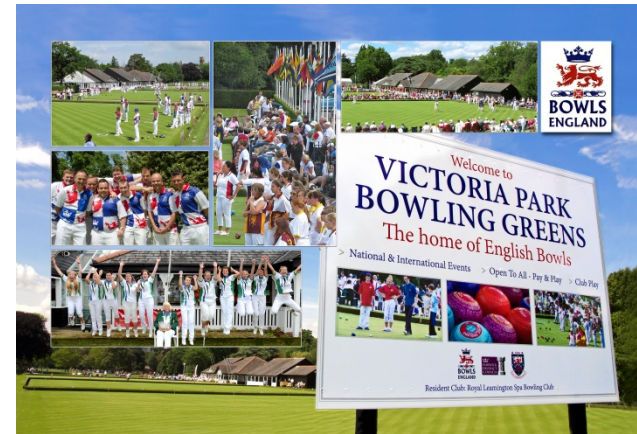




BOWLS &
PARA BOWLS
VENUE
2022



Commonwealth Games Project



ENHANCED
ENVIRONMENT
PHYSICAL ACTIVITY
& WELLBEING

PROMOTING
ENTERPRISE
TOURISM
& EVENTS



Commonwealth Games

- 6,000 athletes from 71 nations
- Gold Coast 2018:
 - TV audience of 1.5 billion people
 - Over 1.2 million tickets sold
- Lawn Bowls:
 - Competition every day of the Games
 - Includes Para Bowls events
 - Minimum 2 sessions a day
 - 240 competitors from 28 nations in 2018
 - 3,000 spectators & competitors/officials per session
 - Potentially c.5,000* (+) visitors daily

* some ticket holders may have tickets for both sessions

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Vision

Building peaceful, sustainable and prosperous communities globally, by inspiring Commonwealth Athletes to drive the impact and ambition of all Commonwealth Citizens through sport.

State of Play

- Commonwealth Games Federation Partnership
- Birmingham 2022 Organising Committee
- BCC Commonwealth Games Project Links
- WDC Project
 - 2018-2019 (Initiation Stage)
 - 2019-2022
 - subsequent delivery stages
 - final stage (27th July - 7th Aug 2022)
 - post project



WDC Commonwealth Games Project Objectives/Opportunities



1. Successful CG Bowls & Para Bowls

- **Fantastic Event & Host Reputation**
 - Raising profile of Royal Leamington Spa and the District to global audience
- **Volunteering Opportunities**
 - Birmingham 2022 volunteers (recruiting 2020)
 - Warwick District Council volunteers (tbc)
- **Home Games and Crowds**
 - Team England Friends/Fans Base, Warwickshire College (Leamington Campus)
- **Birmingham2022 Build-up Events**
 - Queen's Baton
 - Business Expo
 - Culture Programme



2. Improved Bowls Venue, Competition, Participation & Diversity

- **CG2022 Legacy Venue Enhancements:**
 - Greens and permanent lighting ('A' Green)
 - Power supply and PA system
 - Accessibility
- **Junior (inclusive) Bowls Initiative**
 - Ensuring the next generation of bowlers
 - Junior bowls fun competitions
- **Royal Leamington Spa Bowling Club**
 - Resident club support and development
 - Establishing a junior section



3. Enhanced Victoria Park Facilities, Access and Riverside Links

- Improved signage and accessibility provision
 - Within and to Victoria Park
- Last Mile (Railway Station to Victoria Park)
 - Street Dressing & Wayfinding
 - Birmingham 2022
 - WDC 2022 - we will 'request' permission for our own satellite venue logo
- Spectator + Friends, Family & Fans Walkway
 - Enhanced route from Warwickshire College (Leamington Campus) to Bowls venue



4. Raised Awareness of the Wellbeing Benefits of an Active Lifestyle

- Annual Countdown Sport & Culture Event
 - 27th July (rotating through district each year)



- Commonwealth Day
 - 2nd Monday in March



Commonwealth Day

- Local Events, Programmes and Promotions
 - Local engagement opportunities promoting physical and mental health
 - Linking into existing WDC events and other local events
 - 2019 National 'Wellbeing Year'
 - School visits by local CG medalists/sports ambassadors
 - Everyone Active stakeholder support



5. Maximised Opportunities for Local Enterprise, Culture, Tourism; and Showcasing WDC's Reputation for Events Delivery

- **Raised Profile & Business Opportunities**

- Project's stakeholders
- Birmingham2022 contracts
 - Birmingham 2022, C&W Chamber of Commerce and WDC support & briefings



- **Pre-training Camps**

- Smaller countries with links
- WDC Leisure Facilities
- Warwick University & WCG sport & accommodation facilities



- **Major Events & Tourism**

- Enhances reputation & contribution to local economy
- Showcases our beautiful district & attractions

