



Try Bowls Survey Analysis

2024 SEASON



Holly Hamilton | National Development Officer | 03/12/2024

INTRODUCTION

2024 saw a 20% increase in the number of clubs signing up as a Try Bowls Club, bringing the total to 448 registered Try Bowls Clubs across Scotland.

At the start of the 2024 season, we opened the survey to our Try Bowls Clubs, to allow them to complete the survey as and when required, for example, off the back of a recruitment event. We received an 18% response rate from our Try Bowls Clubs, an increase from previous years. In addition, we captured feedback from our 8 Try Bowls Activators as well as insights and data from informal conversations our three National Development Officers have had with clubs they support.

This report provides insights into the survey analysis and club conversations.

Try Bowls is Bowls Scotland's exciting initiative designed to introduce new people into the sport of Bowls. Our Try Bowls programme is flexible and allows clubs to recruit members of all ages and abilities in a way that meets the demands of the club and the local community. Clubs that have signed up to this programme receive support and resources from Bowls Scotland to help them deliver successful Try Bowls Events throughout the bowling season.

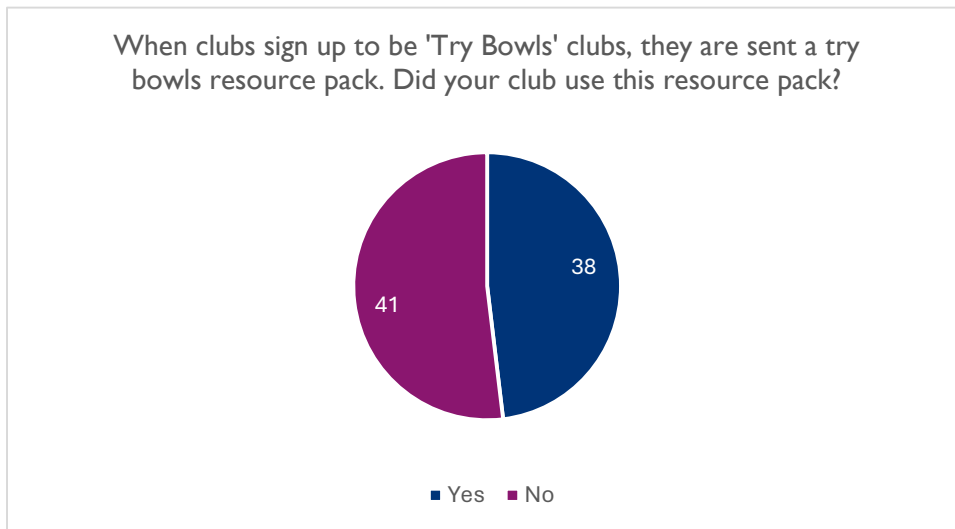
Feedback on the Try Bowls initiative is crucial for the continual review and development and success this programme has in assisting our clubs to recruit and retain new members.



PLANNING AND RESOURCES

Clubs were asked a variety of questions regarding the resources available to them to support their planning and delivering of a Try Bowls event. The Try Bowls Resource Pack is a resource that is emailed out to all clubs that sign up to the programme, this resource includes planning documents, poster templates, marketing toolkit and much more.

We asked **“When clubs sign up to be ‘Try Bowls’ clubs, they are sent a Try Bowls Resource Pack. Did your club utilise this resource pack?”**



48% of the clubs surveyed stated that they utilised the Try Bowls Resource Pack.

We asked clubs **“If yes, what did you like/ find useful?”**. Responses from the clubs that used the Resource pack fed back that promotion photographs, poster templates and the information and guidance within the resource pack were most useful. Comments:

“Advertising photos”

“The pack was useful to see what is required to have a successful day”

“Examples of activities which we used on our posters and flyers, information for what we would need on the day, the contact sheet to fill in on the day”

“We did not use the pack”

We then went on to ask clubs **“What would improve the resources, support and content available to Try Bowls clubs?”** Comments below:

“Different activities to vary the event”

“Suggested stores to purchase further equipment”

“Reinstate the banner which some clubs receive. Help with advertising”

“Condense the paperwork”

“Examples of lesson plans. Also, advice on how to communicate the event to the local community.”

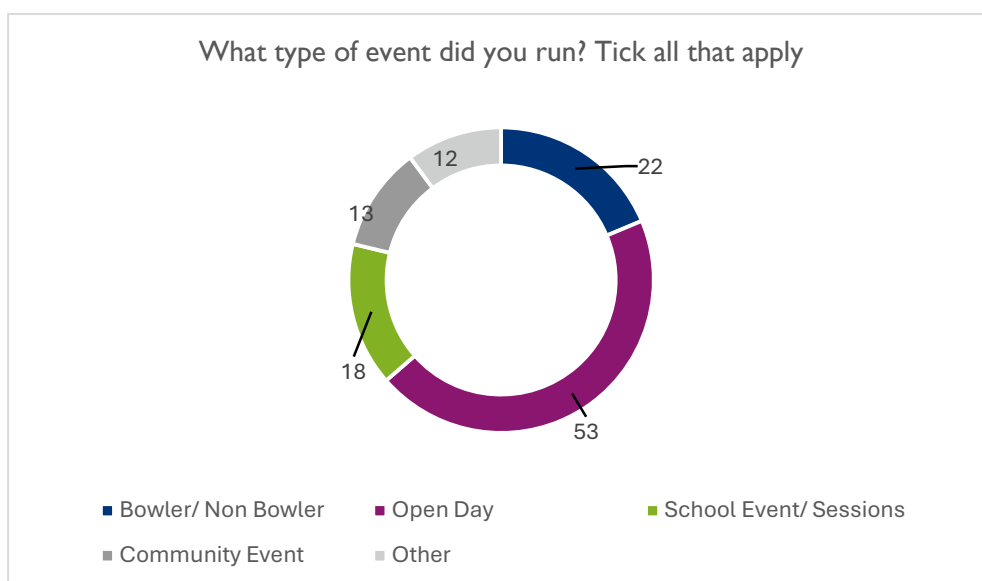
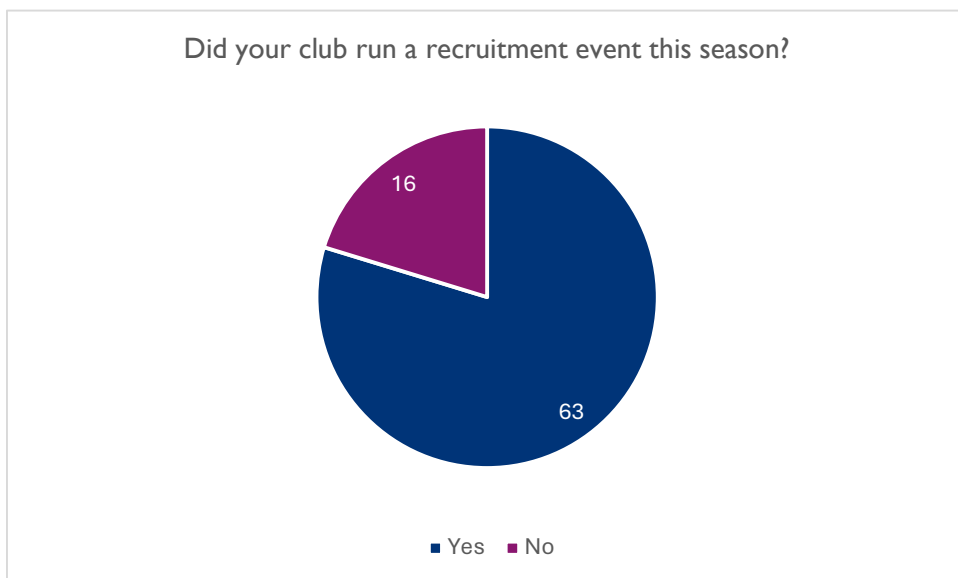
“Liaison with National Development Officer”

“Continuity programme to retain interest of new bowlers”



EVENT DELIVERY

Clubs were asked a series of questions about their Try Bowls Event delivery and how successful they were in attracting new members.



Additional Comments:

"Dedicated Try Bowls Day with four follow-up evening sessions over the following four weeks to give new members support..."

"Open day at opening of the green"

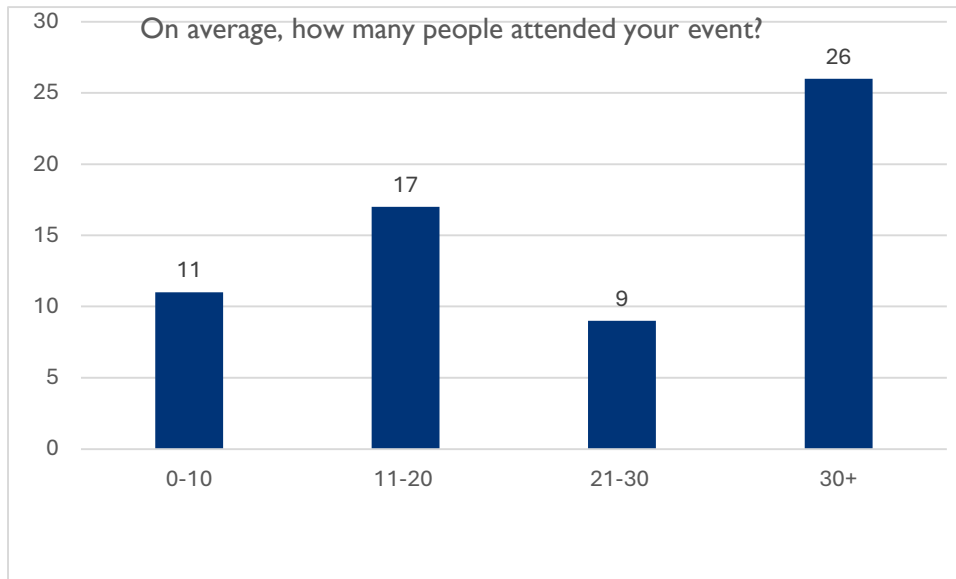
"Bring a friend"

"Age Well sessions"

"Brownies and Cubs"

"Corporate events"





We our asked Try Bowls Clubs for information in regard to underrepresented demographics in bowls, In particular youths, women and people with a disability.

“Of the total participants, how many had a disability?” Comments below:

“zero”

“not visible”

“2”

“One.”

“Unknown, no disabilities evident but that doesn’t mean the person didn’t have a disability”

“two”

“Unknown as people were not asked if they have any form of disability”

We also asked, **“Out of the total participants, how many were women?”**

“At least half”

“School children were fairly evenly mixed”

“40%”

“6”

“50%”

“15-20”

“About one third”

We then asked clubs **“Of the total participants, how many were 16 and under?”**

“None”

“60%”

“12”

“90”

“Schools, so all were under 16”

“25%”

“30”

We then asked, **“How many new members did the club recruit as a result of Try Bowls?”**

“15 to date”

“10”

“Ongoing but hopeful!! At least one but hoping for about 5-10”

“100 over 2 years”

“None this year”

“20”

We then asked clubs that held a recruitment event **“Did your club offer any further opportunities for event participants?”**



Additional Comments:

“Both further come & try and free coaching sessions”

“We offered a further 3 weeks of try bowls & free coaching”

Clubs that did not run a Try Bowls event this season were asked **“If you did not host a Try Bowls event this year, why not?”**. A common theme with most of the responses for this question was the lack of volunteers willing to take a Try Bowls event on board within a busy bowling season.

Comments:

“Lack of members to take this on board”

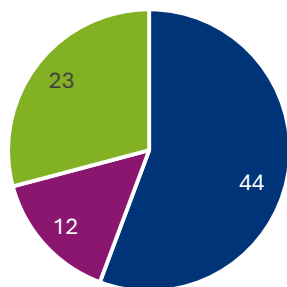
“Trying to fit into schedule”

“Busy green, lack of coaching skills and technique”

“Insufficient resources or volunteers”

Our National Development Officers and Try Bowls Activators are available to support clubs with the planning, delivery and evaluation of their Try Bowls events. We asked clubs **“If you did not utilise the support from Bowls Scotland National Development Officers and / or Try Bowls Activators, would this be something that would interest you for next season?”**

If you did not utilise the support from Bowls Scotland National Development Officers and / or Try Bowls Activators, would this be something that would interest you for next season?



■ Yes ■ No ■ Don't Know

EVALUATION

We asked clubs **“On a scale of 1-5, 1 being poor and 5 being excellent, how would you rate your Try Bowls event?”**



We then asked clubs that had held a recruitment event **“What do you think would improve your Try Bowls event?”**

“Leaflet all households in the area”

“I think it may be the case of building year on year”

“Continual review and improvement, work on experience of previous events”

“More help from members”

“More advertising and promoting feedback from this event”

“Having an app or Facebook page”

“Purchase of equipment”

“Better weather!!!!”

RECOMMENDATIONS

Once again, we would like to thank all clubs who took the time to complete the 2024 Try Bowls Survey and/or had conversations with our National Development Officers and Try Bowls Activators. These insights are invaluable and allow us to continue to develop the Try Bowls Programme year on year.

Some key recommendations arising from the survey and localized conversations:

- Bowls Scotland to continue providing more localised support in relation to membership growth and retention, in addition to the National Development Officers
- Bowls Scotland to continue to review, modernise and progress the Try Bowls resources that are available for clubs to utilise. Bowls Scotland will continue to do this in consultation with existing Try Bowls Clubs to ensure that resources are accessible, relevant and diverse.
- Bowls Scotland will continue to promote inclusive Try Bowls events by providing additional training opportunities to staff, Try Bowls Activators and coaches.
- Bowls Scotland to continue to raise the profile of Try Bowls Clubs by sharing events being held across Scotland.
- Bowls Scotland to continue to raise awareness of Try Bowls at the National Championships with the help of the National Development Officers and Try Bowls Activators.
- Bowls Scotland to investigate providing Try Bowls equipment for clubs to access in rural areas.

