

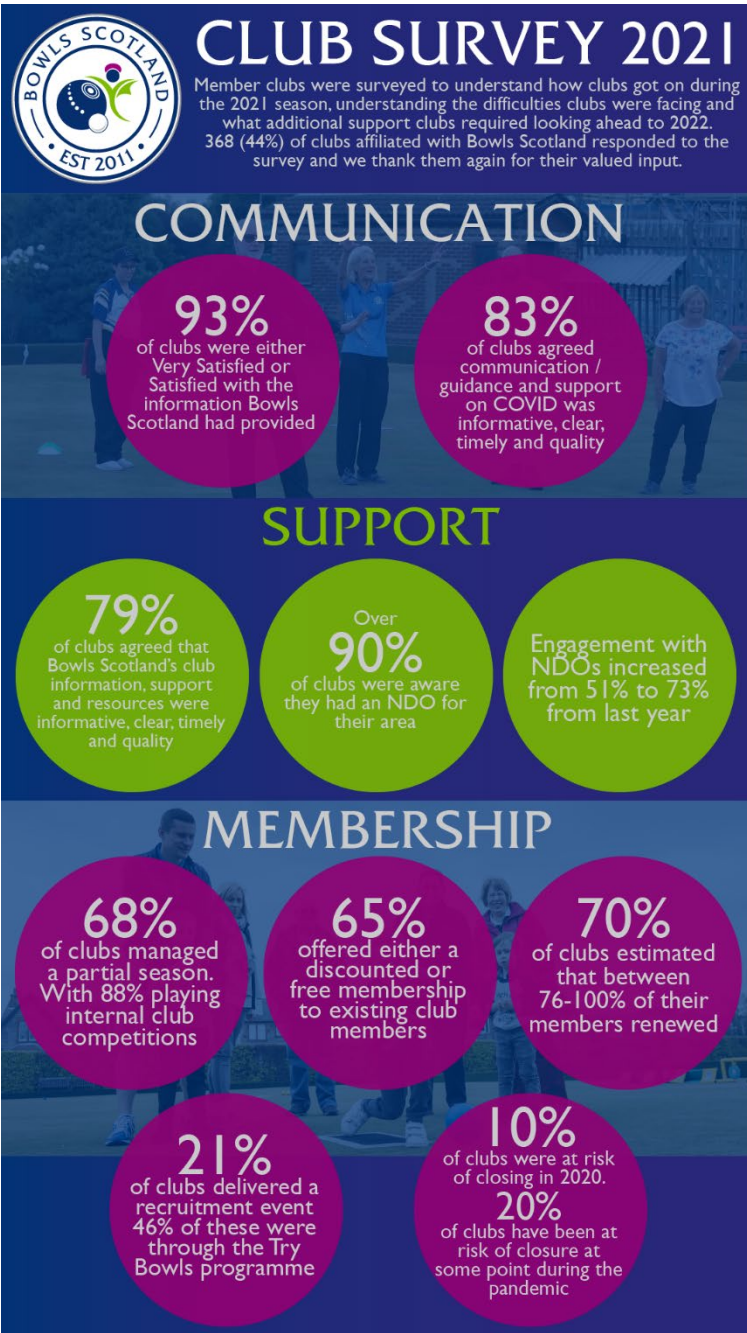


**Season 2021  
Club Survey Analysis**

## Introduction

In August 2021, Bowls Scotland surveyed member clubs to gather information on what additional support is required going into 2022 as well as gaining insights and reflections on the 2021 season. 368 (48%) of our affiliated clubs, covering all 32 Bowls Scotland Districts, responded to the survey.

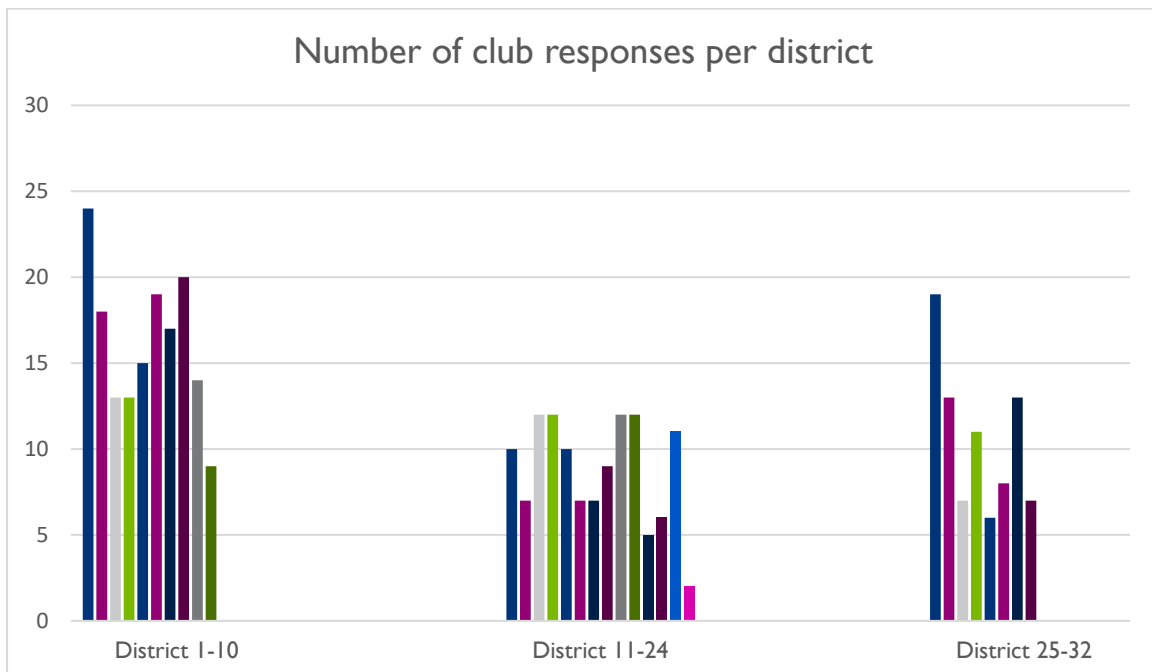
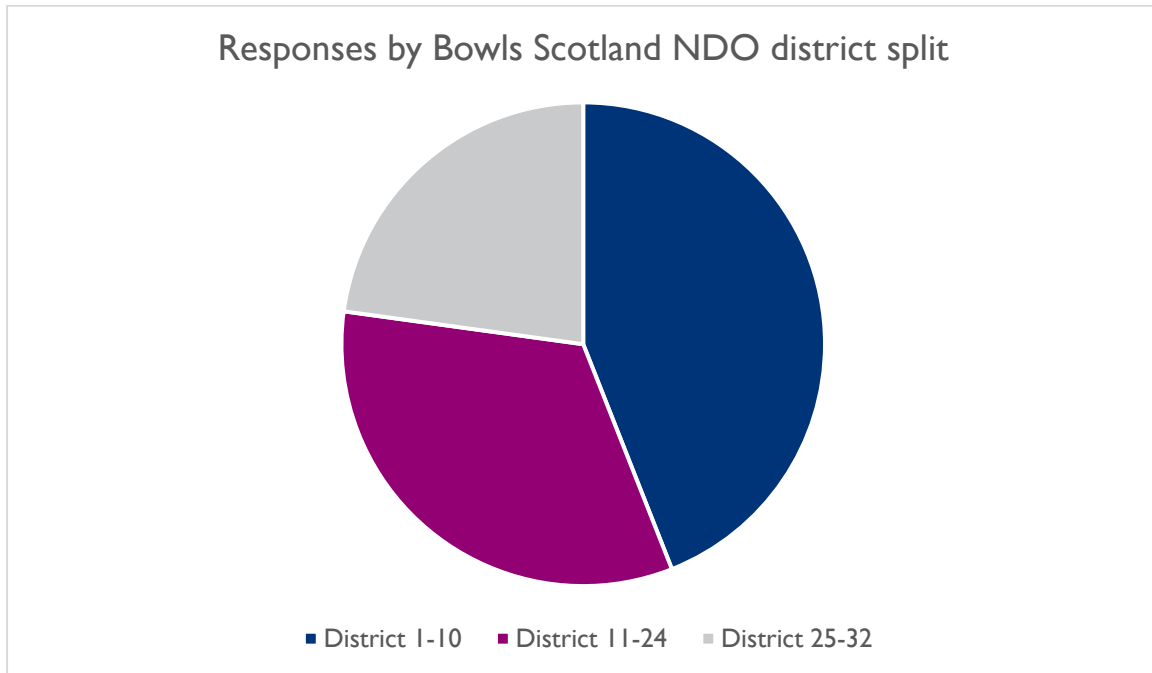
The key summary provides an initial snapshot of the responses from clubs with the full report providing more detailed information on responses by clubs.



## Bowls Scotland Responses by District

368 clubs (44%) responded to the survey, with at least two clubs in each district responding.

The highest number of responses came from the Fife Local Authority area – consistent with the 2020 survey returns.



## Membership

10% of clubs responding to the 2020 club survey, stated that their club was at risk of closing. As the pandemic and restrictions continued, this has increased to 20% of respondent clubs (72) stating their club has been at risk of closure at some point during the Covid-19 pandemic.

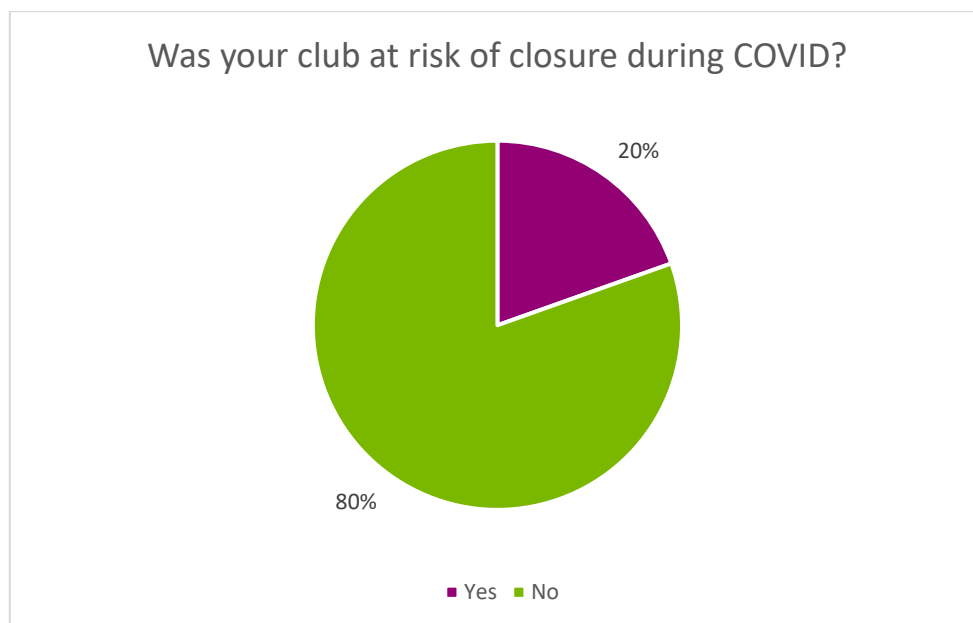
This was due to a variety of factors including:

- members isolating or not returning to play
- clubs being in lockdown and not able to open
- impact on sources of income via use of club facilities i.e. bar, functions.

Several clubs did note the importance of support received from Government grants during the time as being vital to allowing them to survive.

From information shared by clubs eligible for government grants, financial support through the various government grants and loans of more than £6million was accessed by clubs across our sport.

Furthermore, the Bowls Scotland Club Crisis Fund has provided support of £32, 941 to 35 clubs over the course of the COVID pandemic so far. A further round of this funding is continuing to support clubs at risk.



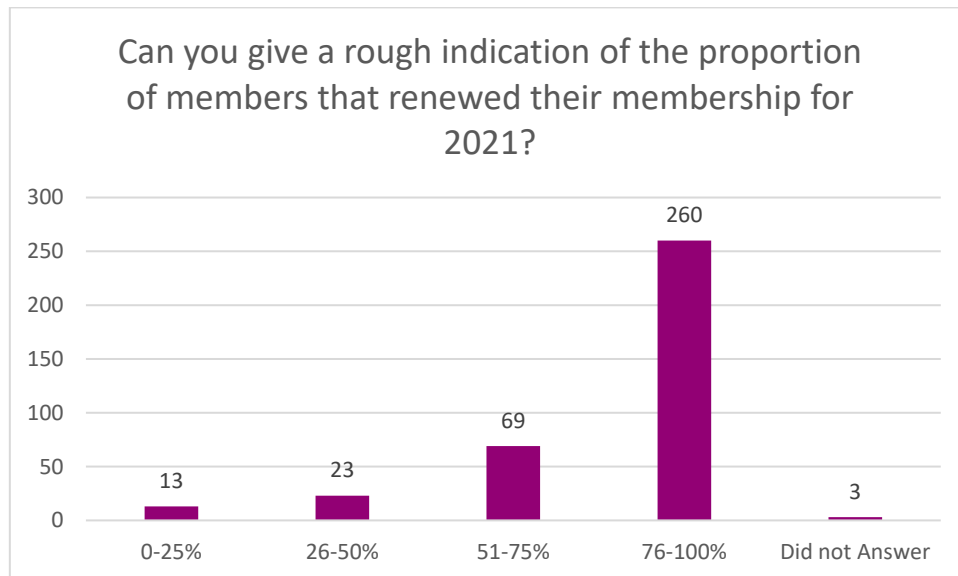
Clubs were asked about what they offered their existing members to encourage them to renew their membership for the 2021 season.

65% (239) of clubs who responded offered either a discounted or free membership to existing club members. Some other things offered to members by clubs included:

- free entry to club competitions
- only asked for a donation for membership
- bar vouchers

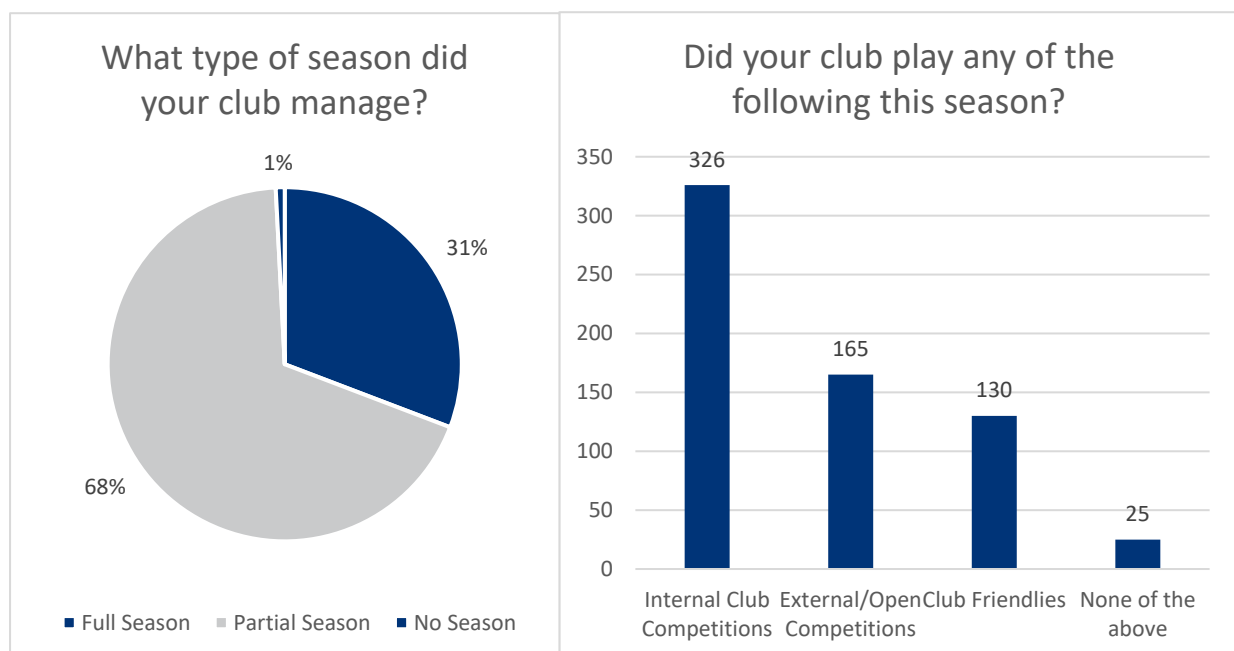
70% (260) of respondent clubs estimated that 76-100% of their members renewed their memberships for 2021.

Just under 10% of respondent clubs had 50% of their members renew for season 2021.



The table below demonstrate the type of season that clubs were able to have along with the types of matches being played during the 2021 season.

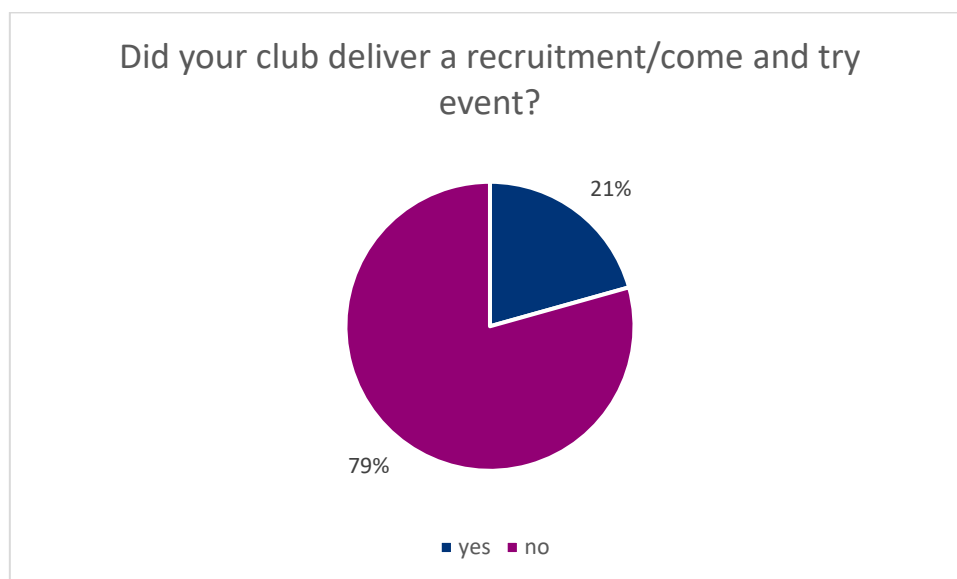
68% of respondent clubs (251) were able to get a partial season played in 2021, with 88% of clubs managing to play internal club competitions during the 2021 season.



21% of respondent clubs (76) noted they delivered a recruitment/come and try event during the 2021 season.

Only 35 clubs (46%) who identified delivering a recruitment event said this was through Bowls Scotland's Try Bowls programme. Some of the reasons clubs did not utilise Try Bowls was due to having their own system in place which had worked for the club previously, others were arranged at short notice by coaches/volunteers in the club to suit.

18 clubs (23%) commented that they had recruited new members through a variety of different methods of events including one-off events or season long initiatives for new members to encourage people to come and try the sport.



A variety of reasons were given as to why clubs did not run any type of recruitment/come and try event during the 2021 season. The most common answer was that clubs were focused on getting their own members back to the club, following guidance and keeping things mostly internal. However, some clubs noted their optimism to run something to attract new members' next season.

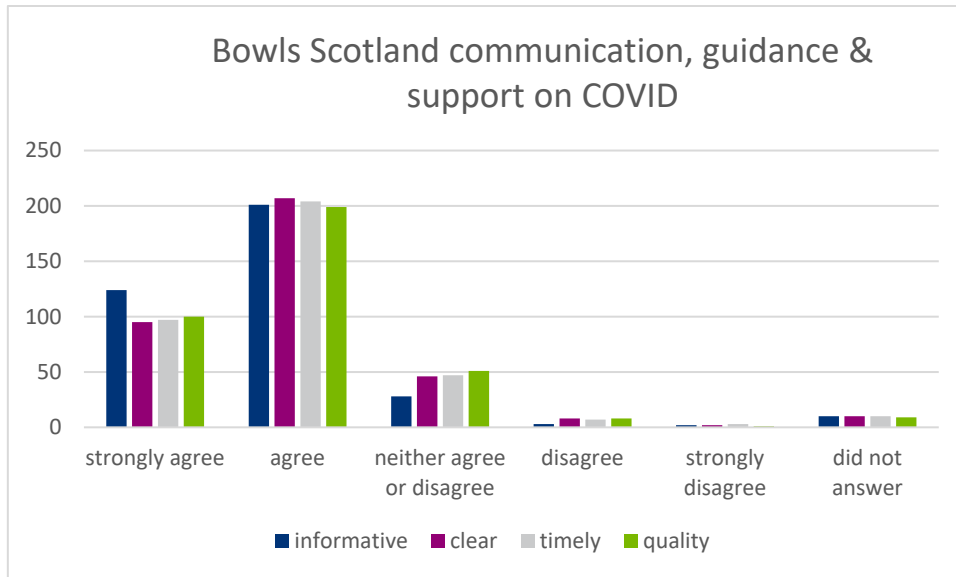
COVID restrictions played a bit part in clubs not running recruitment events in 2021 as well as:

- too late in the season when started to think about this
- lack of volunteers/members to take this on in the club
- already got new members just through their own members or word of mouth in the local community so did not require to run an event.

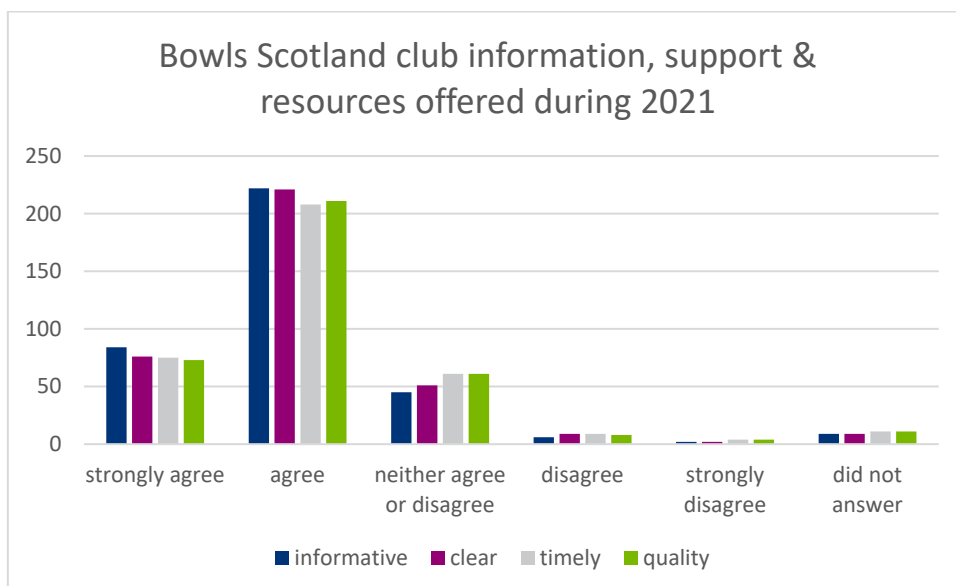
## Communication and Support from Bowls Scotland

Clubs were asked for their views on the guidance, support, and information that they had received from Bowls Scotland. The focus here was to understand clubs' views on:

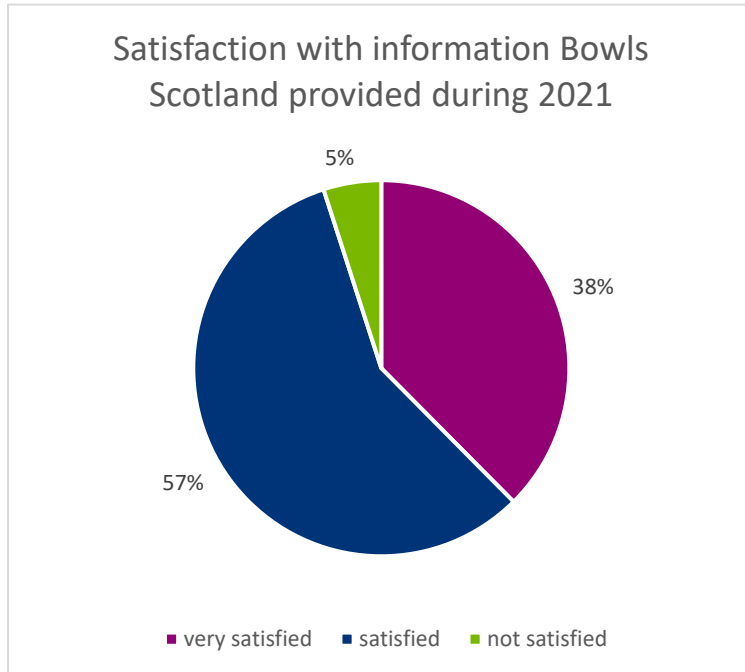
- Communication, guidance, and support relating to COVID
- Information, support, and resources provided for club development during 2021
- Clubs' overall satisfaction rating on information provided by Bowls Scotland during 2021.



83% of respondent clubs agreed that Bowls Scotland's communication, guidance, and support on COVID was informative, clear, timely and quality. This was a 3% increase from the 2020 survey. Some feedback from clubs highlighted that whilst the information was very much welcomed, at times it could be a bit overwhelming, with a lot of information and timings quite tight to changes taking place.



79% of respondent clubs Agreed that Bowls Scotland’s club information, support and resources offered to support during 2021 were informative, clear, timely and quality.



Overall, 93% of respondents were either very satisfied or satisfied with the information Bowls Scotland had provided during this time. This is a slight decrease from 98% from last year’s survey.

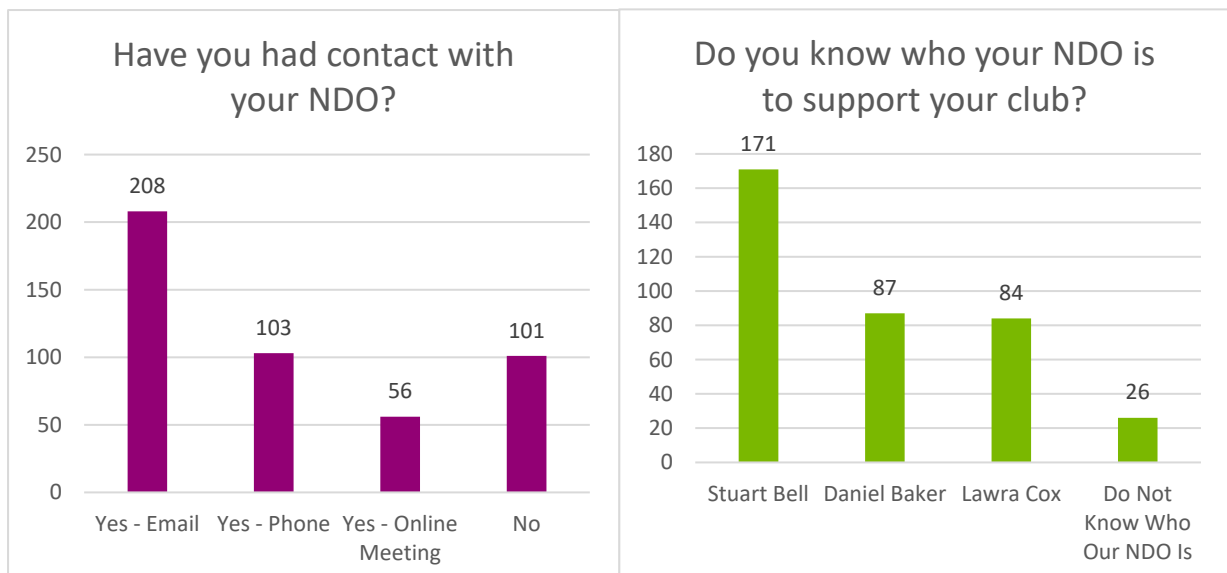
The majority of comments by clubs were positive, thanking Bowls Scotland for providing the support and guidance to help clubs out.

Some clubs felt that at times information was unclear but knew they could reach out for support and a few comments expressed disappointment around the National Championships.

### National Development Officers

Feedback was sought from clubs on their engagement with the National Development Officers (NDOs) at Bowls Scotland. The NDOs are split into district areas 1-10, 11-24 & 25-32, to provide support to clubs across the country.

Engagement with NDOs either via email, phone or online meeting has increased from 51% in 2020 to 73% in 2021. Over 90% of clubs knew they had an NDO for their area. The primary reason clubs had not reached out to their NDO was that they simply did not need to or require the support at the time. This presents opportunity to continue building this offer of support to clubs going forward.

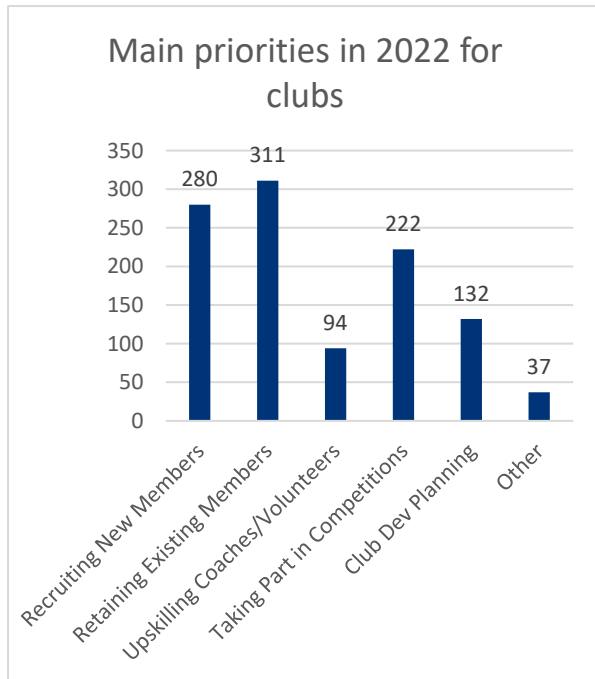




## Looking Ahead to 2022

The final section of the survey focussed on 2022.

Clubs were asked what their main priorities would be for the season in 2022, along with what types of support and resources would be of interest. This information will help to inform the club development offering from Bowls Scotland to ensure clubs continue to be supported.

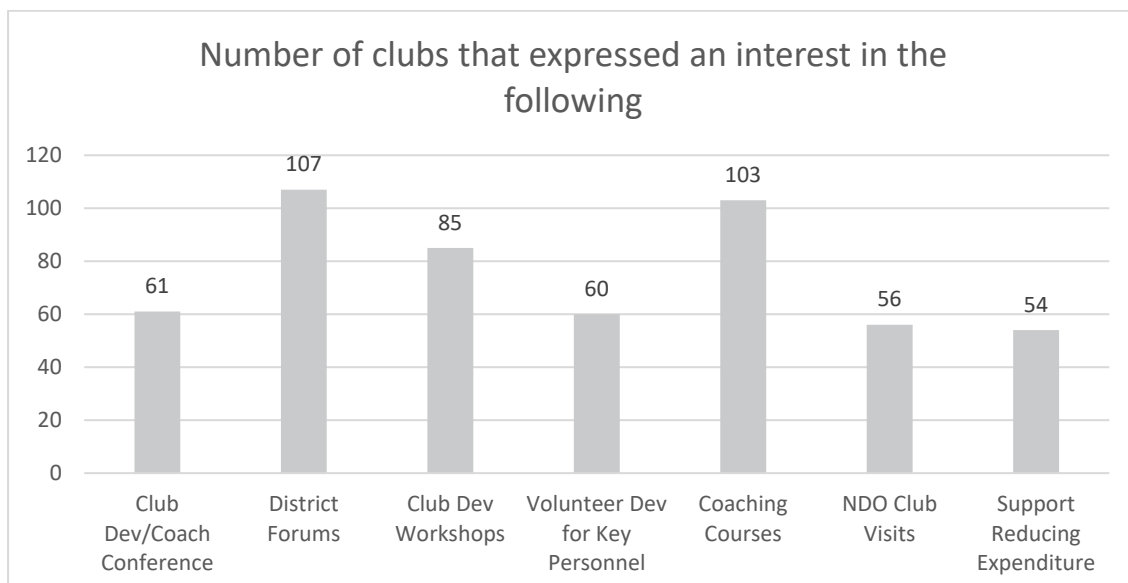


Clubs highlighted the following as the top 3 priorities for 2022:

- Recruiting New Members
- Retaining Existing Members
- Taking Part in Competitions.

Club Development Planning and Upskilling Coaches/Volunteers was still highly rated along with other things including youth development; disability/inclusive development; recruiting volunteers; and general facility upgrading.

Clubs were provided with some multiple choice options relating to specific support. District forums and coaching courses emerged as the front runner of things clubs would be interested in, with club development workshops and a coaching and volunteering support and courses not far behind.



## Key Recommendations

Once again, thank you to the 368 clubs who completed the 2021 survey, proving invaluable feedback and insight. Furthermore, all the additional comments helped to provide context and ideas and Bowls Scotland are committed to working together to continue to develop and modernise the sport.

From all the information provided by the clubs and detailed analysis of the data, below are the 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.