



Try Bowls Feedback Survey Analysis

2025 Season



Introduction

Try Bowls is Bowls Scotland's flagship recruitment programme, designed to increase participation and grow the sport. The adaptable initiative enables clubs to target individuals of all ages and abilities through tailored approaches that align with both club objectives and community needs. This year saw the number of clubs engaging with the Try Bowls programme increase by 18% bringing the number of Try Bowls clubs to 529.

Participating clubs receive hands-on support from the Bowls Scotland Development Team, including on-green guidance and a refreshed resource pack for the 2025 season. New additions include a 'Layout of the Green' video, modernised poster templates, and vibrant images to promote events effectively.

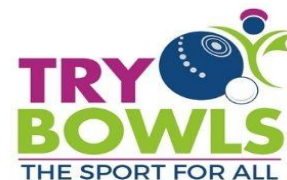
This year's feedback survey received responses from 86 clubs (16% of Try Bowls Clubs), a slight decrease from last year. Feedback remains vital to ensure the continued development and success the programme has in assisting our clubs to recruit and retain new members.

This year, we included a club recruitment question to the annual affiliation form to understand how many of our clubs are actively recruiting new members, how they are doing that and if they are seeing a benefit to them. 420 clubs in Scotland held a membership recruitment event in 2025 seeing an overall membership increase of 0.1%, however, clubs that did not hold a membership recruitment event have seen an overall membership decrease of 1.2%





Try Bowls Feedback Survey 2025 Key Findings



86 Try Bowls Clubs
completed 2025's
Feedback Survey



420 Bowls Scotland
Clubs hosted
recruitment events
in 2025

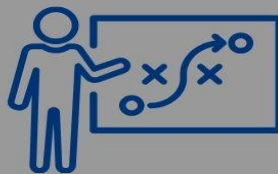
Active Try Bowls
Clubs have seen a
membership growth



On average, clubs
reported recruiting



7 new members
through Try Bowls



75% of events were
supported by a
Qualified Coach



Poster Templates
were the most used
Try Bowls Resource
in 2025

Clubs rated Try Bowls
equipment 4 out of 5 Stars!



Clubs that accessed hands on
support from Bowls Scotland
rated it 4.5 out of 5!

Resources and Support

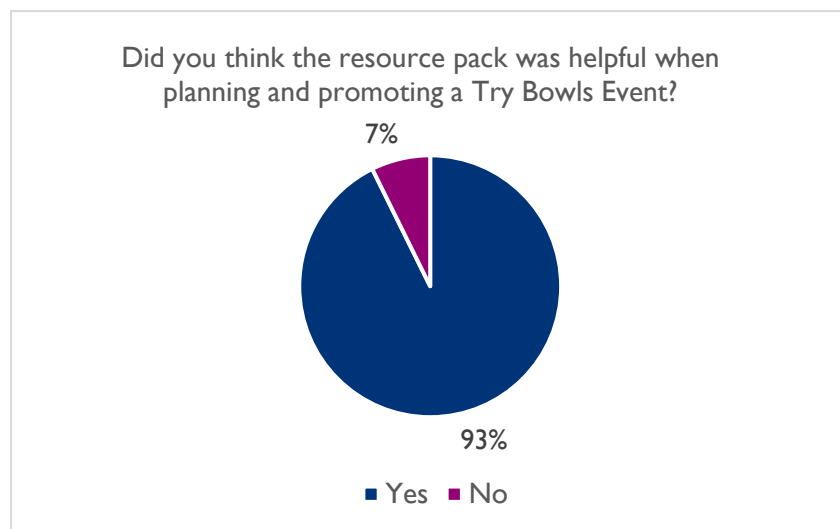
We asked clubs a variety of questions around the resources and support that is available for them to access as a Try Bowls Club. The Resource Pack, emailed to all registered clubs, includes a 'Layout of the Green' video, poster templates, planning documents, marketing materials and more.

We asked, ***'How easy was it for you to download and access the try Bowls Resource Pack?'***

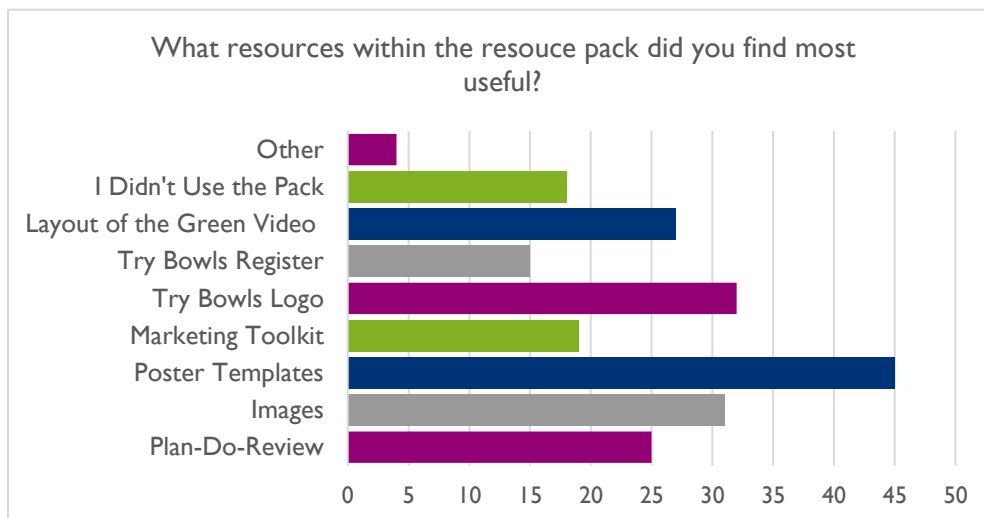


Clubs rated the ease of downloading and accessing the Resource Pack at 82 out of 100. We will explore ways to improve this score further.

We asked clubs, ***'Did you think the resource pack was helpful when planning and promoting a Try Bowls Event?'***



We then asked, ***‘What resources within the resource pack did you find most useful?’***



Clubs found that Poster Templates, the Try Bowls Logo and Images to promote an event were the most useful materials within the resource pack.

Other comments include:

“Received pack after event”

We then asked, ***‘Do you feel like there is anything missing from the Try Bowls Resource Pack?’*** to give the clubs the opportunity to suggest specific materials that they would find useful to support Try Bowls Events.

“Clear instructions on how to access the resource pack”

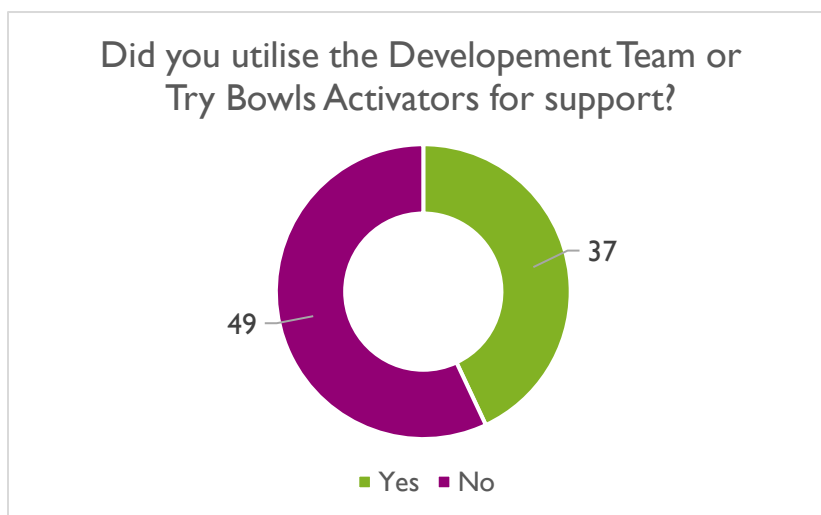
“A flyer for participants to take away”

“It may be useful to know what equipment is available to loan for the day is required”

“I asked if there was a tarpaulin for advertising our club but was told these were no longer available”

“No. I found it a great resource”

We wanted to gauge how many of the respondents received hands-on support from Bowls Scotland, so we asked, ***‘Did you utilise the National Development Officer or Try Bowls Activator for support?’***



We then asked ***‘If Yes, how useful did you find this support?’***

On Average, respondents rated the Support of National Development Officer and Try Bowls Activators 4.5 stars out of 5.

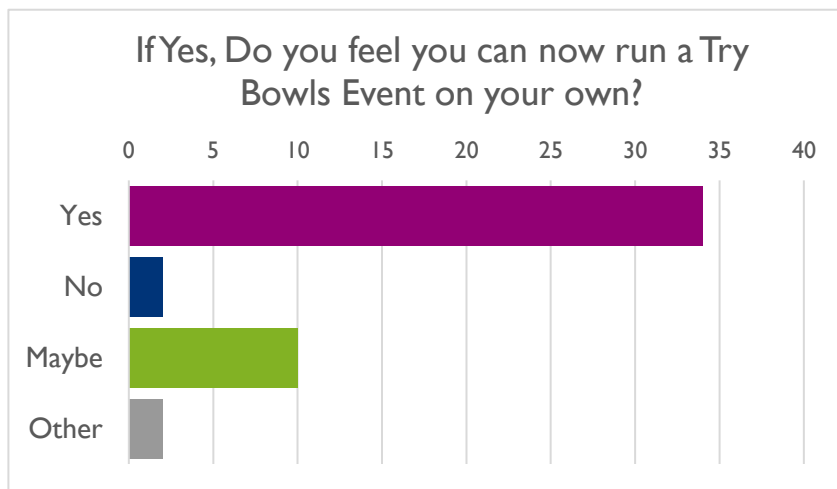


When National Development Officers or Try Bowls Activators provide hands-on support to clubs on the day of their event, they provide equipment for the activities on the green. We asked clubs ***‘If Yes, how did you find the Try Bowls Kit that Bowls Scotland Provide?’***



As shown above, respondents rated the Try Bowls equipment 4 stars out of 5.

For the respondents that received the support from National Development Officers or Try Bowls Activators, we asked them ***‘Do you feel you can now run a Try Bowls Event on your own?’***



34 clubs now feel confident to run a Try Bowls Event independently, with 10 others indicating that they are close to doing so.

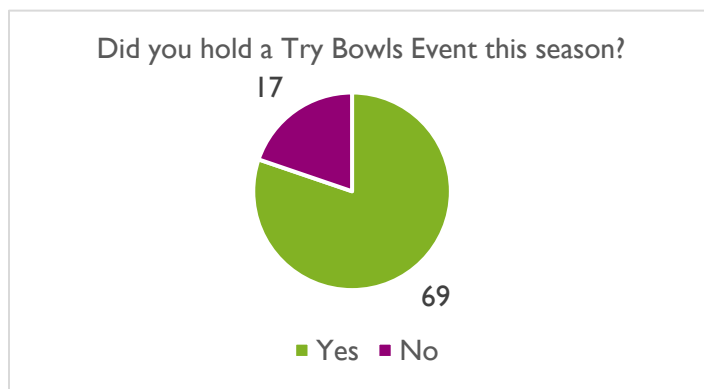
Other comments include:

“maybe with more training my confidence will allow it”

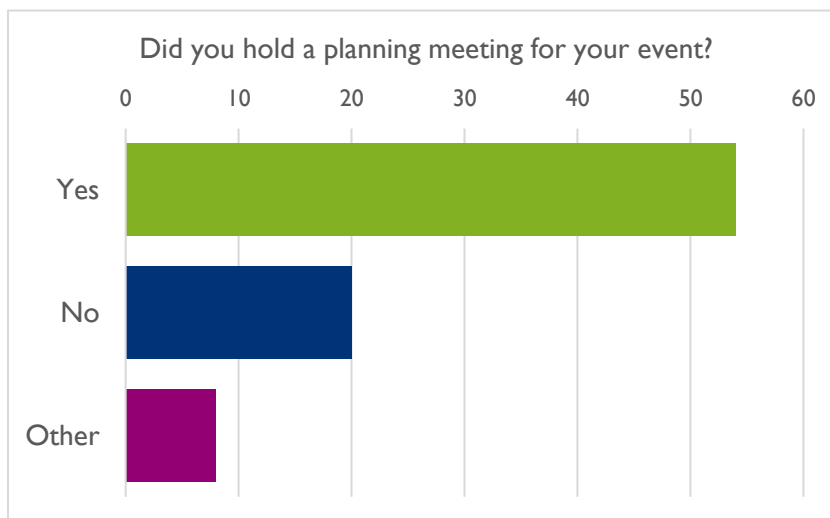
“Yes, but we need more people to take leadership in the club”

Events

Focusing more on the delivery of Try Bowls Events we asked, ***‘Did you hold a Try Bowls Event this season?’***



We then asked our clubs ***‘Did you hold a planning meeting for your event?’***



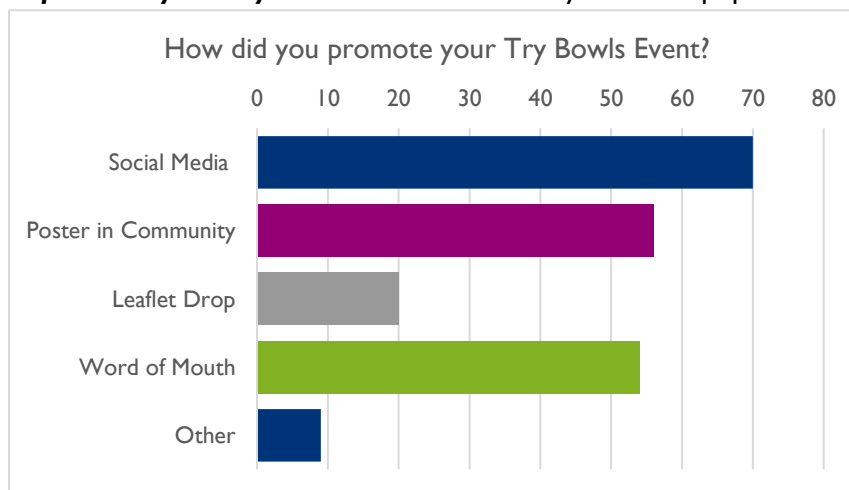
As shown above, a majority of clubs held a planning session within the club to ensure the smooth delivery of a Try Bowls Event.

Other Comments Include:

“Part of bowlers meeting and further email communications”

“Committee Discussion”

Clubs use many methods to advertise their Try Bowls events in their local community, we asked ***‘How did you promote your Try Bowls Event?’*** to identify the most popular methods.



Social media, posters within the community and word of mouth were the most popular methods clubs used to promote clubs Try Bowls Events.

Other comments include:

“Local newspaper article”

“Club website”

“School contacts”

“Radio”

“Roadside message on posts”

We then asked clubs **‘Did you have a qualified coach within your club support on the day?’**



75% of clubs that held an event stated they had a qualified coach support their event.

To fully gauge the success that Try Bowls has on recruiting and retaining new members, we asked clubs **‘How many new members did you get from this event, if any?’**



Clubs running Try Bowls events averaged 7 new members per club.

We then asked clubs about the feedback they received from their event from participants and/or club members **‘What feedback have you been given to improve your future events?’**

“Better weather needed”

“Organise events outside school holidays”

“Advertise earlier”

“We haven’t surveyed participants”

“All new members were very pleased with our Try Bowls event and have become active members in our club”

“Hold event earlier in the season”

“People never knew our club existed; we need to promote more and engage with community”

“Mainly positive but recognise the need for more members to be involved “

“Keep at it”

Finally, we asked clubs **‘How likely is it that you would recommend Try Bowls to other clubs?’**



Clubs rated the likelihood of recommending Try Bowls to others at 4 out of 5.

Conclusion

We would like to extend a thank you to all clubs that took the time to complete the feedback survey. Your insights are invaluable in shaping the future of the Try Bowls programme and growing the sport across Scotland.

Results this year indicate strong positive outcomes for clubs who take proactive steps to boost recruitment of members through Try Bowls. In a period where membership growth continues to be one of the most significant challenges facing clubs, it is encouraging to see Try Bowls clubs reversing the trend of decreasing membership, and an average of 7 new members per recruitment event.

Positive feedback from clubs around the support received reinforces the positive impact of Try Bowls, so Bowls Scotland remain committed to developing the programme by improving resource accessibility, expanding promotional tools and providing tailored support to clubs. These steps will ensure Try Bowls continues to grow and meet the needs of our clubs.

Next Steps for 2026

- Bowls Scotland to investigate how to simplify the means of accessing the Try Bowls Resource pack to make the process seamless for clubs.
- Bowls Scotland will continue to review and modernise Try Bowls resources that are available for clubs to utilise. We will continue to do so in consultation with existing Try Bowls clubs.
- Bowls Scotland will continue to raise the profile of clubs' events and promoting best practice.
- Bowls Scotland to continue to monitor the impact of Try Bowls through feedback surveys and membership data.

If you have any questions regarding Try Bowls or would like more information about the programme, please contact trybowls@bowlsscotland.com

To sign-up to Try Bowls, follow this link: [Try Bowls | Bowls Scotland 2025](#)