

# BOWLS SCOTLAND CLUB SUPPORT GUIDE

An overview of support  
and services available to  
clubs in Scotland



**W**ELCOME to Bowls Scotland's Club Support Guide. Bowls Scotland want to develop modern clubs that are welcoming, sustainable and at the heart of their local communities. This includes:

- Providing clubs with guidance and modern resources to help attract new members
- Increasing the number of women and girls playing, coaching, and volunteering in Bowls
- Providing support for coaches and volunteers ensuring they have access to high quality training opportunities at all stages of the player/coaching/competition pathway
- Ensuring safeguarding and equality legislation/good practice is at the core of all clubs

Whilst adhering to and protecting the strong tradition of our wonderful game, we want to challenge the perceptions and stereotypes through modernising our competitions and practices to welcome more people to play a sport that everyone can take part in.

This guide outlines the services and support available to clubs and is split into the following sections:

## **Club Development Support and Resources**

## **Support and Resources for Coaches & Volunteers**

## **Development Team Contacts**



# 1 Club Development Support and Resources

## National Development Officer (NDO)



The NDOs work across Scotland offering a strategic view in terms of what support, resource and expertise is required to drive club membership, offer infrastructure support, and develop the player pathway. They offer clubs a variety of solutions to grow their membership, capacity, and activities, based on previous experience along with new opportunities available, through internal and external initiatives.

More information on NDO contacts can be found in section 3.



NORTH  
**STUART BELL**



EAST  
**ALAN McDONALD**



WEST  
**HOLLY HAMILTON**

## Try Bowls Activator (TBA)

In partnership with clubs and other local partners, we have created a Try Bowls Activator (TBA) programme to support the delivery of the existing Try Bowls membership growth programme.

From 2023, our ambition is to create 8 TBA positions every year, over a 3 year period. Supported by Bowls Scotland National Development Officers, TBAs will work with Try Bowls clubs to increase community to club transition, retention and ultimately increase the number of Bowls Scotland members.

## Try Bowls Clubs



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

A Try Bowls Club provides...

- Opportunities for the local community to try bowls - whether that's targeted events, open days or a series of drop in sessions
- Access to equipment and / or coaching
- A fun, safe, warm and welcoming environment for everyone
- Opportunities to 'try before you buy' with discounted or flexible membership options

What are the benefits of signing up to be a Try Bowls Club?

- National Development Officer (NDO) support
- Recognition on Bowls Scotland's Club Finder Map as a Try Bowls Club
- Try Bowls resource pack including posters, event planning guide, top tips and more
- Use of equipment - subject to availability

Our NDOs deliver a number of Try Bowls Workshops that cover the planning and delivery of recruitment events, including who needs to be involved, how to market the event, what to deliver on the day, and how to evaluate the event.

To register as a Try Bowls Club, contact your NDO or visit the website for more information:  
<https://www.bowlsscotland.com/club-development/try-bowls>



## BowlsMark - Club Accreditation Scheme



BowlsMark is Bowls Scotland's quality club development programme. The aim is to provide a nationally recognised standard that will enable clubs to; develop safe, effective and welcoming environments; improve participants experience through well trained coaches and volunteers; encourage lifelong participation through sustainable development pathways. The NDOs will provide the necessary support to gain and maintain accreditation.

There are three levels of accreditation and all clubs will enter the accreditation pathway at bronze level. For some clubs achieving bronze level may be the end of the journey. However, we hope that clubs, with the support of the development team, will strive for silver and gold which will help them become stronger, more sustainable clubs at the heart of their communities.

Once a club has achieved a certain level, they can access a range of benefits and rewards.

For more information visit <https://www.bowlsscotland.com/club-development/bowlsmark> or email [bowlsmark@bowlsscotland.com](mailto:bowlsmark@bowlsscotland.com)

## Clubhouse & Community Engagement



Many clubs have developed a variety of activities that can help retain membership; engage with the local community and keep the club open all year round. Our NDOs can help your club look at options and we would be interested to hear from clubs being creative and innovative in this area.

## Governance Workshop

This workshop aims to support clubs to improve governance and encourage communication through providing templates and examples of good practice. If your club would like a workshop, please get in touch with your NDO.

## Local Bowls Forums and Partnerships



We would like to support clubs to form partnerships with other local clubs and agencies to deliver a wider offering which benefits everyone in the community. The aim of the forums is to share and adapt good practice, share resources and work collectively. Our National Development Officers and District Coordinators work in partnership to support the development of Bowling within each Local Authority area District.

For details of local bowls forums in your area contact your NDO.

## Wellbeing and Protection



Bowls Scotland is committed to promoting the wellbeing of players to allow them to enjoy a positive experience and to encourage lifetime participation. We are committed to providing continuous support, training and guidance to our volunteers and staff within this area to ensure everyone in our sport is protected.

It is a requirement for clubs to appoint a Wellbeing & Protection Officer (WPO). Bowls Scotland has a Child and Wellbeing Protection Policy and Information Pack that contains best practice, guidelines, and sample forms for clubs.

For more information contact your WPO or [safeguarding@bowlsscotland.com](mailto:safeguarding@bowlsscotland.com)

## Developing Effective School – Club Links



Establishing, developing, and strengthening formal links between bowling clubs and local schools could lead to increased growth and participation in our sport. Our NDOs can assist clubs to create links with local schools and active school coordinators.

## JustGo Online Club and Membership System

Bowls Scotland moved to an online membership database, JustGo, in 2020 with annual affiliation, competition entries, events and coach education all managed through this system.

User guides and workshops are provided to ensure clubs are updated on developments.

For more information email [info@bowlsscotland.com](mailto:info@bowlsscotland.com)

## Disability



Bowls Scotland continues to work in partnership with Scottish Disability Sport (SDS) to support and encourage clubs to work inclusively with players with a disability through appropriate education, development, and local disability sport structures. There are various opportunities for people to access recreational bowling or access the high-performance para pathway.

Scottish Disability Sport has developed a new eLearning module – Inclusive Club. The new Inclusive Club Resource provides information, guidance, and support to coaches and volunteers to embed inclusive practice throughout all areas of their club.

For more information, please contact your National Development Officer or visit <https://www.scottishdisabilitysport.com/>

## Equality and Diversity

Bowls Scotland recognise and are fully committed to embedding the values of equality, diversity, and inclusion throughout our sport. These values are fundamental to ensuring we progress towards fulfilling our vision of a sport that is accessible for all.

Our Equality Action Plan can be found here:  
<https://www.bowlsscotland.com/about-us/equality-diversity>

Equality also features in the BowlsMark Club Accreditation scheme, with support available from NDOs to assist clubs in ensuring equality exists within the structure and culture of a club.

## Empowering Women in Bowls

Our ambition is to increase the number of females playing the game, as well as taking on coaching, volunteering and leadership positions at a local, district and national level. Our NDOs can support clubs with targeted recruitment events or supporting clubs to help create more female friendly environments, both on and off the green.

For more information on Empowering Women in Bowls, please visit:

<https://www.bowlsscotland.com/about-us/equality-diversity/empowering-women-in-bowls>



EMPOWERING  
WOMEN  
IN BOWLS

## Funding for Clubs



All clubs look for different ways to raise much needed funds to support bowling in their local community. We all must ensure that we make the best use of the valuable resources available and ensure that good practice is built upon and shared for the benefit of the whole bowling community. Bowls Scotland can help clubs identify successful avenues for funding and provide top tips for making successful grant applications.

As part of the clubs workshops on offer, a Basic Financial Planning workshop is delivered that examines where club money comes from, where the club spends it, whilst looking at how the future may impact on both Income & Expenditure and how will the club plan to meet these change.

For more information please visit: <https://www.bowlsscotland.com/club-development/funding>

## Partners



Bowls Scotland continues to work in partnership with external organisations to help and support the development and success of bowling clubs across Scotland. Our current partners offer various benefits to Bowls Scotland member clubs.

For more information on any of our partners, please visit  
<https://www.bowlsscotland.com/about-us/partners> or email [info@bowlsscotland.com](mailto:info@bowlsscotland.com)

## Marketing



Affiliated clubs can use the Bowls Scotland logo on their club website and on any club collateral. We actively encourage clubs to share their stories and pictures via our social media outlets.

For support, please contact Ash Cousins, Marketing Officer via [ashcousins@bowlsscotland.com](mailto:ashcousins@bowlsscotland.com)

A Marketing Toolkit for Clubs has been created including social media tips and example case studies on promoting your club, this is available to all Try Bowls and BowlsMark Clubs. Speak to your NDO who can send you a digital copy of the toolkit,



## 2 Support and Resources for Coaches & Volunteers

### Coach Education and Development Programme



Bowls Scotland is committed to developing and delivering accessible coaching awards which lead to a knowledgeable, skilled, and highly effective bowls coaching workforce throughout our affiliated clubs

There are currently three levels of coaching award, and the coaching pathway is outlined below.



**INTRODUCTION  
TO BOWLS  
COACHING AWARD**



**LEVEL 1  
BOWLS COACHING  
AWARD**



**LEVEL 2  
BOWLS COACHING  
AWARD**

### Inclusive Coaching Award

NEW



This 3-hour course is a brand new coaching qualification aimed at allowing coaches to experience and understand coaching all bowlers with a disability. More information can be found in the Annual Club, Coach and Volunteer Development Calendar.

### Introduction to Bowls Coaching Award



Play your part in introducing new players of any age to the brilliant game of bowls. Coaches will leave with the knowledge, skills, and confidence to deliver fun and safe sessions to new bowlers of any age.

### Level 1 Bowls Coaching Award



Develop and improve existing players within your club. Coaches will leave with the knowledge, skills and confidence to deliver fun, safe and progressive sessions to develop club players using skills-based practices to produce a more consistent line and length. Coaches will also design and deliver practices to improve the decision-making abilities of players.

### Level 2 Bowls Coaching Award



This course allows experienced coaches to develop their coaching abilities across a range of areas. Coaches will examine technical and tactical aspects of team and individual play and will learn how to profile bowlers and develop action plans to help improve their player's game. The course will explore – profiling, bowler assessments, nutrition, fitness, tactical approaches, planning linked sessions, coaching teams, and coaching through games.

For more information on any of the above courses, please visit the Club Development section on our website

<https://www.bowlsscotland.com/club-development/coach-education>

## Club, Coach and Volunteer Development Calendar



As part of our ongoing commitment to strengthening our club, volunteer and coaching infrastructure, an Annual Calendar is delivered with a wide range of courses, workshops and forums available to book via our Online Club and Membership System. Providing opportunities for coaches, club staff and volunteers to learn and develop in their roles.

For more information, visit:

<https://www.bowlsscotland.com/club-development/annual-calendar>

## Player Development Framework

NEW



The Player Development Framework is a free coaching resource available to all Bowls Scotland Affiliated Clubs. This is a new way to help provide your players a process driven approach to developing their skills by testing themselves against benchmarked scores.

For more information, please visit:

<https://www.bowlsscotland.com/club-development/player-development-framework>

## Child Wellbeing and Protection Officer Training (CWPO)



This 3-hour workshop supports clubs to put child protection policies into practice. It is most suitable for those acting as the Club WPO but is also relevant for those responsible for managing or organising the club. Those attending this workshop must have attended the Child Wellbeing and Protection in Sport workshop. For more information contact [safeguarding@bowlsscotland.com](mailto:safeguarding@bowlsscotland.com)

Both above training courses are mandatory for Wellbeing and Protection Officers.

Courses are free of charge and are valid for 3 years.

## Child Wellbeing & Protection in Sport Workshop (CWPS)



This 3-hour workshop is suitable for coaches and volunteers who may encounter children. The workshop explores the code of conduct for those in contact with children and provides basic information on recognising child abuse and responding to concerns. It is recommended that all coaches and volunteers attend.

For more information please visit:

<https://www.bowlsscotland.com/about-us/safeguarding-children-vulnerable-groups>



# 3

## Development Team Contacts



**Adam Martin**  
**Coach and Volunteer Manager**  
adammartin@bowlsscotland.com  
07591 825 874



**Alan McDonald**  
**NDO East**  
alanmcdonald@bowlsscotland.com  
07821 118 774



**Stuart Bell**  
**NDO North**  
stuartbell@bowlsscotland.com  
07525 134 385



**Holly Hamilton**  
**NDO West**  
hollyhamilton@bowlsscotland.com  
07715 025 736

 **Bowls Scotland**  
**National Centre for Bowling**  
Hunters Avenue  
Ayr, KA8 9AL

 **info@bowlsscotland.com**

 **01292 294 623**