARTING TO ASSESS WHAT OUR KEY PRIORITIES NEED TO BE TO MOVE THE SPORT FORWARD.

DURING THESE EARLY DAYS I'VE HAD SEVERAL MEETINGS WITH THE BOWLS DEVELOPMENT ALLIANCE, THE MANAGEMENT TEAMS FROM THE OTHER BOWLS CODES AND OUR OWN, NEWLY FORMED BCGBA BOARD. THESE MEETINGS HAVE GIVEN ME LOTS OF OPPORTUNITIES TO START COLLABORATIVE DISCUSSIONS OF HOW WE CAN ALL WORK TOGETHER TO DRIVE THE MUCH-NEEDED DEVELOPMENT OF THE SPORT.

OUR NEW BCGBA BOARD STRUCTURE ALLOWS THE ASSOCIATION TO BE PROACTIVE AND MORE AGILE IN AN EVER-CHANGING LANDSCAPE. WE HAVE SOME STRONG CHARACTERS IN-SITU, WHO HAVE VAST EXPERIENCE, AND SKILL SETS, OF BOTH BOWLS AND ORGANISATIONAL OPERATIONS – SOMETHING THAT WE HAVE MARKED AS A KEY PRIORITY.

FOLLOWING THE PUBLICATION OF OUR FIRST BCGBA BOWLERS SURVEY, WE HAVE IDENTIFIED TWO INITIAL PROJECTS THAT WE HAVE ALREADY STARTED TO MAKE PROGRESS ON – THE MARKETING/COMMUNICATION OF OUR ASSOCIATION AND THE NEED TO HAVE A NATIONAL DEVELOPMENT STRATEGY TO GROW THE SPORT. ON SATURDAY, REPRESENTATIVES FROM EVERY COUNTY ASSOCIATION WILL SEE DETAILED PRESENTATIONS ON BOTH OF THESE AREAS, AND WE WILL SHARE DETAILS WITH THE WIDER BOWLING COMMUNITIES SHORTLY AFTERWARDS.

SINCE I STARTED IN ROLE, IT'S BEEN GREAT TO MEET SO MANY BOWLERS AT THE BCGBA COMPETITIONS THAT I'VE ATTENDED. I THINK IT'S FAIR TO SAY THAT THERE ARE A LOT OF INDIFFERENT VIEWS OF THE ASSOCIATION ACROSS THE SPORT, BUT THAT IS SOMETHING THAT THE BCGBA BOARD AND MYSELF ARE DETERMINED TO CHANGE. AS OUR COMMUNICATION IMPROVES, SO WILL THE TRANSPARENCY OF OUR ACTIONS AND DECISIONS, AND HOPEFULLY THIS WILL LEAD TO GAINING THE TRUST OF BOWLERS.

I'M UNDER NO ILLUSIONS THAT THERE IS A LOT OF WORK AHEAD, AND IT WOULD BE REMISS OF ME NOT TO THANK MY PREDECESSOR, MARK BIRCUMSHAW, FOR THE HARD WORK AND DEDICATION THAT HE PUT INTO THE ROLE. THE ONE THING THAT I CAN ASSURE YOU IS THAT I'LL BE DEDICATED TO DELIVERING INITIATIVES TO IMPROVE THE WAY THAT CROWN GREEN BOWLS IS VIEWED AS A STEREOTYPE.

FINALLY, I'D LIKE TO THANK THE BOARD MEMBERS AND OFFICERS OF THE ASSOCIATION FOR EVERYTHING THAT THEY'RE DOING. BY WORKING TOGETHER, WE CAN MAKE THE CHANGES THAT ARE NECESSARY AND DELIVER THEM IN A TIMELY FASHION.

I LOOK FORWARD TO SEEING MORE OF YOU AT OUR EVENTS AS THE SEASON PROGRESSES.

PAUL ASHMORE

CEO, BCGBA



Paul Ashmore