



# Try Bowls 2022 Season Survey Analysis



## Introduction

Try Bowls is Bowls Scotland's national campaign aimed at getting new people into bowls and increasing membership in clubs.

In 2021, we surveyed member clubs to gather information on what additional support is required - Membership growth was the number one priority going into 2022.

21% of our clubs delivered membership recruitment drives in 2021, but only half signed up to Try Bowls. Feedback from clubs suggested that there needed to be a more flexible, less prescriptive approach to supporting clubs with recruitment.

With this in mind, Try Bowls in 2022 moved from a single event sign up to a Try Bowls Club concept, providing clubs with more flexibility to help meet the needs of their club and local community.

## 2022 Season Survey

A total of 256 clubs across Scotland signed up and registered as a Try Bowls club. This represents 31% of clubs across Scotland, although we are aware of clubs who run their own recruitment events independent of the programme.

At the end of the 2022 season all 256 Clubs were asked to complete a Try Bowls survey to evaluate the support provided via Try Bowls; help identify any additional support required and evaluate the impact the programme had on membership recruitment.

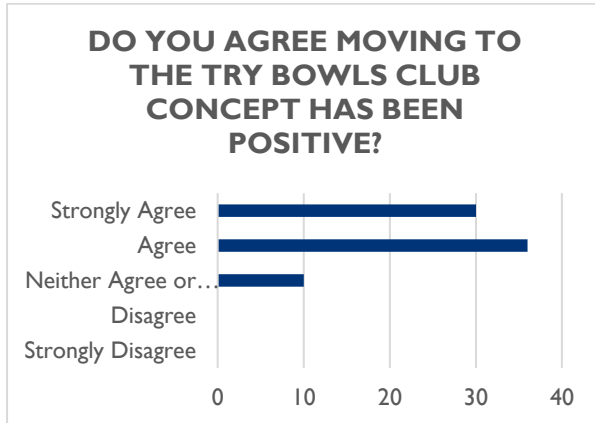
76 clubs completed the survey, a 30% representation of the total Try Bowls Clubs registered. This report provides some insights from the data analysis.



## Approach, Planning and Resources

We asked clubs if moving from a single event to a Try Bowls Club concept better reflected the variety of ways clubs can recruit new people to the sport.

Overall, 86% of clubs agreed this was a positive change.

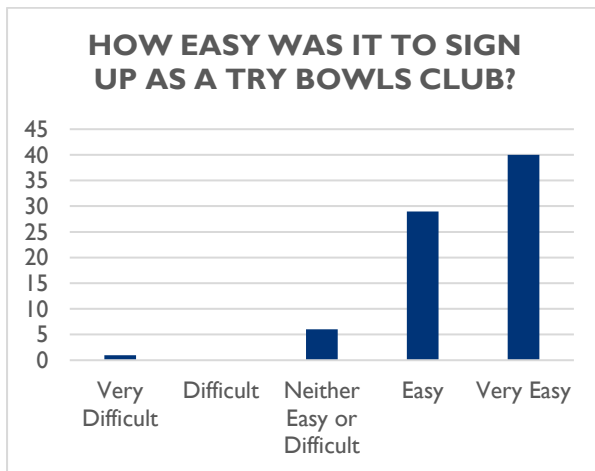


Additional Comments:

**'Very successful'**

**'It has been easier to attract people to our sport'**

We asked clubs about the Try Bowls sign up journey, overall, 90% of clubs found the process easy or very easy.

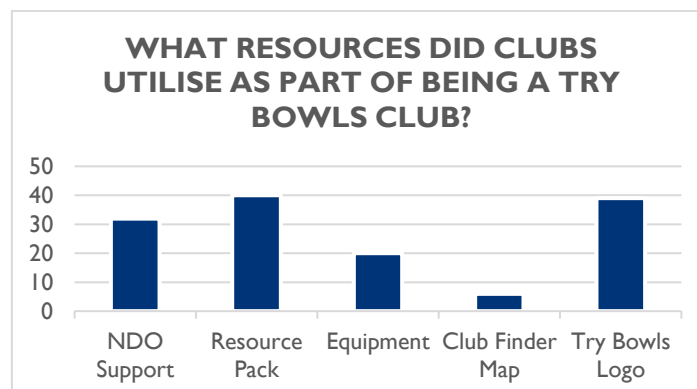


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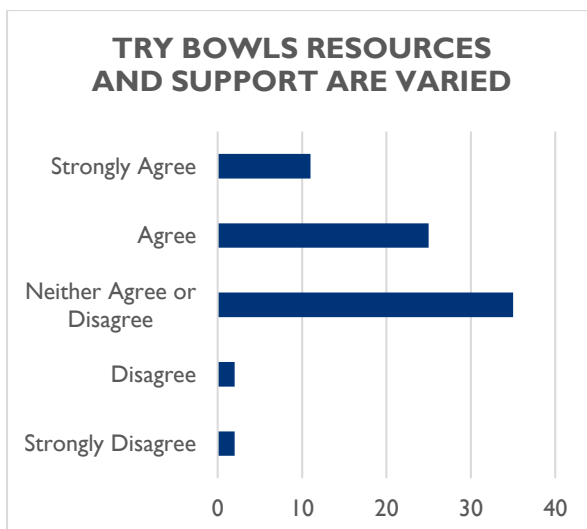
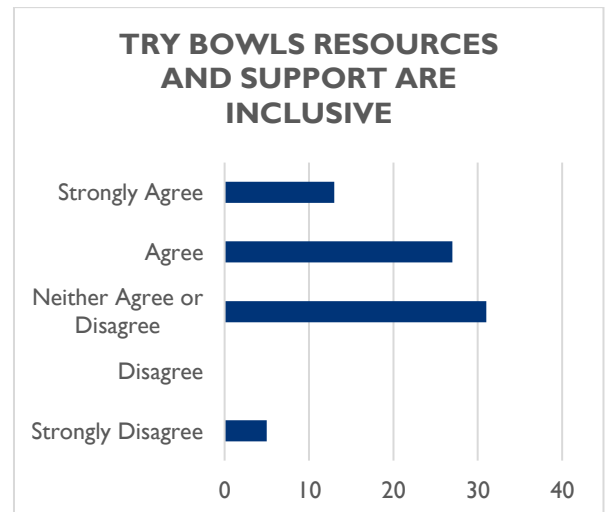
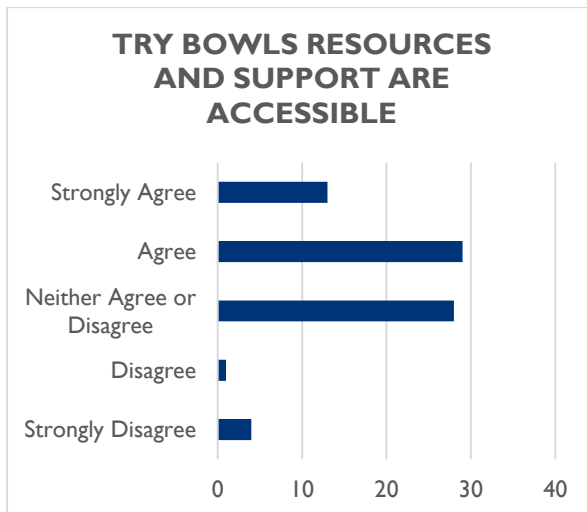
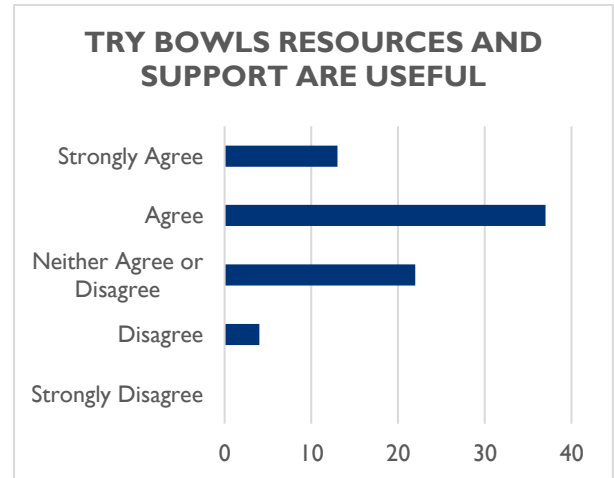
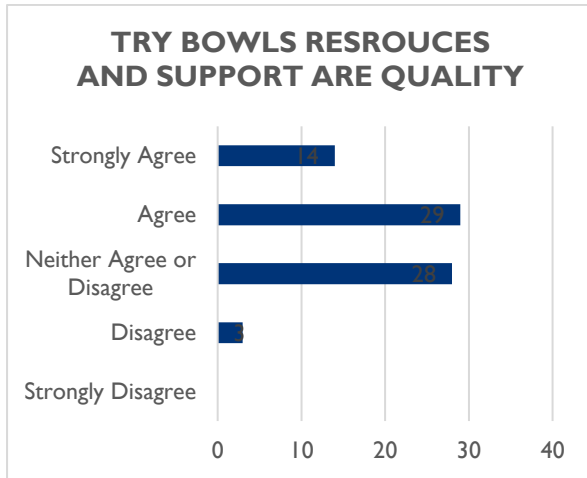
**'Signed up in previous years - did not appreciate new sign up required AND The formatting of the forms was a bit hit & miss'**

**'Very Easy as we had most of the requirements in place before signing up'**

We asked clubs what resources and support they utilised as part of being a Try Bowls club? The resource pack and logo were the most utilised source of support and resource used by clubs.

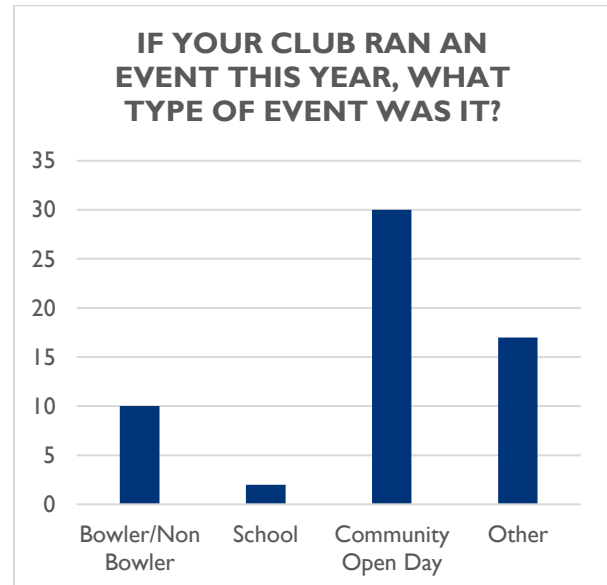
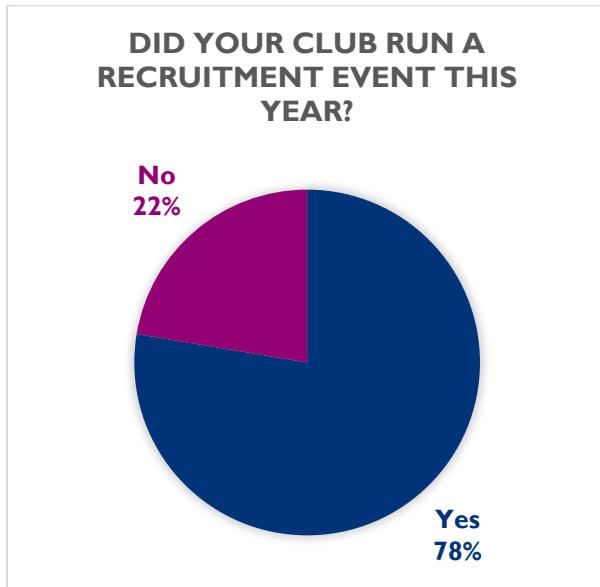


We asked clubs to rate the resources available in terms of **Quality, Usefulness, Accessibility, Inclusiveness and Variety**.



## Event Delivery

Clubs were asked a series of questions about Try Bowls event delivery and how successful these were in attracting and recruiting new members.

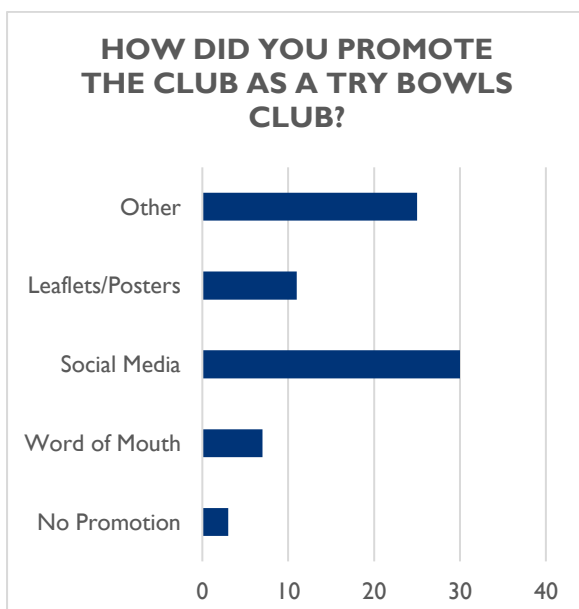


Additional Comments:

***‘New bowlers coaching sessions, kids try bowls with the local Scouts/cubs groups, Girls on the green (women’s bowling sessions with coaches for newbies and seasoned bowlers to assist and have a game) Family try bowls coaching sessions for all ages’***

***‘Schools & Scouts programme, community gala day, open day with BBQ (also an event for French visitors from village twinned with our village)’***

***‘We had 5 classes from local Primary School, backed by Sports Active (Stirling), Community Day celebrating the Queens Platinum celebrations and an Open afternoon for new members’***



Additional Comments

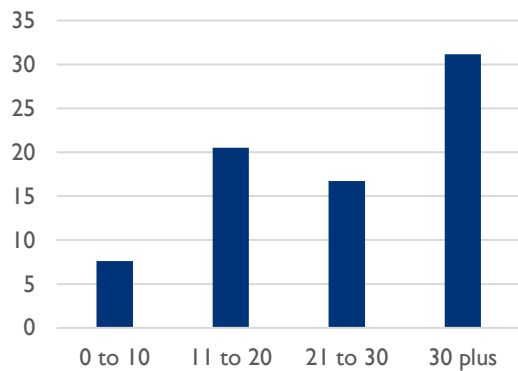
***‘Invite to local school to encourage junior members’***

***‘Posters displayed around area, Facebook and social media, local magazine article’***

***‘Business cards (also word of mouth, posters & social media)’***

***‘Handed out flyers at the local supermarket. Also, word of mouth, our Facebook page and website’***

**ON AVERAGE, HOW MANY PEOPLE ATTENDED YOUR CLUB EVENT?**



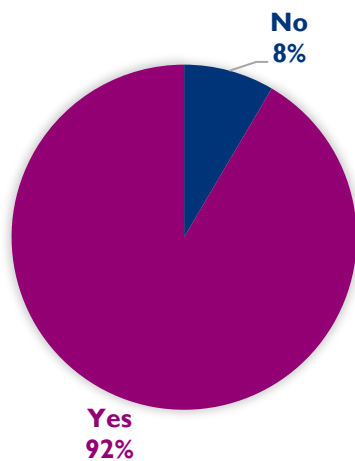
Additional Comments:

***'Differing numbers each time but averaged 8 at each event - 4 events'***

***'120 at Gala Day, 95 at Schools/ scouts, 15 at open day & 24 French visitors'***

***'5-6 people over various Sunday sessions over the season'***

**DID YOUR EVENT/S RESULT IN NEW MEMBERS?**



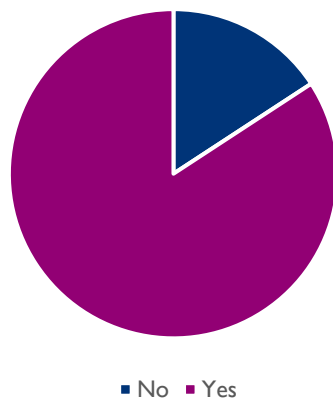
Additional Comments:

***'19 so far for Sept recruitment drive, around 15 through weekly Try Bowls'***

***'10 in total. Some directly from the event and some a few weeks later'***

***'3 joined through the afternoon Try Bowls event for new members. Approx 12-15 have come down to coaching on our Wednesday evenings in a regular basis, but not joining yet'***

**DID YOUR CLUB OFFER ANY INCENTIVES TO JOIN THE CLUB?**



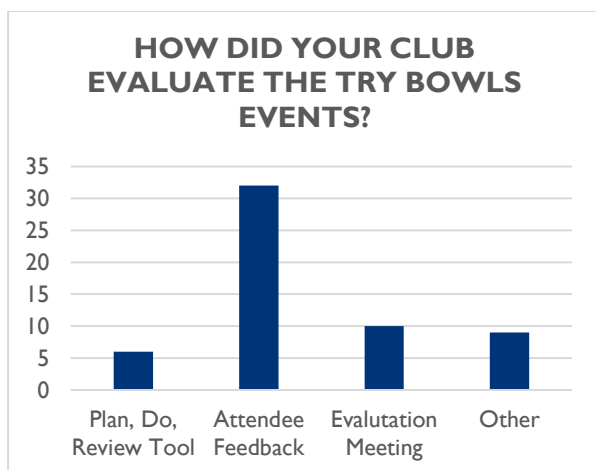
Additional Comments:

***'We now offer a scaled membership. New bowlers £30, new members who have bowled before £60. A brand-new bowler would pay Year 1 £30, Year 2 £60 and then Year three full fees'***

***'Free Trial Membership for 3 months'***

***'Free coaching lessons. Also discounted second year'***

***'£10 family membership and free membership for under 18's'***



Additional Comments:

*'Committee meeting discussion after event'*

*'No formal evaluation done'*

*'Had meeting and spoke about what we can do next'*

*'Attendee Feedback'*



Additional Comments:

*'We provide a coaching facility every Wednesday evening from 7pm, variable amount from 2-10 per week'*

*'Coaching is always available at our club free of charge'*

*'We ran a day pairs competition pairing a new member with an experienced member'*

## Recommendations

Once again, thank you to the 76 clubs who completed the Try Bowls Survey, providing invaluable feedback and insight. From all the information provided by the clubs and detailed analysis of the data, below are the key recommendations:

- **Bowls Scotland to consider providing more targeted, localised, direct support for clubs in relation to membership growth and retention, in addition to the National Development Officer support**
- **Bowls Scotland to create a working group from existing Try Bowls clubs, to review the programmes content, communication process, delivery, and evaluation**
- **Bowls Scotland to make signing up to Try Bowls as simple as possible to ensure the programme is as accessible as it can be**
- **Bowls Scotland to share a list of clubs in each Local Authority / District area who have coaches and/or equipment to encourage clubs to work together, where possible**
- **Bowls Scotland to review the resources available via Try Bowls and consult with existing Try Bowls clubs ahead of the 2023 season**
- **Bowls Scotland to ensure platforms exist for clubs to share good practice in relation to Try Bowls and membership recruitment**
- **Bowls Scotland to continue to raise the profile of Try Bowls by sharing best practice across clubs**