

Become an FFLB “Bowls Social Club” partner





The BSC Label

(Bowls Social Club)

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This Label is awarded to establishments wishing to represent the image of lawn bowls in France and meeting the charter of excellence
Bowls Social Club.

It is granted for a duration of 3 years, and symbolised by a trophy hand-delivered at the inauguration of the Bowls Social Club area of the establishment.

It is the subject of an engagement contract between the FFLB and the labelled partner.

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*In 2017, the Fédération Française de Lawn Bowls created the **Bowls Social Club** Label.*

This Label of Excellence is intended for all establishments wishing, as part of developing a new activity, to promote the sport of lawn bowls along with “the social club spirit”.

Our team is at your disposal at the headquarters of the Fédération in Lyon. You can visit the first Bowls Social Club of France, at the Domaine Les Ranchisses (Ardèche), from the 2nd of June 2018.

Patrick Duvarry
President of the FFLB



FFLB headquarters

*52 quai Rambaud 69002 Lyon,
built by the great architect Rudy Ricciotti,
creator of the MUCEM in Marseille.*



What exactly is lawn bowls?

A little history

Lawn bowls, also called boulingrin, is a game that originated in England. It is commonly practiced throughout the Commonwealth but remains virtually unknown in other countries. It is a bowling game that is similar to lawn curling, or any other ball sport such as boule lyonnaise or raffa volo. Lawn bowls distinguishes itself by the shape of its balls and by the type of its turf or green carpet, which is almost 40 metres long.

Although it is estimated that this game goes back to ancient times, it is from the XIIth century that it started becoming popular in England. While establishing its colonies, England helped make the sport popular in Australia, Canada and the United States.

As lawn bowls is played by men and women alike, the games are often played in the mixed format. It is an elegant sport, and one where teamwork is of utmost importance.

The World Bowls Federation, based in Edinburgh, comprises more than 50 countries. Lawn Bowls is one of the most played bowling sports in the world with more than 7,500 clubs. Australia is one of the countries where lawn bowls is extremely popular. Hong Kong, meanwhile, founded its Federation in 1961.

After boule lyonnaise, raffa volo and pétanque, it is now lawn bowls that is the latest rage in China, the only country to have its capital of bowl sports.

Rules of the game

The basic goal is to place more balls than the opponent near the jack.

The game is divided into ends that are completed when all players have rolled, in turn, all their balls. The points are then counted, and each ball placed closer than those of the opponent counts as a point. For the next end, the game is reversed, and the mat is moved. Players must always keep one foot on, or, on top of the mat when rolling their balls. If their ball falls into the ditch, it is declared as dead. Finally, lawn bowls can be played by anyone.

Equipment

FIELD

The bowling green, a flat turf or carpet (outdoor and indoor), must measure at least 36.6 m². It is surrounded by a sand ditch and is divided into 6 tracks that allow 6 games to be played at the same time. A mat is placed on the track to mark the place where the players roll their balls. It is moved at the end of each end.

BALLS

The balls used for lawn bowls are of different sizes and must weigh up to 1.59 kg. They are slightly shaved at both poles. One side is heavier than the other, which gives them a bias.

JACK

The jack is a little white ball that serves as the target. The objective of the game is to have a maximum of balls closer to the jack than those of your opponent.

DRESS CODE

Traditionally, lawn bowls players are dressed in white (pants, shirt and cap). Today, these dress codes are not always followed, even though it remains appropriate to wear a neat and chic outfit.



So why is having a Bowls Social Club label so special?

→ Be the proud recipient of a Label of excellence

Give yourself a high-profile image or build one by being part of a "social club".

→ Be part of the highly exclusive BSC

20 members over the next 5 years.

→ Attract new international customers

Develop new markets with Anglo-Saxon and Asian customers.

→ Offer a new activity

Accessible to all and distinctive:
more than just a sport, it's a way of life!

The FFLB commitment

→ Visibility across all media of the FFLB

- Website, social media, press releases, newsletters among others
 - During promotion campaigns for lawn bowls: seminars, training, tournaments...

→ Support from the FFLB

- When setting up the Lawn Bowls offer in the establishment: technical support regarding facilities, training for players and much more.
- At private events such as inaugurations and other occasions.

→ Benefits of the FFLB network

Being in touch with 7,500 clubs and more than 50 international federations as well as our equipment suppliers and our press/media network.



Application process

1 - Application

Send the following documents to the headquarters of the Federation by email to contact@fflb.fr:

- A signed letter from the management of the establishment explaining the reasons and purpose for becoming a Bowls Social Club partner.
- Characteristics of the establishment (location, description of its uniqueness, history and other details).

2 - Review of the application

Based on this application, the establishment will be informed whether its application will be reviewed further.

In this case, it will have to send to the Federation additional documents that will constitute the official application. An on-site visit may be necessary.

This application includes a request for a quality audit financial contribution amounting to €500 excl. tax.

3 - Selection of the file

This completed application will be subject to:

- An in-depth review by the management team of the Federation,
- A visit to the establishment,
- An interview between the management of the establishment and the management team of the Federation,
- A synthesis report.

The decision will be notified to the applicant as soon as possible.

4 - Quality monitoring and inspection after selection

As part of monitoring the quality of the services offered, inspections will be organised during the 3-year period for each establishment.

Failure to comply with the quality criteria or with the FFLB Bowls Social Club charter may lead the Federation to exclude the establishment.

Selection criteria

The idea is to be in line with the vision, mission and values of the FFLB, and share its ambitions, broad policies and objectives.

Of course, it is equally important to want to develop a new activity and, especially, be a true ambassador of the spirit of "Bowls Social Club" given that more than a sport, it is a way of life that is being offered.

1 – Compliance with the Bowls Social Club charter (see page 10)

2 – Compliance with the evaluation criteria for the equipment of the establishment (see page 9)

- The lawn bowls field
- The sport facilities
- The Club House
- The restaurant
- The event equipment

3 – Mandatory BSC offer

- Hourly field reservation (55 minutes)
- Open at least 5 days a week including 1 day on weekends
- Shoes for hire or mandatory use of appropriate footwear
- Bowls/mats for hire
- Scorers
- TV with privileged access to sports reports and lawn bowls
- A welcome for tips and training
- An opportunity (at least one Saturday per month) to provide courses

4 – Quality control

- Internal quality control for compliance with commitments
- Availability to receive a member(s) of the FFLB control commission

5 – Pre-conditions

The Bowls Social Club activity must be complementary to a primary high-end activity such as golf, tennis, spa, restaurant, or event activity.

FOCUS

Equipment evaluation system

Our labelled clubs are certified on a set of 5 required services, with a score ranging from 1 to 5 ☆. To obtain the label, they must obtain at least 4 ☆ on each of the criteria.

1 - Field (1 TO 5 ☆)

The establishment must have at least 2 lawn bowls fields corresponding to the official regulatory criteria and be labelled by CST Global as World Bowls-compliant (ideally a 40x40 metres bowling green).

2 - Sports facilities (1 TO 5 ☆)

The establishment must have sports facilities complementing the lawn bowls offer with spaces dedicated to other sports or leisure activities (golf, tennis, pétanque, spa, etc.) and quality equipment (luxury accommodation, locker rooms, showers, etc.).

3 - Club house (1 TO 5 ☆)

- There must be a place near the lawn bowls fields where players can relax and get a drink (bar/cafe) or a quick bite before, during and after their game.
- This place must serve quality food and drinks, and have a 'social club' ambience with a giant screen.

4 - Restaurant (1 TO 5 ☆)

The establishment must include at least one restaurant offering quality cuisine (freshness, regional variety, bistronomy). Customers should be able to enjoy the chef's culinary skills.

5 - Warm and friendly experience (1 TO 5 ☆)

The establishment staff will have to be devoted to the well-being of its customers by providing them quality service for an unforgettable stay. Quality events must be regularly organised at the establishment for the customers.

BSC Charter

The Bowls Social Clubs members commit to:



Premium Quality

Create an unforgettable experience with sterling high-quality service.



Relaxation

Create an ambience where players can let their hair down and unwind.



Way of life

Make each moment exquisite and unique by fostering elegance and a 'social club' spirit.



Sporting culture

Encourage sports and relaxation for ensuring maximum leisure and improvement.



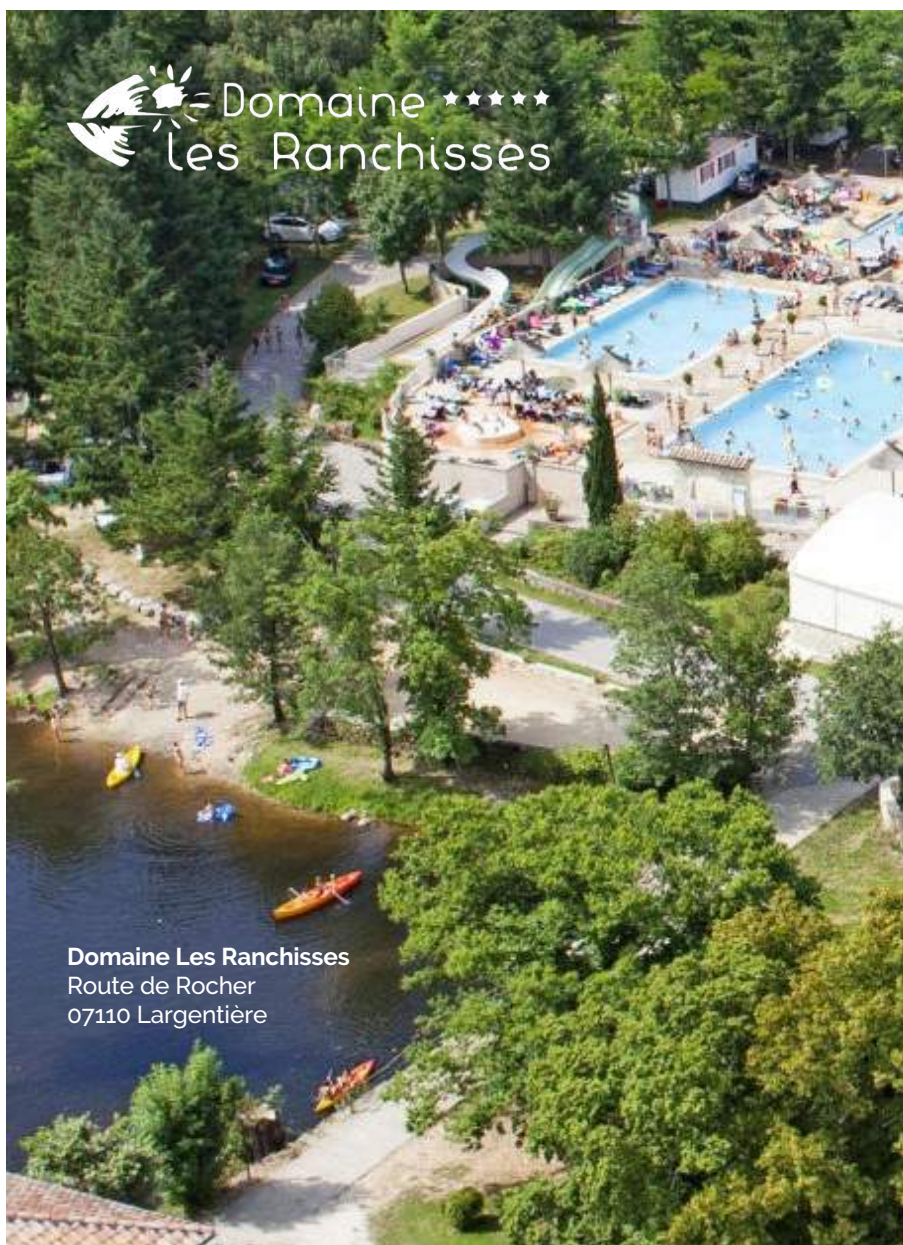
Warm and friendly atmosphere

Develop a warm and convivial ambience so that everyone feels like they never left home.



Respect

Every customer is always treated with respect and consideration, and is respected regardless of his or her differences.



Bowls Social Club

2nd of June 2018,
the FFLB inaugurates the first
Bowls Social Club in France
at the Domaine Les Ranchisses,
in Ardèche.

Created in 1981, the Domaine Les Ranchisses is managed by Véronique and Philippe Chevalier, and offers outdoor or traditional hotel accommodation, event reception for groups, rental cottages throughout the year, and also has a wellness and fitness centre.

Learn more about the Domaine:
www.lesranchisses.fr

Learn more about their Lawn Bowls offer:
www.lesranchisses.fr/lawn-bowls

Our partners

Official partners



AeroBowls is the world's leading manufacturer of lawn bowls. The Australian brand is a market leader in Australia and New Zealand and is quickly becoming a force in the UK and Europe.

To know more, visit
<https://aerobowls.co.uk/bowls>



The world's leading supplier of bowls surfaces, Dales supplies artificial indoor and outdoor bowls surfaces that are used for all major competitions at international and club level.

To know more, visit
<http://www.dalessports.co.uk>

Press partners



Bowls International is the world's leading magazine for bowling games. It sets a benchmark in the news of lawn bowls competitions.

To know more, visit
<https://bowlsinternational.keypublishing.com/>



Inside Bowls is the first free international newspaper dedicated exclusively to lawn bowls. It offers the latest on lawn bowls events from all over the world.

To know more, visit
<http://www.insidebowls.com/>

The global network of Lawn Bowls



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WORLD BOWLS

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To know more about all the international federations,
[visit the World Bowls website](http://www.worldbowls.com)

The background image shows a lawn bowls competition in progress. In the foreground, two players wearing blue shirts with 'FRANCE' on the back are seen from behind. Several black bowls are scattered on the green lawn. In the background, other players are visible, along with three flagpoles flying the flags of France, Monaco, and Israel. The scene is set outdoors with a dense line of trees in the distance.

We look forward to
welcoming you!



www.fflb.fr
contact@fflb.fr