



CLUB INFORMATION GUIDE





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#BowlsBash

WHAT IS BOWLS BASH?

Bowls Bash is an exciting, new, shorter form of lawn bowls that is really easy to play and fun for all ages and abilities. Like traditional bowls, the challenge is simple - roll your bowl at the target (known as the 'Jack'), the closer the better.

Bowls Bash is packaged to help make bowls attractive to new audiences and ensure the game is played in a way that maximizes people's enjoyment. Crucially, the variations to the rules will enable everybody to feel fully engaged and the game lasts an hour, which means those new to our sport can fit bowls into their busy lifestyles.

Bowls Bash is created to complement other bowls formats and be delivered in a club environment. Sitting alongside our national PlayBowls platform, it will enable clubs to attract new players and generate new revenues, in the way that golf clubs charge green fees to non-members. It can be incorporated into a club membership model or be seen as a stepping stone to full membership.

#BowlsBash

WHY DO WE NEED BOWLS BASH?

Our world is changing fast. Evolving family dynamics are affecting patterns of life and technology is transforming people's choices. Competition for attention and leisure time is fiercer than ever. Customer expectation of service levels and value are at an all-time high.

Bowls participation has been in decline for decades. We cannot escape that lawn bowls needs to change to ensure it is relevant now and fit for the future. This does not mean we jettison what we are already doing. It does not mean that those who currently love our sport the way it is need to have their experience compromised. It means that we need to evolve our model and methods to enable our sport to be more accessible and create environments where people belong irrespective of background or circumstance. They have done it successfully in Australia with products like Jack Attack, so we have our 'north star'.

Bowls Bash provides a gateway to our sport to new participants and gives people who are starting to play bowls a consistently easy and addictive new experience that fits into their lifestyles.

WHY WILL BOWLS BASH HELP GROW PARTICIPATION?

Our research tells us there is a huge opportunity to create a form of the game that is appealing and 'consumable' for a new audience.

ACCESSIBILITY

The vast majority of people have heard of bowls and 93% of non-bowlers feel capable of playing. The majority agree that bowls is a sport suitable for all gender, ages, ethnicities and disabilities.

LATENT MARKET WITH THE RIGHT OFFER

37% of non-bowlers would give bowls a go with the majority keen to play for no more than a couple of hours a week and pay £5 per hour.

LOCAL CAPACITY

The majority could easily find a local facility. Across our 2000 clubs, we know there is plenty of spare capacity.

PEOPLE GET HOOKED

Of existing participants, 95% agree they that they enjoy bowls and 74% are likely to recommend it. The majority will only stop through ill-health. How many times do we hear, "I wish I'd started bowling sooner."

OUR NORTH STAR

In developing this product we have tested it on an array of new bowlers and the overwhelming feedback has been positive.

WHO WILL PLAY BOWLS BASH?

Our research tells us we have some key markets of people who are likely to take up our sport and our national marketing campaign will be aimed towards these audiences.

RECENT RETIREES

65 and above, this audience wants to keep active, be sociable and get more involved in the local community. They may have health challenges and see bowls as a means of adding years to life, and life to years. We know these people want to play once a week in the morning.

EMPTY NESTERS

A slightly younger group of men and women, they are looking for a new, inclusive pastime as they now have more disposable time and money. Bowls will be a vehicle to enjoy quality time with friends and family. These people are likely to come once a week in the evening.

SPORTY FORTIES

Having enjoyed sport and the club environment, this group will move to bowls from another sport when they can't meet the physical demands. Through bowls, they will continue to enjoy the personal challenge, competitiveness and togetherness of sport. These people are likely to come once a week in the evening or with their families at the weekend or in a school holiday.

BUSINESS OR COMMUNITY GROUPS

Linked with the above demographics, we are likely to see people wanting to play Bowls Bash as a group activity. This could be for a party, office social or a team-building exercise. Bowls is so accessible, it's perfect for groups including those with a mixture of ages and abilities.

EXISTING MEMBERS

We know that existing bowlers play new formats of the game for fun and practice. Bowls Bash will give these bowlers an opportunity to spread the bowls' gospel and invite friends and family who otherwise may not have considered giving bowls a try.

LET'S ROLL

There are lots of reasons why your club will benefit from being a Bowls Bash Accredited Club.

- New participants involved with the club and conversion to playing members
- A new revenue stream of players paying to play Bowls Bash
- Increases in revenue through secondary spend in the clubhouse
- New links with local community groups and businesses who would come and play as a group
- Better utilisation of facilities and interest in bowls from social members/casual visitors
- Enhanced community reputation leading to interest from commercial partners and success with grants, through innovating to grow participation and targeting new markets

Bowls England will support clubs who wish to deliver Bowls Bash. To be an Accredited Club, there is a commitment to promoting Bowls Bash sessions on our Play Bowls website and undertake Bowls Bash training to deliver a positive player experience. In return, your club will be able to access the Bowls Bash brand and use Bowls Bash resources.

THE GAME

Once you're ready to go, here's how you play a game.

- Place one of the Jacks on the Spot at the far End of the Rink before the first End begins.
- Decide which team goes first – yellow or red. Whoever goes first places the delivery Mat down on the green.
- Alternating teams and keeping one foot on the Mat, take it turns to deliver your bowl towards the Jack. The order of play within a team can be interchangeable as long as each player bowls three times each end.
- Once all bowls are delivered, put the delivery Mat on the side of the green, leave the other Jack on the other Spot ready for the next End, walk up to the bowls and tot up your scores.
- The person who got closest to the Jack earning 3 points, starts off the following End and can choose where to place the Mat for the next End.
- You will play five ends in a Set, and two Sets.
- After the second Set of 5 Ends, if one team has won two Sets they are the outright winner. If the scores is 1-1 or both Sets are tied, a sudden-death tie-break End is played. Time to be a hero!
- In the tie-break End, each bowler delivers one bowl. The team with the bowl nearest the Jack wins. There are no points for second or third closest, or for a Kiss.
- Should the Jack be knocked off the Rink or go into the Ditch, it will be re-placed back on the Spot.
- Bowls that end up in the Ditch do not score.

SCORING

Use the scorecard provided on the other side of this guide. Tot up your scores after each End and keep a running total. The team with the most points after 5 Ends wins the Set.

- Nearest the Jack – 3 pts
- Second nearest to the Jack – 2 pts
- Third nearest to the Jack – 1pt
- A Kiss – 2 pts
- Power-Play – all points that End count double. Don't forget to nominate your power play End before the End starts!

THE LINGO

RINK

The lane on which you'll play your Match. There are 6 Rinks on most bowls greens

DITCH

The ditch runs at either end of the rink to catch bowls that are off the playing surface.

MAT

From where you deliver the bowl

POWER-PLAY

A chance to earn double points on an End

SET

This is made up of 5 ends, whoever scores the most points wins the set

KISS

When one of your bowls touches the Jack at any point during an End.

END

When all players have bowled their 3 bowls at the Jack

VARIATIONS

If you are playing with people of very different abilities, such as small children, you can allow them to deliver their bowls from closer to the Jack...until they start getting too good!

Bowls Bash is usually played by four players, but it can also be enjoyed with other numbers. The below table shows how you can play with up to five other people and ensure your game lasts an hour:

Players	No of bowls per player	No of Ends per Set	No of Sets
2	3	5	4 (plus TB if required)
3	3	5	3 (plus TB if required)
5	2	5	2 (plus TB if required)
6	2	5	2 (plus TB if required)



We are the new bowlers

TAYLOR

ACE

OVERCOMING THE CHALLENGES

Membership

There is naturally a concern that Pay and Play and Bowls Bash may restrict people from joining a club as a member. One of our sport's big challenges is to move away from the binary choice people currently have – full member or non-member and recognize that people's level of commitment is on a long spectrum from people who want to play most days, to people who are happy to pay sporadically. Evolving our membership model and allowing people to access our sport flexibly is vital for our future growth.

- Clubs should have a variety of membership offers to ensure they capture all potential bowls participants and maximize revenue.
- Create pipelines of memberships from juniors to casual, just for fun to representing the club.
- Allow entry points into the sport that meets the new bowlers' requirements (times that suit them, length of the game that suits them etc.)
- Ensure membership and casual pricing rewards loyalty and commitment and consider restricting the volume of sessions or timing of sessions for casual players. It is harder for many non-members to pay a golf green fee at the weekend for example, and it is more expensive usually.

OVERCOMING THE CHALLENGES

With any new venture, there will be areas to smooth out and our consultation over Bowls Bash have identified some potential challenges. We firmly believe all these are very much surmountable with the right attitude and that the more traditional players and those taking part in Bowls Bash can co-exist happily. Here are some areas we have worked on to assist with this.

Greens Protection

We are aware some clubs are concerned that new bowlers may damage their greens.

The guidance we have developed for people booking on Bowls Bash sessions should reduce this risk with information about the appropriate footwear and instruction about delivering the bowl close to the ground. We have produced a video guide to show people how to bowl in advance of the session.

When people book a session through Play Bowls, they will be asked what level of experience they have. If they are a beginner, they will be directed to guidance for beginners and we would recommend that club volunteers are available at the start of the session to give any new bowlers a helping hand. Please remember that this should be sensitive to the fact that new bowlers will not want to intentionally damage the playing surface and may feel an urge to get going with the game as soon as possible. Too much of a hold-up may reduce their fun and likelihood of coming back.

We all started somewhere and we trust clubs will welcome new players with warmth and empathy.



SETTING UP YOUR CLUB FOR BOWLS BASH

A successful Bowls Bash programme needs a passionate coordinator who will embody the fun and energetic nature of the game. Through Bowls England funding, we are working in partnership with the Bowls Development Alliance (BDA) to support clubs to select and train a club member to assume the Bowls Bash Co-ordinator role. Clubs may wish to reward this person from the income generated by those paying to play Bowls Bash.



The Bowls England and BDA teams are only a phone call away.



Bowls England will provide each Bowls Bash Club with Bowls Bash branded t-shirts to be worn by coordinators during the programme.

THE IDEAL CO-ORDINATOR

- Some characteristics to look for in a Bowls Bash activator is someone who is:
- Friendly and outgoing with a smile on their face
- Passionate about sharing their love for bowls with the community
- Welcoming to individuals from all walks of life and able to adapt their approach to different people
- Energetic and willing to encourage participants to try something new



TIPS FOR SUCCESS!

The following are important to consider to ensure your club makes a success of Bowls Bash.

BOWLS BASH EXPERIENCE

- Host Bowls Bash sessions on nights with existing activity for ready-made atmosphere.
- Ensure the bar and kitchen is open to provide refreshment for players and income for your club.
- Give participants multiple reasons to attend a program such as bar promotions, live music, meal deals and raffles.
- Have friendly club members on each rink to help Bowls Bash players with the rules and learn to play.
- Provide guidance but don't over-coach. Give us as much information to ensure they can get started successfully, but don't slow down their experience.
- Focus on fun and communicate green etiquette clearly but with a light-hearted approach.
- If players do not know each other, discreetly try to balance the teams so that the game is as even as possible and therefore more fun for everyone.

MARKETING

- Add your club information and bookable sessions to the PlayBowls website
- Make sure you select that you are a club that delivers Bowls Bash.
- Consider a weekday morning for new players who are retired and a weekday evening or weekend for younger bowlers with work commitments.
- Price the sessions at around £5-9 per hour for adults; £2-5 for juniors and concessions. Focus on delivering value through a great experience rather than worry about pricing people out of the market.
- Use the Bowls Bash marketing collateral, content and templates. This will ensure that potential new players can connect the national and local promotion.

POST-EVENT

- If not booked through the Play Bowls platform, capture participant details and develop a Bowls Bash database to market new sessions
- Have a low cost Bowls Bash casual play/social membership option available to promote as a pathway in to the club.





**Bowls Bash is a new form
of the game – fun, sociable
and for everyone!**

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**BOWLS
BASH**

bowlsengland.com

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WHAT A BOWLS BASH CLUB NEEDS TO DO

To be a Bowls Bash club & receive free resources, you will need to do the following -

- ✔ Commit to putting a minimum of 18 one-hour sessions on the Pay and Play platform before the end of the 2022 season. We recommend at least one session per week to enable participants to get into a routine for their bowls activity. If demand is higher and you have capacity, it would make sense to add more sessions.
- ✔ Deliver a positive Bowls Bash experience as outlined in this guide. This would include providing bowls for beginners, people available to help new players get started and making refreshments available to purchase.
- ✔ Ensure designated people at the club attend the training sessions about how to use the PlayBowls platform and deliver the new game.
- ✔ Report back on results so Bowls England can assess impact and make any beneficial changes.
- ✔ Complete a registration form committing to the above.



HOW WILL BOWLS ENGLAND HELP?

Bowls England's mission is to promote and develop our sport so it enriches the lives of its participants, connects communities and is in good health for future generations. At the heart of this is a vibrant club infrastructure and we are confident that Bowls Bash will help clubs grow and be more sustainable.

Bowls England will support affiliated, Bowls Bash clubs in the following ways -

Free Bowls Bash resource pack including -

- Red and Yellow stickers for bowls
- Exclusive Bowls Bash Jacks
- Scorecards
- Pencils
- Jack Tee-Spots
- Rules of the Game sheet
- T-shirts for Bowls Bash deliverers
- Cool-bags so players can have a cool drink at the end of the green
- Bowls Bash playlist to add a bit of music to your Bowls Bash session
- Templates for directional signage

Free national marketing activity and local marketing resources including -

- Bowls Bash section on the Bowls England website
- Bowls Bash integrated into the Play Bowls platform
- National digital and social marketing campaign
- Branded digital assets to be used locally
- Posters
- Flyers
- Free access to the national Play Bowls PlayBowls platform to upload Bowls Bash sessions
- Free training sessions for Bowls Bash deliverers

PLAYBOWLS

PlayBowls is our dedicated online booking system that provides the sport with a destination to signpost new participants.

This gives clubs a valuable new service and opens up a new revenue stream for them, in the same way golf clubs generate membership fees and green fees.

Clubs will also benefit from secondary spend on equipment hire or refreshments and have a market of potential future members.

Clubs can also start evolving the membership model of our sport, which is currently unsustainable.

PlayBowls is a free platform for clubs to advertise spare rink space on their green, at times that suit them.

Clubs will be able to set an hourly rate for this, which will mean extra revenue into their accounts.

The system has been developed to be as intuitive and simple as possible. Indeed, simplicity has been the driving factor; simple for users to find a time and club that suits them, simple for the clubs to list their facilities and available times, and simple to process the payment.

We are offering training sessions for all clubs who register for the system. Details of these will be available once you have added your club on PlayBowls.

Clubs will make money by putting on as many sessions as you can and supporting Bowls England in advertising the platform.

We're trying to make it as easy as possible for new players to experience the sport for the first time so we'd recommend that clubs do have equipment available for new participants.

play-bowls.com



BECOME A PLAY BOWLS CLUB

JOIN NOW

PROMOTE THE BEST
SPORT IN THE WORLD

 **BENEFITS**

GET **MORE** FOR YOUR **CLUB**

MacBook Pro

NEXT STEPS

- ✓ Sign the Bowls Bash Accredited Club agreement and return with address details for delivery of support resources.
- ✓ Nominate a 'Bowls Bash' co-ordinator and attend a 'Bowls Bash' training session
- ✓ Commit to offering a minimum of 18 hours of rink time for 'Bowls Bash' sessions before the end of season 2022
- ✓ Publish details of your 'Bowls Bash' sessions on our PlayBowls platform

KEEP IN TOUCH

If you would like to discuss Bowls Bash, please contact the Bowls England office via bowlsbash@bowlsengland.com. Further information about Bowls Bash can be found at bowlsengland.com/bowlsbash or play-bowls.com

Keep up to date with all action on Facebook, Twitter, Instagram and YouTube by following [@BowlsEngland](https://twitter.com/BowlsEngland) and [#BowlsBash](https://twitter.com/BowlsEngland)







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