



2021 CLUB SURVEY REFLECTIONS

based on
responses from
368
affiliated clubs

COMMUNICATION

93%
of clubs were
satisfied with the
information
Bowls Scotland
had provided

83%
of clubs agreed
communication /
guidance and support
on COVID was
informative, clear,
timely and quality

SUPPORT

79%
of clubs agreed that
Bowls Scotland's club
information, support
and resources were
informative, clear, timely
and quality

90%
of clubs were
aware they had
an NDO for
their area

73%
of clubs engaged
with their NDO
(up from 51%
last year)

MEMBERSHIP

68%
of clubs managed
a partial season.
With 88% playing
internal club
competitions

65%
offered either a
discounted or
free membership
to existing club
members

70%
of clubs estimated
that between
76-100% of their
members renewed

21%
of clubs delivered a
recruitment event
46% of these were
through the Try
Bowls programme

10%
of clubs were
at risk of
closing in
2020

20%
of clubs have
been at risk of
closure at
some point
during the
pandemic



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CLUB PRIORITIES FOR 2022

84%
of clubs said
**RETAINING
MEMBERS**

76%
of clubs said
**RECRUITING
MEMBERS**

60%
of clubs said
taking part in
COMPETITIONS

TOPICS CLUBS ARE INTERESTED IN

**DISTRICT
FORUMS**

**COACHING
COURSES**

**CLUB
DEVELOPMENT
WORKSHOPS**

KEY RECOMMENDATIONS

Bowls Scotland to review how we communicate with clubs to ensure continuous improvement

Bowls Scotland to provide a comprehensive calendar of events including competitions, workshops, coaching courses and forums

Bowls Scotland to continue to provide direct support to clubs through the NDO network

Bowls Scotland to assess the impact of the Club Crisis Fund and further investigate clubs identified as being at risk of closure

Bowls Scotland to continue to raise the profile of the sport and share best practice across clubs