

ANNUAL REPORT 2023

Including Financial Information





WELCOME TO OUR 2023 ANNUAL REPORT

President's Report	4
Chair's Report	5
Chief Executive's Report	6
Club Services and Development	8
National Competitions and Regional Finals	14
Aviva National Finals 2023 Report	16
Aviva National Finals 2023 Roll of Honour	18
International Performance	19
Coaching	24
Commercial	25
Brand and Communications	26
Governance and Business Operations	28
Financial Report	30
In Memoriam 2023	34
2024 – The Year Ahead	36
Benefits of Affiliation	38
2024 Event Calendar	39

PRESIDENT'S REPORT

DEEPAK TANNA

As I reflect on the culmination of an extraordinary year, I am truly honoured to have served as your President for the 2023-24 year and marking a historic milestone as the first Bowls England President of Ethnic Indian origin.

Being present at the Aviva National Finals in Leamington Spa was a particular highlight, where I had the privilege of presenting badges to our dedicated players and trophies to the well-deserving winners. The passion and world-class performances showcased, coupled with the live streaming of each day's events, allowed us to share the excitement and talent of our bowlers with a much bigger audience.

Our journey through Centenary Celebration matches in various Counties reflected the true diversity of our bowlers and clubs. In hosting 30 Celebration matches, we celebrated the essence of our sport and embraced the richness of our community.

I am immensely grateful to our sponsors and partners, and the collaboration with all is a testament to the spirit that defines our bowls family. Special thanks also go to Bowls International for granting me the opportunity to address issues affecting our sport via a new "President's Press" Column.

The Special Presidential Bowling Tour to Belfast, Ireland, stands out as a testament to the global reach of our sport. Welcoming invited guests to this unique event fostered connections and friendships, transcending borders and enriching the international fabric of lawn bowls.

A unique experience unfolded in Wales, where I spent time with junior teams during two different test matches. It was a pleasure to meet the Presidents of Bowls Scotland, Bowls Wales and Bowls Ireland, whilst witnessing the maturity of our juniors and realising the bright future that lies ahead for our sport.

Inspired by the spirit of Bowls England, I created my own website to document and share my Presidential journey, aiming to bridge connections between Bowls England, bowlers, clubs and counties. I extend my heartfelt thanks to the Bowls England Team.

I would also like to express my heartfelt thanks to my Presidential Team, David King-Taylor, Sheila Storey and of course not forgetting the immediate past President, Terri Keen, for their unwavering support throughout this wonderful year of bowls.

My sincere congratulations to our champion bowlers and those who enable them to achieve greatness. It has been a year of unity, celebration and growth, and I look forward to the continued success and vibrancy of Bowls England in the years to come.

In closing, I extend my deepest appreciation to my home club Goodwood Bowls and Social Club and my home county, Bowls Leicestershire and to the entire Bowls England family for your support and commitment.

Yours in Bowls,

Deepak Tanna

Bowls England President

PRESIDENTIAL TEAM

Senior Vice President

David King-Taylor

Junior Vice President

Sheila Storey



CHAIR'S REPORT

DAVID TUCKER

I am pleased to report on yet another successful year, particularly with continued growth in membership. This shows that the Fit for the Future strategy, which was adopted to reverse the decline of our sport, is working. We must continue to build on this growth through Bowls' Big Weekend, Bowls Bash and Play Bowls.

The Board met regularly, and we were pleased to welcome Independent Director, James Wurr. James brings to the Board a wealth of sports management experience. We also engaged Governance United to carry out an external assessment of the Board and they presented a very positive report, with recommendations which will be implemented. This will bring us closer to achieving the Sport England Tier 3 of Governance.

The working parties that are reviewing governance, disciplinary regulations, affiliation and national championships and competitions continued their work. The recommendations from the national championships and competition working party are scheduled to be presented at the 2024 Annual General Meeting of the Company.

Through the efforts of our hard-working Chief Executive, we received substantial sponsorship which will help to build a bright and better future for our sport. The Aviva National Finals were tremendous and by far the best I have attended. We are also pleased to be in partnership with Riveria Travel, Dennis Mowers, Aceit and Sutton Winson.

In September the offices were relocated to Victoria Park following the closure of Riverside House. I am pleased to report that Warwick District Council continues to be very helpful and supportive, and we are looking forward to working with them to improve the facilities at Victoria Park.

The Chief Executive's report sets out the highlights of our work and future proposals. The challenges we face as a membership organisation to thrive, and grow, are well documented as are the challenges presented by high inflation which has put pressure on the budget. It is vitally important that we continue to work together to promote our sport and manage our business prudently.

In conclusion, I would thank the Presidential Team, Board, Chief Executive and his colleagues and the many volunteers at County and Club level for their dedication in keeping bowls thriving and healthy.

Onwards and upwards.



David Tucker
Chair

OUR BOARD

Director of Finance

Stephen Hemsley

Director of Development

Adam Tanner

Director of Governance

Foster Johnson

Director of Coaching

Mal Evans

Director of Competitive Events

Margaret Docherty

Senior Independent Director

Dr Anna Molony

Independent Director

Jonathan Doust

Independent Director

James Wurr



CHIEF EXECUTIVE'S REPORT

JON COCKCROFT

It is very pleasing to report that the number of Bowls England affiliated bowlers has increased by 1.4% in 2023, marking our second successive year of growth. With the backdrop of generational decline, this is encouraging and all those who contribute to the running of lawn bowls clubs across England should be very proud of their efforts.

Beneath this national picture lie some striking regional disparities. In some counties we have seen double-digit growth and a return to pre-pandemic levels, whilst others have recorded a decline. The absence of meaningful player data in our sport makes it difficult to analyse the underlying trends, although we are aware of regional challenges, such as those with a concentration of local authority owned greens. That said, oblivious of the environment, clubs with forward-thinking and capable leadership, which are harnessing the initiatives and support that come with affiliation, are seeing positive results. The Annual Awards nominations process brings this to life in a concentrated way. For all of us at Bowls England, it was inspiring to digest well over 200 nominations and energizing to see what's possible.

Bowls' Big Weekend, our flagship recruitment initiative, symbolizes what matters to us - showcasing club spirit, giving people the joy of trying our addictive sport and working together to help it grow. It was fantastic to see a number of England players visiting clubs in 2023 and connecting with our grassroots. On average, clubs taking part welcomed 31 new bowlers. Some of these people have been retained, but too many of them drift away because the club's provision does not suit their ability, commitment level or personal circumstance. Bowls Bash and the play-bowls.com platform helps affiliated clubs provide this opportunity, and we must work harder to support clubs to make their offer more flexible.

For those further along their bowls journey, this year's Aviva National Finals was a fitting conclusion to our 2023 competitions programme. Over the 18 days, Victoria Park witnessed over a thousand matches and 18000 attendees enjoyed the spectacle. With Aviva's support, we were delighted to stream over 30 matches and almost 4 million minutes of bowls were consumed. We also introduced a hospitality package for the first time and, despite some technical issues, made

progress with our provision of live scoring. Driving revenue through our major events will enable us to keep the cost of playing lawn bowls very low, so we hope more of the bowls community will consider buying a ticket each year to watch our very best bowlers in action.

A review of the national championships and competitions will be presented to the AGM in February following considerable work and consultation. The recommendations will help continue to elevate the National Finals, particularly in relation to the Blue Riband events, whilst also making the competitions programme attract a broader audience, support the international player pathway and engage more of our affiliated clubs. Thanks to all those who engaged with the most recent survey. Unsurprisingly, there is a full spectrum of views and so we will ensure the package brings as many people with us as possible whilst being more relevant to prospective entrants.

Our England teams achieved more success in 2023 building on the platform of Birmingham 2022.

Mo Monkton stepped up to lead our performance programme last summer and the commendable results are detailed later in this annual report. Congratulations to our women's four, Sophie Tolchard, Jamie-Lea Marshall, Lorraine Kuhler and Amy Gowshall, who secured World Championship gold out in the Gold Coast. It requires great talent and application to perform so admirably in Australian conditions. Whilst our national broadcaster's interest did not reflect the credit all our team deserves, we were pleased to stream the event on our new platform. Closer to home, our Under 18 team secured British Isles gold in Wales, which is encouraging for the future.

We're in a period of some uncertainty in terms of international bowls. Victoria's decision to pull out of hosting the Commonwealth Games and World Bowls' plans to change its events programme means the future is not clear. What is evident is the importance of having a sustainable financial model for our participation in international competition, underpinned by Sport England's support. To that end, during 2023, we have progressed the development of a Performance strategy, which will be completed in the new year. Amongst other things, this will inform the approach to player development, our method of talent identification and selection and the resources we need to achieve systemic world class success.

Our England team was boosted by the signing of Aviva as our Principal Partner and the renewal of our long-term relationship with Apparel Partner, Aceit. Our teams looked professional and mainstream sporting their new branded kit, which is important for the perception of our sport. With our existing relationships with Riviera Travel, Dennis Mowers and Sutton Winson, we are building a stable of commercial partners who are supporting our growth. This progress is in part because of the growing engagement we have with bowlers across the country through national activity and regular communications. Our e-newsletter, The Jack, is sent to over 30,000 bowls lovers with very high open rates.

The time spent on governance and compliance issues across the sports sector is growing and this affects smaller NGBs disproportionately. Sport England is aware of the debilitating impact of these pressures, but there is no easy solution, and much of the work is important if we are to ensure a truly inclusive environment in our sport. We have managed a heavy case load of disciplinary issues over the last 12 months, and the Disciplinary Working Party has progressed its work to evolve Regulation 9. Whilst not completed, we have gone some way to recognise the challenges and draft a more user-friendly version. It will be the education part of the project, including developing a code of conduct, that is most critical as we roll changes out in 2024.

We have made excellent strides in 2023 with our safeguarding responsibilities, which have been recognised by the CPSU and Ann Craft Trust. We have seen a significant increase in the numbers of clubs with a safeguarding officer, improved the content on our website and now disseminate a regular e-newsletter. We appreciate safeguarding feels like a difficult area for clubs and we have more work to do on demystifying the subject and making taking responsibility seem less onerous and worrisome. Working cross code with the support of the BDA has been very beneficial and the progress shows the huge benefit of collaboration.

Through the year, we undertook an exercise to evaluate our Board's own effectiveness, engaging a specialist agency. This involved the observation of a board meeting, interviews with board members and a thorough review of Bowls England's policies and procedures in this area. It is positive that the overall summary was that Bowls England has "a highly capable and committed Board supported by a small but hard-working and effective executive team". Under David Tucker's progressive leadership, our Board has committed to embrace several recommendations including working towards increased diversity and continuing their shift to playing a more strategic role.

I would like to personally thank the many 'super-volunteers' who, whilst not technically staff members, essentially form an integral part of the Bowls England team. Contributing on our Board, being ambassadors within our Presidential team, managing our performance programme, acting as important conduits to our County Associations, delivering our disciplinary function, supporting our working parties, and improving the delivery of events – you know who you are, and we really appreciate all you do for Bowls England and our sport.

It is only possible to deliver the breadth of activity detailed in this Report through hard-work, dedication and persistence.

These are qualities the Bowls England staff team has in abundance, and I am hugely grateful for all their efforts over the past 12 months. Moreover, I feel privileged to lead a team of great people, who genuinely care about the future of our sport, and who possess the character to rise to our future challenges.

We are midway through the delivery of our 2021-26 Fit for the Future strategy and are making good progress. There is much to do, and we will push on with the enduring conviction that, through bowls, everybody can realize the joy and benefit of playing sport. Thanks for your support and advocacy.



Jon Cockcroft
Chief Executive



CLUB SERVICES AND DEVELOPMENT

Following success on and off the green, aligned to the 2022 Commonwealth Games, the past 12 months provided an opportunity to further build our sport's profile, encourage new participants and widen the support to all our affiliated clubs.

We were delighted to see the number of individual members rise to 95,049 by 30th September 2023 – an increase of 1.4% in comparison with the previous year.

Delivering and expanding our range of club services to support club management teams, increase their capability and empower them to thrive forms a key part of our Fit for the Future strategy. This is important because our volunteers are the lifeblood of our sport, and their endeavours directly affect the experience of its participants.

This section provides an overview of how we supported our 1,897 affiliated clubs throughout 2023.

BOWLS BASH

Our research shows that 93% of non-bowlers feel they are capable of playing bowls and 37% would like to try the sport, but the main barriers to participation are people not having enough time and the perception that bowls is 'old, slow and boring.'

To address these challenges, we launched Bowls Bash in the summer of 2022 as an exciting, new form of bowls that is easy to play and fun for all ages and abilities. Gone is the dress code and formality – instead, Bowls Bash is an action-packed pairs format lasting just an hour, where all that players need are some flat shoes and plenty of enthusiasm.

A two-set match, with a deciding tiebreak, coupled with a new scoring system provides greater opportunity for players to enjoy success and more potential for drama throughout the game.

A total of 107 clubs were accredited to deliver at the end of September 2023, an increase of 47 during the 12-month period. Each club undertook training in order to deliver the best possible experience for participants. Thanks to funding secured from Sport England, each club received a Bowls Bash resource pack including jacks, scorecards, volunteer apparel and marketing materials.

However, whilst we know Bowls Bash has been very well-received by those clubs and players who have engaged with the programme since its launch, take-up has been slower than anticipated – especially given that clubs continually identify recruitment of new players as their number one priority.

We shall be working with counties, the Bowls Development Alliance and Coach Bowls to further raise awareness of Bowls Bash over the next 12 months to ensure that the programme continues to deliver new participants to our sport and generates additional income for our clubs.

Jasbir Batt, Clubs & Participation Officer believes

"the next 12 months will be exciting as well as crucial. Excited by the fact, we are aware of the common trend in clubs identifying recruitment as their high priority so why not use Bowls Bash as the tool for engagement and help drive footfall through clubs. At the same time, crucial in a sense of not wasting the fantastic opportunity that we do have on offer".



PLAY BOWLS WEBSITE

Whilst Bowls Bash provides new, casual bowlers with a product to play, it is critical that accessing our sport is made easier for a digital savvy audience. We developed the Play Bowls website (play-bowls.com) to enable new and existing bowlers to book and pay for rink time when clubs have spare green capacity.

Play Bowls will help our sport become much more accessible to the growing number of people who want to play bowls casually and will be searching online for recreational activity. The platform makes it easy for clubs to manage the demand, and payments, from this casual audience.

Not only does Play Bowls provide a destination to signpost new participants, it also 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 can also benefit from secondary spend on equipment hire or refreshments and have a market of potential future members.

As with Bowls Bash, take up is behind target, however a total of 174 clubs are now active on the site and our target by September 2024 is to have increased this number to 500 clubs, who are regularly making 'pay and play' sessions available at times that best suit their club programme.

We are also exploring opportunities to make the system available to local authorities in order that they can manage bookings at their sites during the season more effectively.

BOWLS' BIG WEEKEND 2023

Our research shows that over 20% of bowlers begin playing off the back of club open days. Bowls' Big Weekend, sponsored by Aviva, is our co-ordinated national recruitment campaign, giving people across the country the opportunity to play the sport for free in a relaxed, informal setting.

Having seen its third year, this annual event is firmly established on the bowls calendar and once again saw clubs across the country open their doors to welcome new people to our sport.

In 2023 Bowls' Big Weekend was held from Friday 26th to Monday 29th May and over 550 clubs signed up, with a total of 750 events taking place – with an average of 31 people trying bowls at each event.

Over three million people watched Bowls' Big Weekend television coverage, including features on Sky News and BBC Breakfast, featuring our Commonwealth Games Para Medallist Craig Bowler.

Our international players, Board and staff were also out in force at local clubs as the whole 'Bowls England Family' came together to support events.

In the run-up to the event, marketing packs were distributed to participating clubs, and we ran a series of webinars to advise club volunteers on how to organise the 'perfect day.' Clubs were delightfully decorated with banners, balloons and bunting with the weather being glorious throughout the weekend.

Thanks to support from the Bowls Development Alliance (BDA), British Crown Green Bowling Association (BCGBA) and Disability Bowls England (DBE) the campaign reached all geographic areas of the country with no barriers towards participation.

As we look ahead to 2024, one of the challenges we shall seek to further improve is the customer journey and experience for club volunteers and new participants, through a series of interventions including further development of the digital experience. We also recognise that the collection of data within clubs requires improving so we can fully assess the value of the investment for future years. A new 'one-stop-shop' website will enable both data capture and an improved customer journey.





DATES FOR YOUR DIARY



We are pleased to announce that Bowls' Big Weekend will run from Friday 24th to Monday 27th May 2024.

"Well, what a fabulous Open Day we have just had! The sun shone, our members looked resplendent in their club shirts and future members came flooding through the gates. 53 people turned up to bowl – 29 men and 24 ladies – 17 (32%) potential members."

**JANE BINNER,
Old Coulsdon BC (Surrey)**

"I had an amazing time at Woodbridge BC, Suffolk! I couldn't believe how supportive the club members were and how encouraging they were to everyone that stepped through the club gate!. We had children as young as 5/6 up to 75/80, and it was lovely to see. Each and every one of them were as keen as one another, and I strongly believe most of them will be revisiting or signing up to the club! I think the initiative is a breath of fresh air and it will only become stronger and stronger as time goes by."

**LEE CALVER,
Bowls England International Player**

BOWLS DEVELOPMENT ALLIANCE (BDA)

Sport England funding for our sport is channelled through the BDA. The BDA has six Club and Community Development Officers who cover specific regions across England to provide support to those clubs affiliated to Bowls England and its other partner NGBs. Contact information for the BDA team can be found on our respective web pages.

We have worked with the BDA team in 2023 on several of our key areas of work including Bowls Bash, Bowls' Big Weekend and the Play Bowls platform, and we work collaboratively to provide support to all affiliated clubs.

All affiliated clubs can access the Community Club Hub programme, Club Health Checker and Education programme, whilst affiliated members can attend free online workshops via their Weeks of Learning.

A total of 332 Bowls England clubs have now had the opportunity to benefit from participation in the Community Club Hub programme resulting in new members, dedicated safeguarding support and training, and club helpers' workshops for volunteers.

Not only that, 53 community programmes have been delivered with 900 new participants trying bowls as a direct result.

The Club Health Checker is a free, online self-assessment tool that will identify the challenges faced by clubs and highlight areas for targeted growth. It is not a 'Pass or Fail' assessment but rather a tool to help clubs assess their current condition and identify areas for development. Clubs can then book a free face-to-face or online appointment with their nearest BDA Development Officer to discuss the report and create an action plan. At the time of writing, 143 Bowls England affiliated clubs have now completed the Club Health Checker.

Dedicated Weeks of Learning have now been established which involve the BDA, Bowls England and Buddle delivering free online training on relevant topics for bowls clubs and their volunteers. All Weeks of Learning and the topics available can be found on the education pages of the BDA website.

Additionally, the Club Education platform offers free training and educational resources to help volunteers and clubs reach their potential. Available support includes sessions on several areas including digital marketing, safeguarding, celebrating diversity and understanding committee roles.

MORE INFORMATION

Find out more about the BDA:

BowlsDevelopmentAlliance.com

 [bowlsdevelopmentalliance](https://www.facebook.com/bowlsdevelopmentalliance)

 [@BowlsDA](https://twitter.com/BowlsDA)

LOANS, BURSARIES AND FUNDING

All affiliated clubs are eligible to apply for an interest-free Club Loan to enable them to make an important capital investment. As of 30th September 2023, a total of £367,320 was out on loan to support clubs.

We have also continued to assist clubs to access information on potential grant funding through our agreement with Grant Finder. This investment has directly helped clubs using the system to secure £191,649 - this means for every pound Bowls England invested, it has returned £9 to affiliated clubs.

Our partnership with easyfundraising has also continued to evolve, with clubs generating income when their members shop online, across more than 7,000 different brands.

We also continue to provide bursaries to assist those members who wish to undertake training and qualifications in key services including coaching, green keeping and safeguarding.

GREENS MAINTENANCE

The provision of a quality, playing surface is vital for all players at any level to enjoy our sport. Therefore, we continue to invest in our Greens Maintenance Advisory Service, which provides free practical and independent advice and assistance to clubs regarding all issues related to the bowling surface and surrounding areas.

The service has now responded to calls for assistance from more than 250 clubs, covering a wide range of topics from cutting height to thatch. During the 2023 season there was a significant number of clubs seeking advice on green damage, irrigation, and developing a sustainable bowling greens management programme.

We also continue to work with our partners Dennis Mowers and SISIS to host educational seminars, which are well received by green keepers from Bowls England affiliated clubs.

New for 2023 was our involvement in GroundsFest at Stoneleigh Park, Warwickshire, in September. In a dedicated theatre on the event floor, the Bowls England education programme, sponsored by Dennis and SISIS, ran on both days combining insightful seminars and practical tips while our Expert Advisor, Alan Lewis, took to the stage to discuss a wide range of key topics including end of season renovations and tips on cutting, brushing, scarifying, spraying, verticutting, aerating and watering.

CELEBRATION MATCHES 2023

We organise our programme of Celebration Matches as recognition and reward for the brilliant work that affiliated clubs are doing, and matches can acknowledge significant milestones or achievements at clubs.

Celebration Matches provide a great opportunity for clubs to showcase themselves within the wider community, and for players to forge new friendships and rekindle ones from the past.

The Celebration Match calendar for 2023 was extremely busy, with 30 matches taking place across the country from Cornwall to Northumberland. Bowls England President, Deepak Tanna, and the Presidential Team did a brilliant job attending all the matches and they were played in good spirits.

Most clubs hosted a Celebration Match as part of their centenary celebrations - a great achievement - and Bowls England were delighted to support the clubs with their celebrations.

Date	Club/Association	County	Event
Tue 9th May	Saltash Bowls Club	Warwickshire County BA	100
Wed 10 May	Bridport Bowls Club	Dorset	100
Thu 11 May	Severalls Bowls Club	Windsor & Eton BC	100
Sat 13 May	Gillingham Bowls Club	Finchley BC	100
Tue 16 May	Williton Bowls Club	Caversham BC	100
Wed 17 May	Chippenham Park Bowls Club	Wiltshire	100
Thu 18 May	Pewsey Vale Bowls Club	Wiltshire	100
Tue 23 May	Frampton on Severn Bowls Club	Gloucestershire	100
Wed 24 May	Coleford Bowls Club	Gloucestershire	100
Wed 31 May	Bognor Regis Bowls Club	Sussex	100
Thu 1 Jun	Hurstpierpoint Bowls Club	Sussex	100
Wed 14 Jun	Fleet Social Bowls Club	Hampshire	100
Thu 15 Jun	West Ealing Bowls Club	Middlesex	100
Thu 20 Jun	Rosedale Bowls Club	Hertfordshire	100
Wed 21 Jun	Maulden Bowls Club	Bedfordshire	100
Thu 22 Jun	Flitwick Bowls Club	Bedfordshire	100
Tue 27 Jun	Stony Stratford Bowls Club	Buckinghamshire	100
Wed 28 Jun	Hazells Bowls Club	Buckinghamshire	100
Wed 5 Jul	Bocking Alliance Bowls Club	Essex	100
Thu 6 Jul	Thorpe Bay Bowls Club	Essex	100
Tue 11 Jul	Consett Park Bowls Club	Durham	100
Wed 12 Jul	Ponteland Bowls Club	Northumberland	100
Wed 19 Jul	Goodwood Bowls Club	Leicestershire	President's Club
Wed 26 Jul	Avenue Bowls Club	Warwickshire	100
Thu 27 Jul	Nuneaton Bowls Club	Warwickshire	100
Mon 31 Jul	Dennyside	Held at Goodwood Bowls Club	Exception
Thu 3 Aug	Narborough	Leicestershire	100
Tue 15 Aug	Friends of English Bowling	Held at RLSBC	FEB
Fri 1 Sep	Leicestershire County (Unified)	Leicestershire	President's County
Tue 12 Sep	Friends of English Bowling	Held at Goodwood Bowls Club	FEB



BOWLS ENGLAND AWARDS 2022

Our Annual Awards recognise the great contribution made by players, umpires, clubs, counties and volunteers within the sport. 111 nominations were received from the bowls community and an expert panel met in December with the very difficult task of shortlisting the nominations and selecting the winners; a very tough task given the quality of nominations received. The winner of the Fit for the Future Award and Unsung Hero were decided by a public vote, with a staggering 3,000 votes cast!

The event returned to Athena in Leicester in February 2023 for our second Bowls England Annual Awards, celebrating the successes of 2022, which saw 289 people attend a glittering night of celebration.

It was a night to reward success, highlight great work and to honour all those that help make our sport great, with a total of 15 Awards won. And, as the Awards were presented throughout the evening, there were some incredible reminders of the remarkable stories and people within our sport:

Colin Hirons (Minehead BC, Somerset) collected the Fit for the Future Award for his work developing a youth section at Minehead BC, which has also resulted in their adult membership growing by 10%. His words of wisdom to anyone thinking about trying something new at their club were;

"Go for it! Whatever you want to do, whatever you want to try, just have confidence. Try and get a great team of people behind you to help and just go for it wholeheartedly. If you have a club to follow you and friends to back you, then you can achieve anything!"

"I just feel absolutely amazing, it's an endorsement of everything you do... it's the highest accolade you could want!", were the emotional words of Val Molton (Kingswood & Hanham BC, Gloucestershire) after collecting the Unsung Hero of the Year Award for her unwavering work for club and county.

We will be returning to Athena, Leicester, for the Bowls England Annual Awards on Saturday 24th February 2024, to celebrate those amazing people within our community who have gone above and beyond in 2023. A huge thank you to all those who have supported the event to date, because of which, we have seen a total of 247 nominations – a 122% increase! Tickets are on sale now and you can find out more about the event at bowlsengland.com/awards-night-2023.



BOWLS ENGLAND AWARDS 2022 ROLL OF HONOUR

England Female Bowler of the Year sponsored by Aviva

Sophie Tolchard (Devon)

England Male Bowler of the Year sponsored by Aviva

Sam Tolchard (Devon)

England Female Rising Star sponsored by Aviva

Rebecca Moorbey (Huntingdonshire)

England Male Rising Star sponsored by Aviva

Harry Goodwin (Kent)

Bowls Maker of the Year sponsored by Aviva

Rob Stanley (Worcestershire)

County of the Year

Leicestershire

Greenkeeper of the Year sponsored by Dennis Mowers & SISIS

Graham Instone (Dunnington BC, Yorkshire)

Coach of the Year

David Rolls (Frampton on Severn BC, Gloucestershire)

Umpire of the Year

Francis Fletcher (Warwickshire)

Team of the Year sponsored by Aviva

Berkshire Middleton Cup 2022

Fit for the Future Award

Colin Hirons (Minehead BC, Somerset)

Unsung Hero of the Year sponsored by Aviva

Val Molton (Kingswood & Hanham BC, Gloucestershire)

Club of the Year sponsored by Sutton Winson

Avenue Coventry BC (Warwickshire)

Certificate of Merit

Edna Bessell MBE & Stephen Jennings

Winners from the 2023 Bowls England Awards will be shared on bowlsengland.com and across our social channels.

CIVIL LIABILITY INSURANCE

When things happen that are out of your control, it's important to have the right insurance in place to protect you.

One of the biggest services we offer to affiliated clubs and organisations is Civil Liability Insurance. It is estimated that those clubs who take this insurance cover save, on average, £450 per year in comparison to arranging the same cover separately.

We have entrusted Sutton Winson to provide Civil and Employers' Liability to our affiliated clubs, counties and other organisations.

This policy, amongst other benefits, includes:

- Wider protection than a standard Public Liability Policy
- Directors and Officers Liability, including Trustees
- No additional hidden fees
- Low-cost premium

SAFEGUARDING

The safeguarding support provided in Bowls is continuing to become increasingly robust as our knowledge and expertise grows. This is strengthened by the cross-code collaboration that is managed by the BDA to ensure that all bowlers are able to play in a safe environment. A key group in this collaboration is the Safeguarding Steering Group who have developed a clear action plan to continually progress safeguarding practices and education. This has increased support and guidance available across the whole sport. Another key group is The Case Management Group who meet once a month to discuss cases, ensure they are compliant with legislation and support the counties and clubs to fulfil their duties. They have presided over 32 cases this year at a national level and have developed links with many experts that help identify the most appropriate outcomes.

2023 saw us completing the Ann Craft Trust Framework and CPSU annual review to ensure that our sport is compliant and well governed in this area. Feedback from these has provided opportunities for learning to increase our safe culture across the sport.

Another key feature of our progress were the 'Weeks of Learning' that have been successfully delivered through collaboration with the BDA to support our clubs and members to increase their knowledge of safeguarding. Resources, education and support on our website has also increased and is becoming more aligned with the other codes to ensure that the same messages, language and knowledge are

being shared sport wide. Clubs are also supported by being able to access many policies, procedures, training, advice and guidance via the website, and the bi-monthly bulletin that is sent out to subscribers.

We are delighted to have seen a significant increase in the numbers of clubs who have a safeguarding officer, and we are grateful for those clubs and individuals desire to come on the journey with us. We continue to remain committed to providing support and assistance to promote a safe and inclusive culture.

DISCIPLINARY

The Disciplinary Working Party, chaired by Adam Tanner (Bowls England Board Director) and comprising independent support from Sport England's Head of Governance Support Lucy Valerio, BE CEO Jon Cockcroft, former BE Head of Business Operations Helen Slimm and Francis Fletcher, has met on several occasions to progress their brief to evolve Regulation 9 and improve its implementation. Significant research has been undertaken across the sport and looking at how other governing bodies manage disciplinary activity. The regulations are in the process of being rewritten and there is a plan around educational materials and training. At the county consultation session, there was agreement that each county should have a dedicated Disciplinary Officer.

The disciplinary workload throughout 2023 remained high and, with John Durston retiring from his role as Chair of the National Disciplinary Committee, we were delighted that Chris Smith stepped up to offer expertise and counsel to the Bowls England staff team. In total, we actively managed 12 cases this year and provided advice on hundreds of others at club and county level.

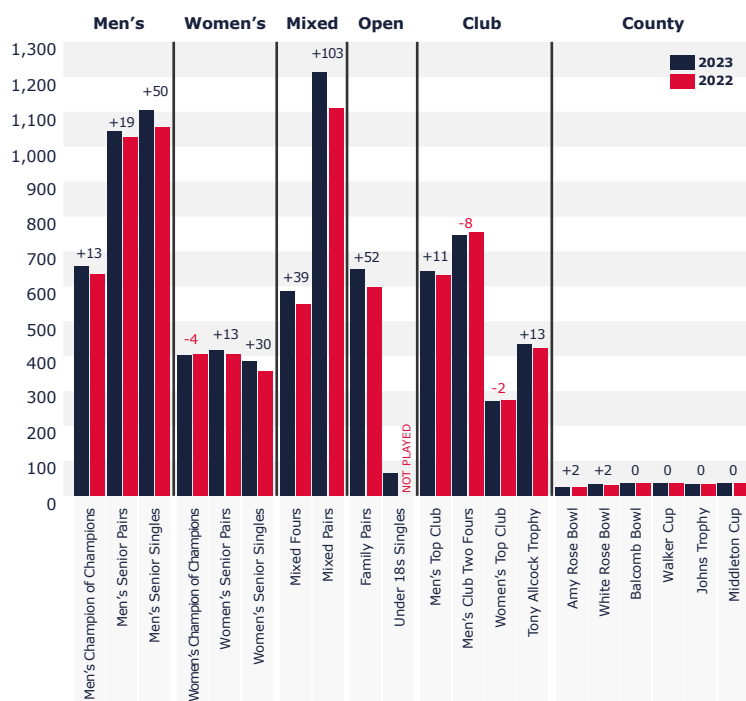
We also received valuable support from Francis Fletcher, Mick Leafe, Keith Young, Bill Smith and Sue Mates who sat on the national disciplinary panels which we convened during the last 12 months.

NATIONAL COMPETITIONS AND REGIONAL FINALS

We were delighted that entries in the majority of our National Competitions showed an increase on 2022 entry numbers, in particular all our Senior and Mixed Events. However, in contrast, entries in the majority of National Championship events declined across the country.

We are pleased to share with you a summary of our activity in 2023 and also plans to provide more competitive opportunities for a greater number of bowlers from 2025.

NATIONAL COMPETITION ENTRIES 2023 VERSUS 2022



TRENDS

National Competitions

We saw an increase in entries in all our senior events showing there is appetite for competitive play across our senior branded competitions. Mixed and open events are on the rise, and significantly the Mixed Pairs gained 103 extra entries based on year-on-year figures.

Even though we saw minor increases in the Mens Top Club and Tony Allcock Over 60 Mixed Double Rink, numbers in our Club Two Fours and Womens Top Club continue to decline year-on-year – the latter in particular displaying a worryingly low number of entries.

National Championships

All events are down year-on-year, except junior events for the Men and the Senior Fours for the Women.

FORMATS

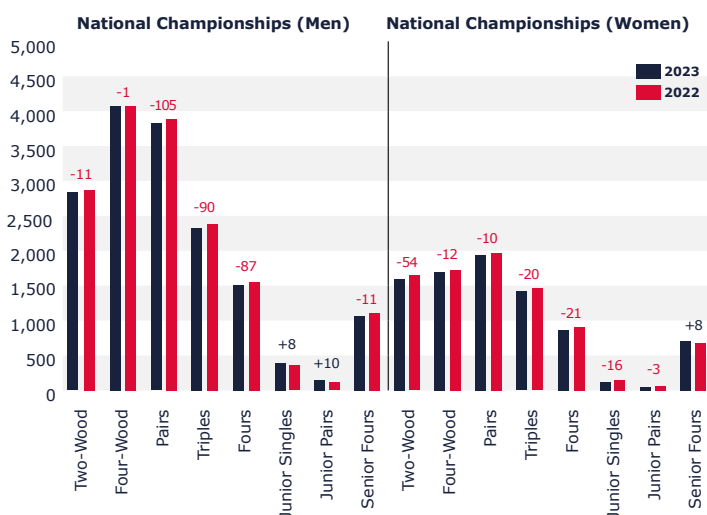
2023 saw formats across all our events remain as they were in 2022, with National Championships played to 18 ends for all team events. For National Competitions, Pairs remained with three bowls (Mixed, Senior & Family) using the 18-end format, whilst Singles was 21 up and Fours 18 ends with two bowls each.

2023 saw the Middleton Cup and Johns Trophy return to a round robin group format following a motion carried at the 2022 AGM, with the reverse fixtures being utilised in 2024.

UNDER 18S SINGLES

Oxford City & County paid host to the Under 18s Singles in early May 2023, an event brought back following the pandemic. Two full days of play took place showcasing 64 junior bowlers from around the country, who entered on a first come first served basis.

NATIONAL CHAMPIONSHIP ENTRIES 2023 VERSUS 2022



With several members of the Performance Team in attendance, day one saw all competitors compete for their placing in the event. Matches consisted of playing two sets of six ends in a round robin format.

Once all matches on day one were completed, the top 32 players progressed to the main event with a place in the British Isles Championship up for grabs for the highest placed male player. The remaining 32 players were entered into the plate competition, with both events played in a knock-out sets play format (two sets of 7 ends) on day two.

Suffolk's Charlie Beeton was the victor in the tournament and he was put forward to represent England in the British Isles U18s Singles.

REGIONAL FINALS

Regional Finals took place for our Inter-County Double Rink Competitions (Walker Cup & Balcomb Trophy) and our Inter-County Junior Double Rink Competitions (Amy Rose Bowl & White Rose Trophy). Each competition had four geographical based Regional Finals to produce four county teams who would progress through to the Aviva National Finals at Leamington.

The Regional Finals provided a festival of bowls for the qualifying counties, and we would like to thank all those clubs who put their facilities forward in support of these events.

AVIVA NATIONAL FINALS QUALIFIERS

Qualifiers for the Aviva National Finals in Championship events increased to 62 with the top 27 counties who collected the most entries per event receiving two entries. Those counties in the bottom six per event with the lowest number of entries received just one entry. With the removal of Regional Finals for Individual Competitions, qualifying numbers in National Competitions returned to 16 (Mixed & Champion of Champions) Family Pairs increased to 16 (previously 8) and Senior events last 32 per competition.

The total number of qualification places at our Aviva National Finals was in excess of 2,900, a significant increase based on competitors competing in 2022. This increase in competitor numbers provided a great spectacle, however, did come with some issues, in particular the number of clashes with mixed events. In developing the schedule for the 2024 Aviva National Finals, we have sought to further reduce potential clashes.

COMPETITIONS WORKING PARTY

One of the core priorities underpinning our Fit for the Future strategy is a determination to create positive playing experiences for everyone who steps on the green regardless of age, gender or ability.

We know competitions are popular within our membership, however we are also acutely aware of a number of challenges for example, the continued decline in entry numbers (particularly in Women's events), the latter stages being dominated by a reducing pool of players and age bands at junior and senior level that may not be conducive to encouraging participation.

Therefore, providing the right competitions at the appropriate level is fundamental to achieving our goal. The Bowls England Competitions Working Party (CWP) was formed in January 2023 and tasked with undertaking a review of activity.

We received considerable interest from players and administrators who wished to join the CWP. The final group was formed of a cross section of our community – players/umpires and administrators – with representation across the regions, age groups and gender. We thank all members of the CWP for their commitment to the project.

We are mindful that this area of our work causes much debate amongst players and administrators at all levels of our sport. With thousands of players of varying perspectives and 35 County Associations with different outlooks and circumstances, it is impossible to please everyone.

We have undertaken significant research since 2020 with current players, potential players and clubs over the past few years, which helped to underpin our Fit for the Future strategy. The CWP also undertook research of its own in support of its work and considered entry trends over the past decade for Men and Women in National Championships and National Competitions.

Finally, to assist with the final recommendations, a player survey was conducted following the 2023 National Finals. The survey was completed by a total of 2,096 respondents, with a very good spread of player types and statistically significant sample size.

Initial recommendations were presented to the Board and counties in November 2023, with final recommendations being put before counties at the AGM in February 2024, for implementation for the 2025 season onwards.

The group is chaired by Margaret Docherty, Director of Competitive Events with the Working Party consisting of: Mick Leafe (Nottinghamshire), Simon Lilley (Lincolnshire), Chris Rodgers (Leicestershire), Andrew Richardson (Surrey), Ian Gauld (Gloucestershire), Matt Hyde (Buckinghamshire), Rodney Clark (Kent), Bernie Hill (Yorkshire) and Rachel Cartwright (Northumberland).



AVIVA NATIONAL FINALS REPORT 2023

The 2023 Aviva National Finals took place from Thursday 10th to Sunday 27th August, bringing together 2,884 players at Victoria Park, Royal Leamington Spa, and featuring 1,113 matches across the 18 days.

Thanks to our new headline sponsor, Aviva, the atmosphere was elevated and well-received by players and spectators alike, with the vibrant yellow theme bringing the entire venue to life.

Over the 18 days, 18,700 spectators attended the event with a daily average of 1,050 individuals attending each day. Participants from all thirty-five Bowls England counties gathered at Victoria Park to compete in 35 events, all vying for the title of National Champion.

TICKETS

Tickets were sold through the online ticketing agency Eventim, starting at £4 for an adult standard day ticket and £5.50 for an adult premium ticket and £1 for an under 18 standard day ticket and £1.50 for an under 18 premium day ticket. Premium days were any days with a Championship or Inter-County Final.

Pre event ticket sales generated £19,872 and on event sales via the ticket office generated a net income of £19,976.

The event was very well supported from start to finish with supporters travelling the length and breadth of the country to support their friends, family and teammates in Royal Leamington Spa. Ticket revenue was reinvested directly back into the event and spent on infrastructure including grandstand seating, marquees, toilets, branding and live streaming of the event.

HOSPITALITY

New for 2023 was the introduction of a VIP experience at the Aviva National Finals, which was a successful venture for the event. Hospitality tickets, priced at £75 per person (including VAT), resulted in a total net income of £4,847. The response was very positive, with 81 tickets sold, and a total of 144 guests in attendance.

Hospitality guests enjoyed a comprehensive experience throughout the day, including a thoughtfully curated hamper comprising of breakfast, afternoon tea, sweet treats, and a selection of drinks. The day also featured the chance to participate in Bowls Bash on the Victoria Park Greens, an exclusive meet-and-greet opportunity with a member of the current England Squad and access to The Extra End.

We were also pleased to welcome as our guests sponsors and key stakeholders including Tim Hollingsworth (Sport England Chief Executive) and John Steele (Commonwealth Games England Chair). This provided a valuable platform to showcase our sport with Tim and John taking to the Victoria Park greens to try their hand at Bowls Bash.

LIVE STREAMING

After the positive feedback and viewing figures from the live streaming staged across three days of last year's event, with the support of our principal partner Aviva, we were delighted to be able to stream each day on our dedicated streaming platform, Bowls TV. A total of 33 matches were streamed across the 18 days, showcasing a variety of formats and disciplines. Across the course of the event, 11,789 people registered to use the Bowls TV platform and 3.94 million minutes were watched live, with a further 486,000 minutes being watched on catch-up. The most popular match watched was the Men's Pairs Final with a peak viewership of 1,671.

The streaming coverage offered the opportunity for those who were unable to make it to Victoria Park to watch from home and enabled people less familiar with the event to tune in and watch the best bowlers around the county playing a brilliant standard of our sport, hopefully inspiring them to give bowls a go.

INFRASTRUCTURE

Grandstand seating made a return to both A and B green, contributing to an electric atmosphere during the events. The provision of grandstand seating enhances the overall spectator experience, creating a more engaging and supportive environment for both players and supporters.

The availability of local food and drink outlets ensured that both players and spectators were well-catered for throughout the event. The Retail Village was also situated in the Fan Zone and allowed visitors a chance to purchase new bowls equipment.

The casual seating and picnic area between A green and the Fan Zone was once again a very popular area, creating a lively and enjoyable atmosphere for spectators. This setup allowed people to relax, enjoy some food and drinks, and even indulge in ice creams and refreshments while still being able to watch the action on A green.

CLUB ZONE

The Club Zone was a new initiative this year and created a space for small seminars and meetings to take place. Sessions included county consultations, greens advice and guidance for individuals wishing to become an umpire or marker. The full potential of the space wasn't completely realised however for 2024, we will be developing a fuller programme which we hope will enhance the overall experience for participants and attendees, creating a hub for knowledge-sharing, skill development and networking within the bowls community.

EXTRA END

The Extra End welcomed Bowls England VIPs, The Friends of English Bowling and paid hospitality guests. The space provided a comfortable, covered area from which guests could watch play on A and B green with shelter from the elements when necessary. Hampers were served to paying guests and other guests could help themselves to light refreshments throughout the day and catch up with other members of the bowling community to reflect on the rich history of our sport, exchange ideas about its future, and share insights on the progress and innovations within their respective counties.

VOLUNTEERS

Volunteers form the lifeblood of our events, playing a pivotal role in advancing our sport. Becoming a volunteer at Bowls England is an exciting prospect, offering you the chance to contribute to a sport you cherish, or the opportunity to be a part of a big sporting occasion, and be an integral part of

the Bowls England Team. Throughout the 2023 Aviva National Finals, we were fortunate to have 67 dedicated volunteers participating in various roles - from our meet and greet team at the entrance, live scoring, assisting in the tournament office, scoreboard turning, hospitality, wayfinding and ensuring that everyone on site was having a great time - there truly is a job for everyone!

Volunteering at the Aviva National Finals not only presents an excellent opportunity to contribute to the bowls community but also provides a highly sociable and enjoyable experience during the event. We are delighted to see the commitment of the same individuals return year on year to volunteer, as well as welcoming new volunteers - an increasing number of which are non-bowlers. We are always looking to grow our pool of volunteers so if you are interested in joining this dynamic team, please contact laura.blatherwick@bowlsengland.com

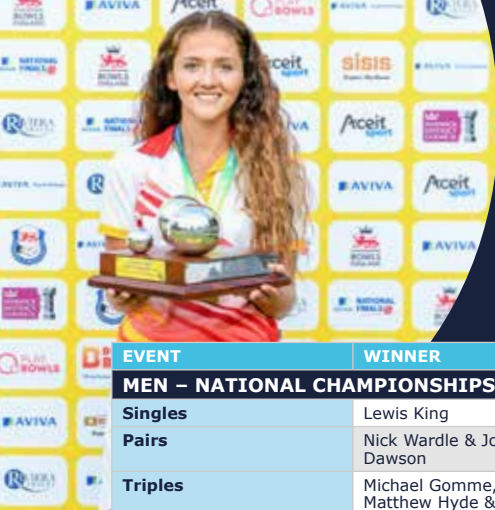
AVIVA CHAMPIONS DINNER

The Aviva Champions Dinner was held at the DoubleTree by Hilton, Coventry on the 25th November 2023.

The event proved to be a resounding success, as all 270 available tickets were sold out. Attendees gathered to celebrate the outstanding accomplishments of participants in the Aviva National Finals.

During the evening, a total of 49 trophies were presented to the deserving winners and finalists from Men's, Women's, Team and County events. The night was a splendid occasion of celebration, providing a fitting and memorable conclusion to the 2023 season.





NATIONAL FINALS 2023

ROLL OF HONOUR

EVENT	WINNER	CLUB	COUNTY	RUNNER UP	CLUB	COUNTY	SCORE
MEN – NATIONAL CHAMPIONSHIPS							
Singles	Lewis King	Appleyard	Kent	Darren Allsopp	New Lount	Leicestershire	21-10
Pairs	Nick Wardle & Joe Dawson	Kingscroft	Leicestershire	Steve Gunnell & Edward Morris	Essex County	Essex	16-15
Triples	Michael Gomme, Matthew Hyde & Andrew Briden	Gerrards Cross	Buckinghamshire	Simon Kettle, Steve Gunnell & Edward Morris	Essex County	Essex	15-14
Fours	Steve Hill, Harry Mycock, Dominic McVittie & Martin Spencer	Royal Mail Cart	Lincolnshire	Nick Wardle, Jonathan Green, Chris Moore & Joe Dawson	Kingscroft	Leicestershire	18-13
Two-Bowl Singles	Mark Ireland	Avenue Coventry	Warwickshire	Alan Geary	Boscombe Cliff	Hampshire	16-10
Junior Singles	Tom Holmes	Ross-on-Wye	Herefordshire	Oli Collins	Ilminster	Somerset	21-11
Junior Pairs	Oli Collins & Liam White		Somerset	Ryan Brannan & Callum Hodgson		Cumbria	29-7
Senior Fours	Gary Clark, Martin Sampson, Simon Greenwood & David McCallum	Camberley	Surrey	Mike Stray, Roy Elkington, David Brammer & Kevin Lewis	Branston	Lincolnshire	33-5
WOMEN – NATIONAL CHAMPIONSHIPS							
Singles	Stef Branfield	Clevedon	Somerset	Jayne Christie	Potton	Bedfordshire	21-16
Pairs	Carol Gaskins & Donna Grant	Oxford City & County	Oxfordshire	Gill Grantham & Alison Spreadborough	Plymouth Sir Francis Drake	Devon	19-10
Triples	Sophie Tolchard, Nicole Rogers & Harriet Stevens	Kings	Devon	Rachel Gingell, Kelly Jenkins & Pam Garden	Egham	Surrey	20-8
Fours	Jemma Tuohy, Yasmina Hasan, Elizabeth Anderson & Debbie Souter	Egham	Surrey	Sally Gilbert, Angela Service, Helen Moore & Lynn Orlando	Didcot	Berkshire	18-17
Two-Bowl Singles	Laura Holden	Clevedon	Somerset	Shannon Maughan	Bletchley Town	Buckinghamshire	17-10
Junior Singles	Emily Kernick	Sherwood Park	Warwickshire	Rebecca Moorbey	Brampton	Huntingdonshire	21-9
Junior Pairs	Lily-Mae Adams & Emily Kernick		Warwickshire	Molly Feetham & Ruby Hill		Lincolnshire	20-19
Senior Fours	Leen Hampshire, Carole Wolton, Sandra Aldridge & Anne Bernard	Ryde Marina	Isle of Wight	Lesley Holmes, Di Wilson-Rogers, Barbara Heath & Lin Mountain	Dunholme St Giles	Lincolnshire	17-7
MEN – NATIONAL COMPETITIONS							
Senior Singles	Steve Poyner	Vines Park	Worcestershire	Graham Ashby	Nuneaton	Warwickshire	21-3
Senior Pairs	Philip Russell & Jerry Rumball		Hertfordshire	Michael Jelfs & Phillip Gladden		Oxfordshire	27-3
Champion of Champions	Graham Ashby	Nuneaton	Warwickshire	Phil Harvey	St Georges Dragons	Northumberland	21-13
WOMEN – NATIONAL COMPETITIONS							
Senior Singles	Kate Kyle	Shepshed Town	Leicestershire	Sue Allen	Swinton	Yorkshire	21-17
Senior Pairs	Linda Churchman & Cheryl Salisbury		Cambridgeshire	Teresa Orriss & Margaret Smith		Surrey	13-10
Champion of Champions	Annalisa Dunham	Carters Park	Lincolnshire	Donna Rock	Sherborne	Dorset	21-5
MIXED/OPEN – NATIONAL COMPETITIONS							
Mixed Pairs	Rebecca Willgress & Wayne Willgress		Norfolk	Grant Burgess & Maddie Burgess		Worcestershire	18-13
Mixed Fours	Chris Yeomans, Kayleigh Proctor, Rachel Cartwright & Simon Richardson		Northumberland	Chloe Brett, Rebecca Moorbey, Lewis Baker & Nick Brett		Huntingdonshire	21-17
Family Pairs	Mark Sturtridge & Paul Sturtridge		Cornwall	Michael Corbyn & Neil Corbyn		Northamptonshire	16-14
INTER-CLUB COMPETITIONS							
Men's Club Two Fours	Shanklin		Isle of Wight	New Lount		Leicestershire	34-31
Men's Top Club	Appleyard		Kent	Shanklin		Isle of Wight	3-2
Women's Top Club	Kings		Devon	Egham		Surrey	63-53
Tony Allcock Trophy	Torquay		Devon	Old Coulsdon		Surrey	43-39
INTER-COUNTY COMPETITIONS							
Middleton Cup	Lincolnshire			Berkshire			115-98
Balcomb Trophy	Essex			Cumbria			45-36
White Rose Trophy	Kent			Cambridgeshire			46-41
Johns Trophy	Devon			Surrey			116-110
Walker Cup	Lincolnshire			Norfolk			32-27
Amy Rose Bowl	Kent			Devon			38-37

INTERNATIONAL PERFORMANCE

WORLD CHAMPIONSHIPS

Australia's Gold Coast played host to the 2023 World Bowls Championships and our squad did not disappoint. They battled challenging Southern Hemisphere conditions in the first staging of the event since 2016 and returned home with one Gold Medal and four Bronze medals across various disciplines.

A total of five host venues were used to cater for the biggest field in the event's history – Broadbeach; Helensvale; Musgrave Hill; Mudgeeraba and Paradise Point. Additionally, with para disciplines competing concurrently for the first time at World Bowls, more than 1,300 matches were played.

Leading the England bid were nine members of our successful Birmingham 2022 Commonwealth Games squad. Three members of our Commonwealth Games squad – Sian Honnor, Natalie Chestney and Jamie Chestney – had declared themselves unavailable for the event prior to selection.

The standout moment for England came when Sophie Tolchard, Jamie-Lea Marshall, Lorraine Kuhler and Amy Pharaoh won the Gold Medal in the Women's Fours, displaying remarkable teamwork and precision to overcome hosts Australia in the Final, with a famous 14-7 victory.

The Women's Fours triumph, plus the Bronze Medals claimed by Katherine Rednall in the Women's Singles and Tolchard and Pharaoh in the Women's Pairs,

helped England finish second in the Overall Women's Team event behind New Zealand out of the 44 competing Nations.

Bronze Medals were also secured by Louis Ridout, Nick Brett and Jamie Walker in the Men's Triples, and the duo of Alison Yearling and Stephen Hartley (Directors Jane Herbert and Isaac Shieh) in the Para Mixed Pairs – helping the Men's team to finish a respectable fifth and the Para team in the top half of their group.

The event once again demonstrated excellent team dynamics, with players supporting each other on and off the green.

A special mention must also be made for the contribution of our Performance Team, led by Performance Director Mo Monkton with support from Kirk Smith, Sandy Hazell and Helen Lewis-Wall.

"It feels amazing to go that one better than last time. To come away with a Gold medal is just incredible."

**JAMIE-LEA MARSHALL,
Silver medallist in Women's Fours in 2016**



AVIVA ENGLAND TEAM

Women's Singles

Katherine Rednall (Norfolk)

Men's Singles

Sam Tolchard (Devon)

Women's Pairs

Sophie Tolchard (Devon) and Amy Pharaoh (Lincolnshire)

Men's Pairs

Ed Morris (Essex) and Sam Tolchard (Devon)

Women's Triples

Jamie-Lea Marshall (Leicestershire), Lorraine Kuhler (Oxfordshire) and Katherine Rednall (Norfolk)

Men's Triples

Louis Ridout (Devon), Nick Brett (Huntingdonshire) and Jamie Walker (Devon)

Women's Fours

Sophie Tolchard (Devon), Jamie-Lea Marshall (Leicestershire), Lorraine Kuhler (Oxfordshire) and Amy Pharaoh (Lincolnshire)

Men's Fours

Louis Ridout (Devon), Ed Morris (Essex), Nick Brett (Huntingdonshire) and Jamie Walker (Devon)

Para Women's Pairs

Jennie Sandford (Sussex) and Gill Platt (Surrey)

Para Men's Pairs

Fynn Kyser (Leicestershire) and Jack Pullin (Worcestershire)

Para VI Mixed Pairs

Alison Yearling (Devon) and Stephen Hartley (Devon) – Directors Jane Herbert (Leicestershire) and Isaac Shieh (Middlesex)

"I am delighted with the squad and Management Team who all worked hard to make this such a successful Championships. A Gold Medal and four Bronze Medals on Southern Hemisphere greens is brilliant. We won the majority of matches and those lost were by small margins. Our players gave their all and proved we are up there with the best in the world, as the final rankings proved."

MO MONKTON, Performance Director

WORLD CHAMPION OF CHAMPIONS

The World Champion of Champions was held at Club Robina on the Gold Coast shortly following the conclusion of the World Championships. The event saw all matches played as three sets of five ends, which left all players with little margin for error.

We were represented by our 2022 National Singles Championships – Ed Morris (Essex) and Rebecca Moorbey (Huntingdonshire).

Whilst Moorbey bowed out following the group stages, Morris continued to impress and having won through his group, defeated Ireland's Adam McKeown before missing out on a place in the final by the narrowest of margins against Scotland's Darren Gaultieri.

Morris collected a brilliant Bronze Medal for his efforts. In the Final, Gaultieri was defeated by Wales' Daniel Salmon 2-0. The Women's Singles was won by USA's Anne Nunes after she beat Guernsey's Lucy Beere.

The 2024 World Champion of Champions will be held in Auckland, New Zealand, where 2023 National Singles Champions Lewis King (Kent) and Stef Branfield (Somerset) have been invited to represent England.

HONG KONG INTERNATIONAL BOWLS CLASSIC

The 2023 Hong Kong International Bowls Classic saw England represented by Harry Goodwin (Kent), Tom McGuinness (Buckinghamshire), Nicole Rogers (Devon) and Harriet Stevens (Devon).

The event began with the Classic Singles. The event provided valuable experience adjusting to the Hong Kong greens as each player experienced playing outside the UK for the first time.

Our team then returned to action in the Classic Pairs and demonstrated that they had been quick learners.

Rogers and Stevens excelled in the Women's Pairs, securing the top spot in their group during the round-robin matches. They proceeded to the semi-finals, where they triumphed over South Africa in a thrilling contest before narrowly missing out on the title in the final against Scotland – with the final shot decided by a measure.

In the Men's Pairs, McGuinness and Goodwin finished second in their group before falling to defeat in the play-offs against New Zealand.

All four players were a credit to Bowls England on and off the green, and the experience will stand each of them in good stead for future international events.

"It was an amazing experience and a first-time playing bowls outside of the UK for all four of us. No countries can be taken for granted. Such a great trip with many memories."

TOM MCGUINNESS

BRITISH ISLES CHAMPIONSHIPS

England enjoyed superb success at the British Isles Championships securing six British Isles titles in Ayr, Scotland.

We were represented by our 2022 National Championship winners, with the most notable success coming from Ed Morris who retained the Men's Singles title that he had won 12 months earlier.

ROLL OF HONOUR

Gold Medal Men's Under 18 Singles:

Charlie Beeton (Suffolk)

Gold Medal Men's Singles:

Ed Morris (Essex)

Gold Medal Men's Senior Fours:

Vaughan Holland, Paul Bunting, Craig Shaw and Alan Symondson (Berkshire)

Gold Medal Women's Pairs:

Sophie Tolchard and Harriet Stevens (Devon)

Gold Medal Women's Triples:

Rachel Mackriell, Nina Allbut and Denise Hodd (Sussex)

Gold Medal Women's Fours:

Helen Butler, Louise Whyers, Penny Strong and Annie Dunham (Lincolnshire)

Silver Medal Men's Triples:

Kevin Harrison, Mark Irwin and Stuart Irwin (Cumbria)

Congratulations to all of our representatives who participated in this event.

"It feels pretty surreal. I had a quick look at the records and no one has achieved it [Consecutive British Isles Men's Singles titles] since David Bryant. Whilst I'm nowhere near the bowler he was, it is nice to be in the same sentence."

ED MORRIS



BRITISH ISLES INTERNATIONAL SERIES

The British Isles International Series had not been played since 2019 due to the Covid pandemic and preparation for the 2022 Commonwealth Games.

On its return there was a new-look Top 10 format with England, Scotland, Ireland and Wales entering two teams of each gender, whilst Jersey fielded one team in each event.

England dominated the Women's event, with the Eagles and Lions topping the tables in their respective sections and therefore, going head-to-head in the Gold Medal match, which saw the Eagles triumph in all four disciplines to take the title.

In the Men's event it was a nerve-wracking Bronze Medal Match for England Lions, as they faced a strong Scotland Saltire team. Despite coming down to the wire, it was the England Lions who were victorious, securing the win 6-4 on points.

The victory completed a full set for England who made the journey home with a gold, silver and bronze medal from the Series.

England will host the 2024 Championships and International Series at Royal Leamington Spa in June, and we hope a large number of spectators will come out in force to support our England players on home soil.

AVIVA ENGLAND TEAM

Eagles – Women

Vicky Bayliss (Buckinghamshire); Emma Cooper (Devon); Stephanie Crates (Surrey); Annie Dunham (Lincolnshire); Katherine Hawes-Watts (Oxfordshire); Ruby Hill (Lincolnshire); Laura Holden (Somerset); Kirsty Richards (Warwickshire); Nicole Rogers (Devon); Harriet Stevens (Devon); Rebecca Wigfield (Northamptonshire)

Lions – Women

Stef Branfield (Somerset); Michelle Coleman (Huntingdonshire); Paige Dennis (Kent); Emily Ferguson (Kent); Wendy King (Kent); Lorraine Kuhler (Oxfordshire); Jamie-Lea Marshall (Leicestershire); Morgan Merryweather (Berkshire); Rebecca Moorbey (Huntingdonshire); Amy Pharaoh (Lincolnshire); Sophie Tolchard (Devon)

Eagles – Men

Lee Calver (Suffolk); Joe Dawson (Leicestershire); Kevin Harrison (Cumbria); Lee Haywood (Devon); James Hampton (Devon); Stuart Irwin (Cumbria); Perry Martin (Hampshire); Tom McGuinness (Buckinghamshire); Tristan Morton (Huntingdonshire); Charlie Souter (Surrey); Andy Walters (Worcestershire)

Lions – Men

Lewis Baker (Huntingdonshire); Nick Brett (Huntingdonshire); Harry Goodwin (Kent); Steve Mitchinson (Essex); Ed Morris (Essex); Mark Read (Cornwall); Louis Ridout (Devon); Ben Paulley (Hampshire); Jamie Walker (Devon); Wayne Willgress (Norfolk); Chris Yeomans (Northumberland)

BRITISH ISLES UNDER 18 INTERNATIONAL SERIES

Our Under 18 International Team travelled to Ebbw Vale BC in Wales to participate in the Test Series against Ireland, Scotland and Wales for the first time.

The event was mixed gender throughout and included a combination of Two Bowl Triples, Three Bowl Pairs and Fours in order to enable these young players to experience World Bowls formats at the start of their international careers.

Bad weather curtailed the start of the event, but thanks to the sterling efforts of the host club (and some much-needed sun) all matches on the opening day were completed as planned with minimal disruption and some great play from all players.

Going into the final session, England needed to outscore Scotland to win overall, and the team managed a brilliant result, winning three disciplines and drawing the other to become overall champions.

Congratulations are due to all of the players in our 12-strong squad, as well as Team Manager Nicola Bowe and Performance Coach Mal Evans.

It was evident that we have a great group of Under 18 players and we are confident that several will progress through the international ranks over the coming years.

AVIVA ENGLAND TEAM

Charlie Beeton (Suffolk); Sam Brugnoli (Huntingdonshire); Oli Collins (Somerset); Ryan Lali (Berkshire); Ollie Sloan (Nottinghamshire); Harry Wimble-Roberts (Kent); Lily-Mae Adams (Warwickshire); Tegan Grewal (Leicestershire); Aqua-Marie Griffiths (Worcestershire); Ellie Johnson (Norfolk); Rhianna Russell (Hertfordshire); Millie Tuck (Dorset).

“It’s amazing! Every single person in the Squad has played their part. The victories go beyond those who were on the green in the final as it was the entire cohort that got them to the position of a guaranteed medal.”

SANDY HAZELL

Women’s International Team Manager



BRITISH ISLES UNDER 25 INTERNATIONAL SERIES

The Under 25 International Team made the trip to Llandrindod BC, Wales, to play the Home Nations Junior International Series where they faced Scotland, Ireland and hosts Wales under the watchful eye of Team Managers, Nicola Bowe and Stuart Thomas.

The event featured a combined six-rink international series plus a separate competition for both the Women and Men. Unfortunately, bad weather curtailed the matches planned for Saturday afternoon, and meant the matches on Sunday were played with a reduced number of ends.

At the conclusion, the Women's team went undefeated throughout the series with a win and two draws – however they finished second in the Women's standings on shot difference behind winners Scotland. With one win and two defeats, the Men's team placed third in the Men's standings.

The squad overall also placed third in the standings on shot difference, despite two victories against Scotland and Ireland.

With 12 new caps across the squad, the event provided great experience and further enhanced our talent pool within this age group.

AVIVA ENGLAND TEAM

Men: Dan Hughes (Essex); Ryan Lowe (Leicestershire); Issac Jenner (Kent); Tom Holmes (Herefordshire); Joseph Vandapeer (Kent); Lewis Rimmer (Lancashire); Ben Bywater (Derbyshire); Daniel Cookman (Hampshire); Mark Smith (Warwickshire); Alasdair Williams (Cornwall); Adam Pitfield (Northamptonshire); Adam Barker (Cambridgeshire); Lloyd Milligan (Lancashire)

Women: Izzie White (Worcestershire); Ella Crouch (Devon); Kat Bowman (Leicestershire); Nicole Rogers (Devon); Imogen Jenner (Kent); Olivia Moulton (Kent); Ruby Hill (Lincolnshire); Rachel Tremlett (Hertfordshire); Olivia Starr (Somerset); Abby Woodward (Northamptonshire); Emily Kernick (Warwickshire); Chloe Brett (Huntingdonshire); Jasmine Wilson (Hertfordshire)

THE FUTURE

The past 12 months has provided us with the opportunity to reflect on the success of Birmingham 2022 Commonwealth Games and consider how we can build on this in future years. A review of our Performance Strategy has been undertaken and the findings will be shared in the coming year with all key stakeholders.

DATES FOR YOUR DIARY



British Isles Championships

Wednesday 26 and Thursday 27 June 2024

Royal Leamington Spa

British Isles Series

Friday 28 to Sunday 30 June 2024

Royal Leamington Spa

Under 18 International Series

Sunday 21 and Monday 22 July 2024
Belfast, Ireland

European Championships

Tuesday 3 to Sunday 8 September 2024
Ayr, Scotland

Under 25 International Series

14 and 15 September 2024
Belfast, Ireland

COACHING

2023 was a busy year for Coach Bowls. Coach Bowls has worked closely with major partners to ensure that the training and education provided is of the highest quality.

In the previous 12 months 35 Qualifications courses were delivered including online theory modules and practical days at clubs supporting almost 400 coaches. These were predominantly delivered in Coach Bowls Centres of Excellence around the country, as well as local clubs where demand was identified.



A further 35 modules were delivered to support clubs and coaches. This included the 'Mentoring Bowls Coaches' module, which continues to develop new mentors trained to deliver support for coaches at a local level. The new national mentors list has grown with mentors being invited to additional training opportunities. Other modules included Safeguarding modules and the updated 'Supporting Inclusion' module.

Safeguarding courses have become a growing focus in 2023 and will continue to be a focus for 2024 to help Bowls England support their clubs to all have one trained Safeguarding Officer by 2025. We have worked with many of the County Administrators and are planning numerous 'Safeguarding Days' at counties around the country. We are also in the process of developing a 'Time to Listen' equivalent course for Safeguarding Adults that will be rolled out in 2024.

2024 will see the release of the next Level 3 Qualification. We will be opening booking soon and any interested coach (who is already Level 2 Qualified) will be able to consider this option. They must have a letter of support from the County or National Governing Body and be able to demonstrate that they will be working with a County or above level player over the duration of their Qualification. Places will be limited!



We have 14 Coaching Centres of Excellence around the country which continue to be invaluable partners in providing high quality access to practical courses.

The new website for Coach Bowls, launched in December of 2022, has helped improve the course booking and membership renewal process as well as allowing us to improve our awareness levels by using technology. All members are now given a personalised members dashboard, with access to all paperwork attached to all of their qualifications and modules they have done through Coach Bowls. We also add videos and hand-outs to these areas to help in the ongoing support and development of coaches.

There have been training sessions for all the tutor and assessors over the past year and we continue to work hard to support all of the workforce to develop and grow. The Internal Verifiers have looked at the work of all members of the team, either at a practical day and assessment day or via coaches' portfolios. The year ahead will see the implementation of a new Assessor Training module and will see the development of a stand-alone tutor training module.

As well as the new module being developed, the year ahead promises to be just as busy. Coach Bowls wants to recognise and thank its selfless, hard-working volunteers that makes all of this work possible.



COMMERCIAL

2023 marked the start of our partnership with Aviva, and the collaboration has showcased the potential that commercial partnerships can bring to our wonderful sport. Working alongside our new Principal Partner, we have been able to elevate key moments within the bowls calendar.

The first Aviva National Finals was a huge success. With a dedicated event logo and branding throughout the venue, you couldn't go far without seeing a splash of yellow. With support from Aviva, it was possible to stream all 18 days of the Aviva National Finals – an increase of the three days streamed in 2022. Putting the live stream on a dedicated platform allowed us to capture data of registrants and viewing figures, resulting in:

- **11.8K people signing up to the platform**
- **4.5K new people to the Bowls England database**
- **3.94M minutes of live bowls watched**
- **486K minutes watched on demand**



All our sponsors had a dedicated space at the Aviva National Finals to promote their partnership with us, as well as seminars in the Club Zone (new for 2023) to talk directly to the bowls audience.

We are proud to venture in to the second year of our partnership with Riviera Travel, the award-winning luxury river cruise and tour company. Working collaboratively with them, we have created mutually beneficial data capture opportunities, successfully

driving in new audiences. A particular success was over 3000 entrants to the river cruise and Aviva National Finals hospitality competition. Guests on a recent river cruise were also treated to a Q&A with some of our international stars.

Dennis Mowers and SISIS continue to be an important partner of Bowls England. Appetite for green keeping knowledge-sharing is rife within our community, and we will be working with Dennis Mowers and SISIS to bring to life green keeping videos and behind-the-scenes content that will be useful (and entertaining!) to all those green-fingered volunteers.

Sutton Winson and their Civil Liability Insurance Scheme is a key benefit of Bowls England affiliation, allowing clubs to access reduced price insurance. In 2024, we will work closely with Sutton Winson to develop awareness campaigns to further educate clubs on this particular benefit of affiliation.

We continue to value the support of Friends of English Bowling, particularly up to and during the National Finals. The Friends of English Bowling match continues to be an enjoyable feature within our schedule and we thank them for their continued support.

Longstanding partner, Aceit, continue to provide value in kind support across international kit, (featuring the Aviva and Aceit logos), volunteer apparel and staff uniform. We look forward to working closely with Aceit on developing new ranges and marketing campaigns.

Bowls International is a key platform for us to showcase the work of Bowls England, and we are grateful for the opportunity to integrate news and stories, allowing us to reach a wider pool within the bowls community.

We could not achieve the same level of success without our partners and for that, we thank them for their contribution to our sport. Our partnerships are mutually beneficial, so we trust that the bowls community would consider our partners first if the products and services in their sectors are of interest.



BRAND AND COMMUNICATIONS

It has been a busy year for Bowls England, and with it came plenty to showcase across our channels. From celebrating National titles and gold medals and highlighting grassroots at its best, the raft of content has resulted in overall growth of followers across all social channels and the Bowls England database.

The aim of Marketing and Communications activity is to be informative, engaging, and celebratory and ultimately, drive awareness of bowls. Something that emanates all of this is our international coverage. Whether the squad are overseas or in the UK, our content aims to bring the bowls community closer to the action – whether it be through live scoring, behind-the-scenes content or sharing results. This proved to be the best performing genre of content – a photo of Harriet Stevens and Nicole Rogers reaching the final of the Hong Kong Classic Pairs saw over 900 reactions and over 3000 engagements, whilst a photo in the pouring rain of the Junior Talent Day had a whopping 4200 engagements. As work is being done on pathways, social media is a vital tool in showing potential players where they could get to. Celebrating the success of the Under 18 squad and the senior squads at the British Isles, Hong Kong Classic and the World Champions is key in amplifying the worldwide interest in the sport.

Reflecting on 2023, the Aviva National Finals is a standout. Storytelling was at the heart of what we did and will build on as we head in to the 2024-25 season. Val Osmond, at 88 years young, spoke with the Marketing team about how bowls has been such a huge part of her life, particularly since losing her husband. These stories not only show how the sports can help individuals through difficult times, but the importance of the community spirit of the game. Her story was widely shared and had an incredibly positive reception across social media.

This storytelling extended into our Bowls' Big Weekend coverage, where Commonwealth Games bronze medallist, Craig Bowler, got in front of the camera to talk about how bowls helped him through a difficult period in his life, and showcased the importance of events like Bowls' Big Weekend. The coverage resulted in 3.15m people seeing coverage about bowls. Meanwhile, the Bowls England team,

our international squad, Presidential Team, and Board spanned the country to visit an array of clubs taking part in Bowls' Big Weekend, with all parties feeding in content to the Marketing team to showcase across the Bowls England channels.

The success of Birmingham 2022 Commonwealth Games continued with the 'One Year On' festival, at which we took our experiential bowls rink. Unfortunately, the weather wasn't on our side but, that did not dampen the spirits of the 257 who had a go. We also made an appearance at the Coventry Sports Fest, where a further 353 people took to the rink, with an equal spread of age groups trying bowls, from under 17 to over 65.

According to a report from MailChimp (a leading Marketing and email provider) the average email performance within the sports industry is 24.57% open rate, 3.09% average click rate. Bowls England is greatly exceeding this, with an average of 54.8% open rate and 5.5% click rate for our regular newsletter, The Jack. We see this grow when communications are more tailored to the audience, for example, an average open rate of 64.8% and click rate of 11.8% for Club Together, our newsletter specifically for club administrators and volunteers. We have a very engaged audience but, as we grow, we need to ensure communications are further tailored to retain these levels of engagement.

Work is continually being done to ensure we have a clear strategy across all platforms, are keeping up with any relevant developments and providing our audiences, and potential audiences, with key and engaging information. The team is regularly monitoring the data we have available to further understanding our key audiences to deliver a personalised experience.





We have our finger on the pulse when it comes to Marketing trends going in to 2024:

CONVERSATIONAL MARKETING

As the National Governing Body of lawn bowls, it is crucial that people feel they can ask, and get responses to any questions they may have. Our channels will not only showcase the sport and its community but will be an additional platform for customer service.

SUSTAINABILITY

As companies continue to improve their sustainability efforts, as a Marketing team we will ensure best practices in all that we do and will highlight sustainable efforts throughout the year, internally as Bowls England as well as celebrating clubs who are making waves in sustainable efforts.

PERSONALISATION

We are undertaking data audits and developing our data capture and management opportunities to be able to present audiences with information that relates directly to them. This data-driven approach will also help secure additional funding, as we build various case studies that are based on data and analytics.

VIDEO

Whilst the need for written and static content is still relevant, video is being more prevalent when reaching new audiences. Our video content has performed exceedingly well, and we will continue to grow our video footprint, particularly on YouTube.

MEDIA REACH

As at 15th December 2023
(% increase from 1 January):



912,731
emails sent in 2023



16,796
(13,859 last year) - **21%**



2,544
(2,092 last year) - **18%**



5,627
(5,368 last year) - **5%**



4,454
(3,378 last year) - **32%**



784
(640 last year) - **23%**



32,570
(23,820 last year) - **37%**

POSTS



723



737



719

GOVERNANCE AND BUSINESS OPERATIONS

THE BOARD

At the 2023 AGM, David Tucker was re-elected as Chair of the organisation and began his second, three-year term. At that meeting Harry Nijjar stepped down from his role as Independent Director (Marketing and Communications). As a non-bowler, Harry added a different perspective to Board discussions and added value insight on new media opportunities. We thank Harry for his contribution to the Board. Following a recruitment process, James Wurr was appointed as Independent Director for a three-year term, bringing a wealth of sport-based experience from his role at the Department for Culture, Media and Sport. He was previously a Senior Events Operations Consultant at the Rugby League World Cup 2021, and before that the Head of Sports Participation, again at DCMS.

Eight meetings of the Bowls England Board took place in 2023, two of which were held virtually. Discussions took place, and decisions were made, on a range of topics that are consistent with Bowls England's Fit for the Future strategy and fall out of the annual Operational Plan and Budget. Minutes of these meetings can be found on the Bowls England website.

Board members attended the key Bowls England events, including the Aviva National Finals, and have been heavily involved in contributing to working parties tasked to review Governance, Discipline, Competitions and Affiliation matters.

The following table details Board member attendance at meetings in 2023:

BOARD MEMBER	MEETINGS ATTENDED (Total applicable Meetings)
David Tucker	8 (8)
Margaret Docherty	8 (8)
Jonathan Doust	8 (8)
Mal Evans	6 (8)
Stephen Hemsley	8 (8)
Foster Johnson	8 (8)
Anna Molony	8 (8)
Harry Nijjar	1 (2)
Adam Tanner	7 (8)
James Wurr	5 (6)

INDEPENDENT BOARD EVALUATION

One of the requirements of Sport England's Code of Governance is to intermittently undertake an independent review of board performance. Following a tender process, Governance United were commissioned to deliver this review. The work took place between May and November 2023 and included a review of Board-related documentation and policies, a survey and follow-up interview with Board members and senior staff, the observation of the July board meeting and development and presentation of a final report.

The overall finding was that Bowls England has "a highly capable and committed Board supported by a small but hard-working and effective executive team."

That said, there were recommendations about how the organisation's governance could be enhanced, which the Board agreed to take forward.

These included –

- Continuing the shift from operational to strategic input from the Board.
- Working towards increased diversity on the Board, including recruited independent directors who understood audiences we want to attract to our sport.
- More active management of conflicts of interest.
- More training and development opportunities for Board members.

2023 ANNUAL GENERAL MEETING

The 16th Annual General Meeting of Bowls England, delegates received the 2022 Annual Report and audited financial statement, the detail of which was covered in the report.

Delegates voted almost unanimously in favour of the proposal to increase the affiliation fees from £5 to £7 and apply an annual inflationary increase. With the affiliation fee having remained unchanged since Bowls England's inception, this step was important to ensure this income stream better reflects

the delivery costs of the business. It is in line with the long-term financial forecasts detailed in this document and will help return the finances back into a break-even position.

The Bowls England proposition to remove Regional Qualifiers from its National Competitions programme and increase qualification places to 62 for National Championships was also passed. This meant that propositions from Bowls Dorset and Worcestershire Bowls Association, which related to the same matter, did not proceed to a vote.

Bowls England's lawyers, Blythe Liggins, and Auditors, Dafferns, were both reappointed.

COUNTY ASSOCIATIONS

County Associations have been engaged throughout the year through regular email updates, monthly zoom calls and we hosted four county consultation sessions during the Aviva National Finals. The Annual Counties' Conference was held in November and was attended by 33 counties. The draft recommendations of the Competitions Review were discussed with a further zoom call on the topic taking place in December. The new programme will be agreed by the Bowls England board ahead of the 2024 AGM.

Bowls England would like to thank the group of County Administrators for their collaboration with us and the hard work they put into Bowls England activity.

PRESIDENTIAL TEAM

2023 saw Northumberland's Sheila Storey join the team as Junior Vice President. Following a decision to discontinue the Immediate Past President position, Sheila joined President Deepak Tanner and Senior Vice President David King-Taylor in discharging the Presidential Team duties. These included attending over 30 Celebration Matches and 19 County Annual Presentation events.

The team represented Bowls England at the British Isles international fixtures over the summer and were ever-present at the Aviva National Finals chatting with attendees, handing out competitor badges and presenting trophies to our winners and runners-up.

There were no male or female nomination for the 2024 Junior Vice President. It is important to reflect on why this is the case and ensure the role is more attractive for a broader range of appropriate candidates.

RULES AND REGULATIONS

An update to the rules and regulations was undertaken last year. The main change was to evolve the Board Terms of Reference. Consistent with Sport England's Code of Governance, this reflected a move away from director portfolios in favour of directors having a more over-arching board responsibility.

CHANGE OF OFFICE

We were advised by our landlords, Warwick District Council, of their intentions to close Riverside House, where Bowls England has had its head office since moving to Royal Leamington Spa. With a desire to avoid expensive office rental fees and the support of the Council, we have secured space in the top of floor of the tennis pavilion in Victoria Park. Whilst the space is much smaller, hybrid working and the continued use of rooms in the Bowls Pavilion means the solution is workable. The long-term aspiration is for the Victoria Park venue to be developed to include Bowls England office space.

STAFF TEAM

In 2023, we bid a fond farewell to our Head of Business Operations, Helen Slimm, who gave a decade of outstanding service to Bowls England. Helen made a significant impact on the sport, most recently in the progress we have made around governance and safeguarding. Varsha Ragoobarsing also left the organisation, and a decision was made to split her role, and recruit a Governance and Compliance Officer and a People Officer. This is largely due to the increasing volume of disciplinary, safeguarding and other governance responsibilities.

Last year, we welcomed some new faces to the staff team namely Vikki Underwood, Nicole Dyer and Tom Green, who joined us as Head of Business Operations, Head of Marketing and Communications and Marketing Officer respectively. All three are already making a positive impact to the business.

FINANCIAL REPORT

In 2022/23 we set out to draw down a further £180k on our cash reserves as we continue to invest in our Fit for the Future strategy and build a platform for future growth.

With the economic climate pushing costs up, and some planned and unexpected increased expenditure, managing our costs proved a challenge and we re-forecast our outturn down by a further £65k to meet our objectives. The mid-year re-forecast budget was achieved, and so the overall deficit for the financial year was £245,391.

The result of this is that our cash reserves are now at £565,807 slightly lower than our long-term projections at this stage of our Fit for the Future strategy. This outcome makes us even more acutely aware of the break-even target we are aiming towards for 2023/24, and the tough choices ahead of us, but we are optimistic.

We are building commercial revenue year-on-year, our relationship with Sport England is stronger than ever and the planned affiliation increase agreed at the AGM will boost our financial position.

We have never been more invested in outdoor bowls nor have more capability to grow. We continue to look at how we reduce expenditure, ensure our focus is on servicing our membership and prioritise activity that best drives participation growth.

Debtors has increased by £50k because of timings with us invoicing larger values to partners towards year end. The decrease in creditors is an indicator of better management of expenditure for the Aviva National Finals, which falls around year end.

We have continued to keep our stock to a minimum to avoid storage costs and obsolete stock.

THE BALANCE SHEET	2020	2021	2022	2023
FIXED ASSETS				
Tangible Assets	22,960	17,515	76,034	55,741
Investment Property	863,000	863,000	863,000	863,000
CURRENT ASSETS				
Stock	9,084	8,648	10,251	9,991
Debtors	517,537	455,967	557,686	606,395
Cash at the bank and in hand	1,339,265	1,356,672	857,063	565,807
Creditors	-189,445	-187,963	-151,564	-133,857
TOTAL ASSETS	2,562,402	2,513,839	2,212,470	1,967,077

RESERVES				
Revaluation reserve			668,762	668,762
Other reserves			300,150	318,322
Income and expenditure account			1,243,558	979,993

INCOME

We have generated £1.26m income in the financial year 2023/24, an overall revenue growth on last year of 3.6%. With the numbers of people playing bowls increasing for a second year in succession, we are pleased to see a continued increase in affiliation income. National competition entries have grown by 3% due to national marketing, engagement with competitors and improvements in the national competitions' portal.

We have received considerable increased sponsorship from our new commercial partners Aviva and Riviera, on top of our continued support from the Friends of English Bowling donations and Dennis Mowers partnerships. This investment is a result of us building value in our activity with more exposure for bowls, more communication with grassroots bowlers and the development of new sponsorable assets.

We received significantly less Sport England money in 2022/23 as the previous year as we are out of the Commonwealth Games cycle. This meant that all our planned international expenditure was covered by Bowls England, aside from a successful funding application for the para squad to be entered in the World Championships in Australia. This £53k grant boosted our income.

The Aviva National Finals also saw a boost in ticket sales, increasing from last year by 40%. This is due to increased sales and to the introduction of VIP packages and the growth of the event, helped by having a full marketing and communications team in post.

Retail was highlighted as a key opportunity for revenue growth ahead of the season. With the implementation of a retail marketing strategy, focussed on pushing merchandise at key moments throughout the year, we have seen revenue increase by 80%. This activity will continue going in to the 2024/25 season.

Finally, we have also capitalised on the increased interest rates, and maximized interest earning, boosting income further.

EXPENDITURE

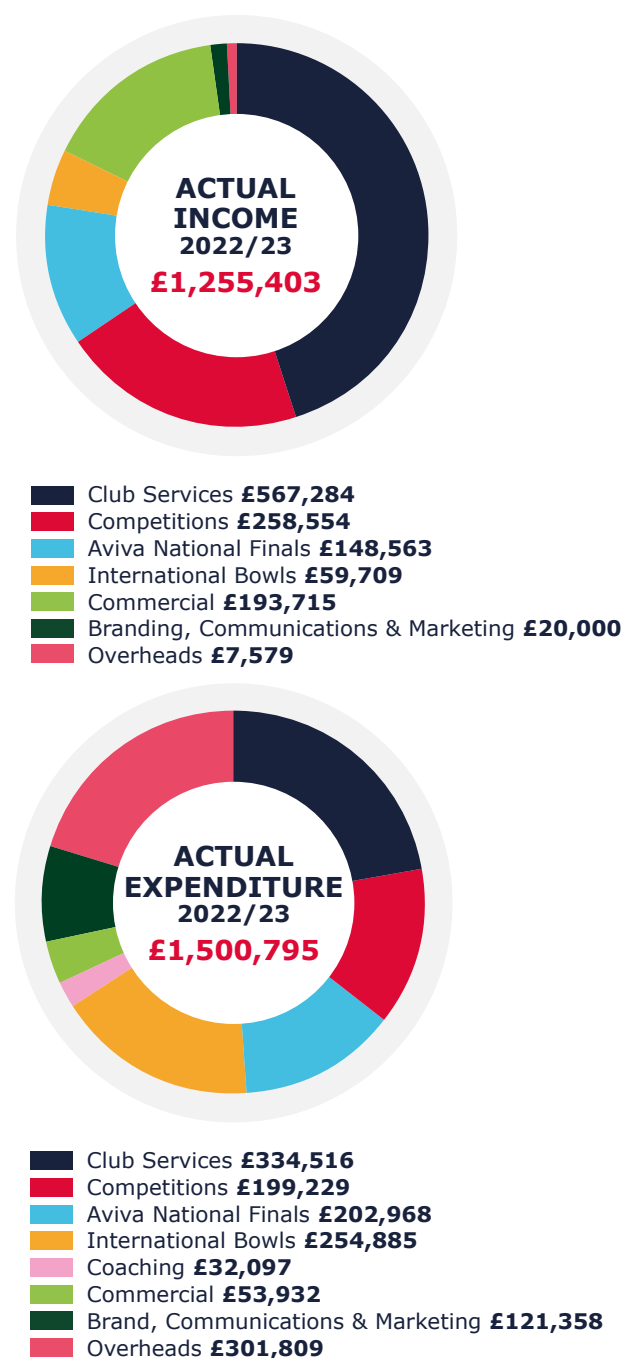
This financial year's expenditure came in at £1.5m, compared to last years of £1.51m, a 1% saving despite our challenges faced by the tough economic climate. We continue to work hard to run a tight ship and minimise the costs of overheads.

The net cost of international bowls was £82k higher than last year, as the team competed in the 2023 World Championships. We did not budget sufficiently for the Champion of Champions and the British Isles Championship, the extra cost of flights for the internationals was significant and we faced cutbacks on accommodation support by World Bowls and increased membership fees. Furthermore, we received

no Sport England performance funding for the able-bodied bowlers as we are out of the funding cycle for the next Commonwealth Games. The uncertainty over the Games' future is a significant risk for the ability to deliver our performance programme.

Earlier in the year, we had unforeseen recruitment and contractor costs to bridge a gap in the marketing and communications team to enable us to still achieve our objectives.

We have capitalised on our Sports England Funding, but this additional spending on Bowls Bash and Play Bowls has driven up the cost of our irrecoverable VAT liability. VAT cannot be reclaimed if the purpose of the purchase is to increase membership.



TOTAL DEFICIT £245,392

INCOME AND EXPENDITURE 2023 (VS 2022)

CLUB SERVICES	2022	2023
INCOME		
Affiliation Fees	469,340	475,315
Associates Fees	3,290	3,170
Bowls' Big Weekend	2,500	-0
PlayBowls Website	56	3
Disciplinary	350	467
Documentation Fees - loans	1,723	1,272
Civil Liability Commission	23,893	12,356
Tournament Licences	3,870	3,708
Annual Awards Event	8,758	7,834
Sport England B2022 Participation Fund	-0	63,159
TOTAL	513,781	567,284
EXPENDITURE		
BDA Contribution	10,000	7,500
Partner Donation	5,500	-0
Bowls' Big Weekend	21,626	22,906
Celebration Matches	2,439	3,015
Annual Awards Event	15,673	17,915
Bursaries - Safeguarding/Coaching	6,492	9,040
AGM and County Meetings	31,102	15,806
Greens Maintenance Advise/Bursaries	3,581	3,159
Legal Advice & Judicial Clubs	3,455	6,288
Grant Advisor Clubs	1,461	3,562
Go Membership	4,800	4,800
Sport England B2022 Participation Fund	52,720	69,050
Staff	147,528	171,476
TOTAL	306,376	334,516
P/L	207,405	232,768
NATIONAL CHAMPIONSHIPS/COMPETITIONS		
INCOME		
Entries	241,859	246,835
Sponsorship/Donations	-0	11,718
TOTAL	241,859	258,554
EXPENDITURE		
Travel Expenses	10,806	39,076
Prizes	29,120	49,306
British Isles Championships	-0	17,495
Champion of Champions		5,990
Umpiring and other costs	11,073	13,635
Competitions Portal	4,789	11,652
Regional Stages	12,821	5,144
Communications and Marketing	73	1,012
Champions Dinner	-0	12,157
Staff	30,360	43,764
TOTAL	99,041	199,229
P/L	142,818	59,324
AVIVA NATIONAL FINALS		
INCOME		
Sponsorship/Donations	38,000	89,633
Programme Sales/Tickets	37,007	48,395
Tented Village and Royalties	10,838	10,535
TOTAL	85,845	148,563
EXPENDITURE		
Travel	24,724	-0
Prizes	24,538	1,407
Programme	7,636	6,067
Other costs/Umpires	49,608	-0
VIP and Hospitality	22,373	5,474
Tented Village and Royalties	44,226	94,196
Communications and Marketing	-0	4,732
Volunteers and Contractors	-0	20,046
Operations	20-0295	15,127
Staff	48,936	55,920
TOTAL	222,041	202,968
P/L	-136,196	-54,405
COACHING		
INCOME		
TOTAL	-0	-0
EXPENDITURE		
BE Contribution	20,250	26,445
Staff	5,907	5,652
TOTAL	26,157	32,097
P/L	-26,157	-32,097

INTERNATIONAL BOWLS	2022	2023
INCOME		
Sport England Performance Fund	139,782	53,500
British Isles Repayment	-0	6,209
TOTAL	139,782	59,709
EXPENDITURE		
World Bowls Membership	31,743	43,286
Senior Home Internationals	38,446	43,194
Junior Home Internationals	16,152	17,274
Other International costs	2,741	-0
Junior Talent Day	-0	4,709
Major Events	-0	114,640
BE Contribution to CWG	23,740	114
Sport England Grant expenditure	135,119	-0
Staff	26,824	31,667
TOTAL	274,765	254,885
P/L	-134,983	-195,176
COMMERCIAL		
INCOME		
Sport England B2022 Participation Grant	145,000	-0
Sponsorship	9,792	106,396
Merchandise	19,707	35,596
Worthing Office Rental	44,315	44,315
Potters Week	6,694	7,408
TOTAL	225,507	193,715
EXPENDITURE		
Annual Report	2,156	2,950
Business Development	18,976	5,000
Merchandise	3,258	4,258
Worthing Office Rental	1,150	1,150
Potters Week	4,884	5,381
Staff	20,064	35,194
TOTAL	50,487	53,932
P/L	175,020	139,783
BRAND, COMMUNICATIONS AND MARKETING		
INCOME		
Live Streaming Contribution	-0	20,000
TOTAL	-0	20,000
EXPENDITURE		
Email broadcast tool	6,485	8,760
Content development	51,873	50,514
Website development	2,403	1,972
B2022 Activation	33,032	4,183
Staff	47,056	55,930
TOTAL	140,849	121,358
P/L	-140,849	-101,358
OVERHEADS		
INCOME		
Bank Interest	408	7,579
Stakeholder Management	8,712	-0
TOTAL	9,120	7,579
EXPENDITURE		
Board Meetings/Expenses	18,618	26,445
Audit & Accountancy	12,716	13,812
Legal/Judicial	1,180	22
Ceremonial Officers	16,682	16,803
Rental - Victoria Park	2,000	2,000
Office Administration	20,867	17,441
Board & Staff Expenses/Development	18,390	11,809
IT Strategy	3,474	10,226
Irrecoverable VAT	56,980	56,518
Repairs and Maintenance	1,189	419
Bank Charges and Interest	13,422	11,405
Insurance	10,163	9,570
Corporation Tax	7,439	7,190
Service Contracts	9,123	-0
Depreciation	32,420	32,034
B2022 Stakeholder Management	23,894	-0
Other	1,588	1,688
Staff	147,403	84,425
TOTAL	397,547	301,809
P&L	-388,427	-294,230
TOTAL INCOME	1,215,894	1,255,403
TOTAL EXPENDITURE	1,517,263	1,500,795
TOTAL P&L	-301,369	-245,392

LOOKING FORWARD TO 2023/24

Our long-term financial planning requires us to bring our budget towards break-even in 2023/24 and we have made significant strides in this year's budget.

In short, we are forecasting a small deficit of £23,775. We are slightly behind our long-term target primarily because we have not seen the growth in Championship entries and have not yet introduced an individual membership offer.

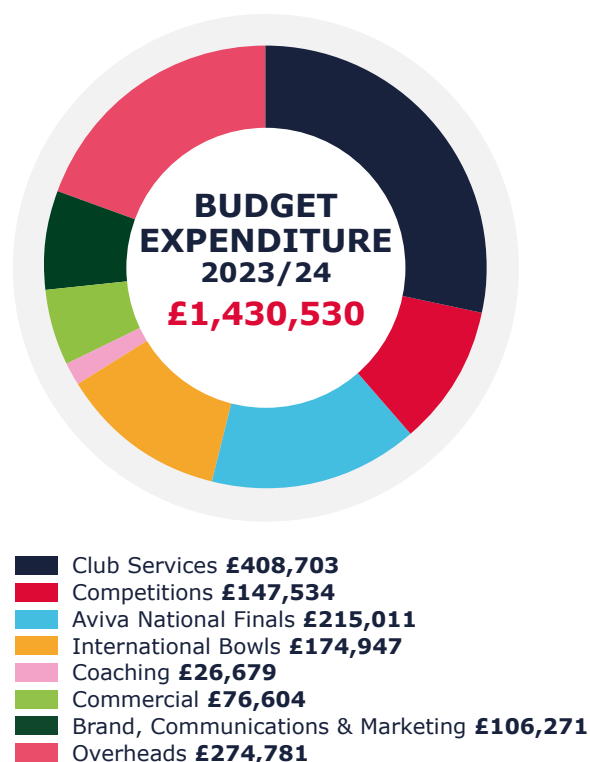
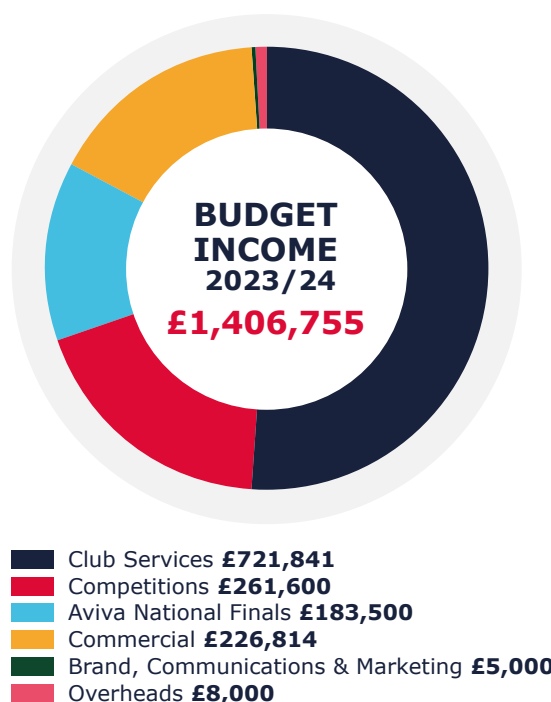
A year later than planned, the affiliation fee will increase to £7 as approved at the 2023 AGM. This will enable us to maintain our investment in new programmes such as Bowls' Big Weekend and we have added an additional staff member to offer more support to club volunteers in areas of safeguarding and governance.

It is critical we realise a return in investment in our efforts to grow casual bowls participation and we hope to see an uptake in the use of the play-bowls platform, which will drive revenue into clubs.

We are in the process of revaluating our investment property in Worthing to maximise its potential revenue stream and have decided to cap the development loans, still providing an invaluable service to clubs, but also to enable us to generate an improved return on our capital. We continue to be ambitious in our growth of commercial revenue streams and have budgeted for increases in ticket sales and hope to secure a new sponsor.

In total, we forecast our overall income to increase to £1.4m, and the 2023/24 budget reflects our plan to reduce expenses with over £70k of savings being realised. This has come by reducing travel expenses to events and our subsidy to Coach Bowls. Whilst unbudgeted, we hope to receive some support from Sport England to deliver our international performance plans as the cost of international bowls continues to be significant. That said this cost is lower than last year with no World Championships.

Despite a challenging year, our organisation demonstrated resilience and adaptability, achieving financial targets, and making significant progress towards strategic goals. Continued focus on revenue generation, cost management and strategic investments will be essential for future success.



TOTAL DEFICIT £23,775

IN MEMORIAM – 2023

A number of our bowling community were sadly lost in 2023.

OFFICIALS

Ian Harvey (Buckinghamshire)

President & International 1969-1973
& Certificate of Merit 2018

Ian was a Life Member of Marlow Bowls Club with over 60 years of continuous membership. In his time at the club, he had served in many positions, including Secretary, Fixture Secretary and President.

He was probably best known as the County's Men's Match Manager, a post he held for many years and a Past President of Buckinghamshire County Bowls Association for which he was awarded Honorary Membership.

Ian was very well-known and respected throughout the county and beyond for his bowling ability. He had played for Buckinghamshire 500 times in inter-county games and had also been awarded the Bowls England Certificate of Merit.

David Counter (Devon)

Certificate of Merit 2009

David was a member of Topsham BC and served on Devon's Competitions Committee.

Margaret Langley Roberts (Buckinghamshire)

Certificate of Merit 2016 & President 2017

A founding member of her home club, Chandos Park BC, Margaret held a significant presence in Buckinghamshire and played various essential roles within the BBA Executive Committee.

Margaret served as the Buckinghamshire Women's County President in 2017 and took on roles such as Match Manager, Dinner and Tour organizer, County Secretary and Bowls England delegate. In 2009, Margaret was honoured with a life membership of Buckinghamshire.

In recognition of her exceptional contributions, Margaret was awarded the Bowls England Certificate of Merit in 2016.

Arnold Goad (Warwickshire)

Certificate of Merit 2014

Arnold was recognised as a stalwart of his county. He served as secretary for 20 years and was one of the longest serving members of the executive committee. Away from Warwickshire, Arnold served on several committees for the EBA and Bowls England and was awarded the Bowls England Certificate of Merit in 2014 for his services to bowls.

IN MEMORIAM

County Presidents

Joyce Evans

(Berkshire 1999)

Pam Cavill

(Buckinghamshire 2012)

John Bennett

(Dorset 2004)

George Charlton

(Durham 1995)

Ken Graham

(Hampshire 2012 & 2013)

Ken Eichen

(Hampshire 2016 & 2018)

Wilf Smith

(Leicestershire 1984)

Geoff Moulds

(Leicestershire 2010)

Ann Barrett

(Middlesex 2000)

Brian Pratt

(Norfolk 1999)

Keith Johnston

(Northamptonshire 1991)

Margaret Ruff

(Northamptonshire 2007)

Jim Rennie

(Northumberland 1999)

William Gilbert

(Northumberland 2002)

Leon Bass

(Somerset 2009)

Derek Newby

(Suffolk 1994)

Pam Jew

(Worcestershire 2001 & 2012)

Paul Kitchen

(Worcestershire 2014)

INTERNATIONAL

Mary Price (Buckinghamshire)

International & Umpire

Winning the National Women's Singles title for the first time in 1988, she became the first woman in England to win both the indoor and outdoor singles titles. She went on to win two more outdoor singles titles in 1996 and 1997, amongst many more national titles for her count, Buckinghamshire.

On the international stage, Mary won five outdoor World Championships medals at consecutive Championships starting with a bronze medal in the Pairs and a silver medal in the Fours in Auckland in 1988. She won three more bronzes at Ayr 1992, Leamington 1996 and Johannesburg 2000.

Her talent was evident at the Commonwealth Games where Mary gained three bronze medals at Edinburgh 1986, Auckland 1990 and Victoria 1994.

Mary went on to manage the Bowls England women's teams at a variety of major tournaments. She was an integral member of the management team for the Commonwealth Games in Manchester 2002, Melbourne 2006 and Delhi 2010. Mary was also team

manager for the home World Bowls Championships in 2004, the New Zealand World Championships in 2008 and the Atlantic Championships in 2005, 2007 and 2009. Mary also served as a regional selector until her retirement in 2020.

Also involved in officiating, Mary was an International Umpire for the English Bowling Umpires Association.

Christine Winter (Surrey)

President 1995 and International 1997-1998

Chris was a member of Egham BC and became a British Isles Women's Triples Champion alongside Pam Garden and Doreen Hankin in 1995.

Valerie Chapman (Norfolk)

International 1985-1990

Valerie was a member of County Arts BC. She won the British Isles Women's Fours title with Pamela Gill, Sybil Symonds and Margaret Doggett in 1984.



Mary Price (pictured centre) with Amy Pharaoh and Ellen Falkner at the Bowls England National Finals.

2024 - THE YEAR AHEAD

As this Annual Report outlines, in 2023 we made solid progress in delivering our Fit for the Future strategy. 2024 will see us build on that work as we continue to strive to increase the numbers of people participation in our sport.

Below is the Bowls England team's operational plan for the year. Budget aligned to each area can be seen on page 33.

CLUB SERVICES

- Embed Bowls Bash to increase the numbers of clubs offering this casual format.
- Embed play-bowls.com to make our sport more accessible.
- Plan and deliver Bowls' Big Weekend to boost participation numbers.
- Effectively manage the affiliation process so that Bowls England can make the most impact with its activity.
- Support club development in conjunction with the BDA so that our clubs are more able to thrive.
- Deliver Annual Awards Event to recognise our amazing volunteers.
- Organise and deliver the Celebration Match programme.
- Develop a Bursary policy linking bursaries to outcomes to ensure this investment makes a greater impact on our sport.
- Introduce, embed and manage new disciplinary regulations to ensure a welcoming and inclusive club environment.
- Develop our relationship with EBUA to increase the quality and quantity of umpires.
- Deliver safeguarding action plan alongside the BDA to deliver a safe and inclusive culture in bowls.

NATIONAL CHAMPIONSHIPS AND COMPETITIONS

- Promote and secure additional competition entrants for 2024 to engage with more bowlers.
- Effectively manage the competitions season to maximize players' experience.
- Deliver Champions Dinner to celebrate Aviva National Finals successes.
- Compete in British Internationals and Champion of Champions to further incentivise competitions entrants.
- Finish the Competitions Review and implement for the 2025 season to elevate the Championships, increase participation and support our international bowls ambition.

AVIVA NATIONAL FINALS

- Operationally deliver the 2024 Aviva National Finals event to provide a memorable experience for players, spectators and other stakeholders.
- Deliver 2024 Aviva National Finals commercial targets to ensure we can continue to invest in building the event.
- Grow visibility of Aviva National Finals to add value to existing bowlers and promote the sport to casual sports fans.

INTERNATIONAL PERFORMANCE

- Compete successfully in the England summer programme to engender pride.
- Develop an integrated Performance and Talent Development Strategy to guide our future plans around international performance.
- Deliver National Junior Performance experience at Victoria Park to inspire the next generation of bowlers.





- Deliver Performance Operations effectively including player engagement to ensure the player experience is good.
- Deliver British Isles Series and Championships to provide competitive opportunity for our country's top bowlers.
- Successfully apply for Sport England Performance Funding to develop our international programme and be less reliant on affiliation income.
- Successfully bid for the 2027 World Championships to bring the biggest event to England.

COMMERCIAL

- Build our relationship with and leverage the opportunity of our partnership with Aviva.
- Deliver all partner rights and activate other partnerships to maximize the opportunity of our commercial relationships.
- Secure one new commercial partner to deliver revenue to the business.
- Generate growth in online merchandise sales to build our brand and grow revenue.
- Scope an individual membership proposition to provide value to bowlers and generate a new income stream.

BRAND, MARKETING AND COMMUNICATIONS

- Deliver an annual communications plan to deliver relevant and meaningful content to the bowls community.
- Progress a data management strategy to better understand our audience and deliver improved services and content to them.

GOVERNANCE AND BUSINESS OPERATIONS

- Develop our relationship with Warwick District Council to increase the use of the venue and engage more local people in our sport.
- Implement #bowlswithoutbias Equality, Diversity and Inclusion strategy to ensure our sport embraces everybody irrespective of background or circumstance.
- Maximize the capacity and capability of the Bowls England staff team to enhance the quality of service we provide.
- Develop and motivate a team of super-volunteers to reward our most valued supporters and catalyse the Bowls England staff team.
- Maximise the effectiveness of the Board and governance structure to ensure the sport is engender stakeholder confidence.
- Deliver the Stakeholder Management plan to positively impact key relationships.
- Deliver efficient and effective customer service to empower the bowls community.
- Effectively manage Bowls England finances for the wellbeing of the organisation and the sport.

To keep in touch with Bowls England throughout the year, sign up to our newsletter through the Bowls England website:

www.bowlsengland.com/sign-up-to-our-newsletter/

or follow us on social media.

BENEFITS OF AFFILIATION

Our role as an NGB is broad as we look to promote and develop the sport, whilst supporting our affiliated clubs and their many volunteers.

We are a not-for-profit organisation and affiliation income is reinvested back into our mission – namely to enrich the lives of participants, connect communities and ensure lawn bowls is healthy for future generations.

A common mistake is to see affiliation as just about competitions. It is not. All playing members of a club, whether they play in competitions or play the Bowls England formats, must be declared and affiliated if the club wishes to affiliate. This is because the benefits are for the whole club, and all members will be advantaged if their club makes the most of its relationship with us. If affiliated clubs or individual players wish to play in national competitions, there is a separate charge for this.

When you affiliate with us and your county association, you get support in a wide range of areas from Bowls England and our partners at the Bowls Development Alliance (BDA) including:

PLAYER RECRUITMENT AND RETENTION

We want to make our sport truly accessible to bring new participants and volunteers. Affiliated clubs have the opportunity to participate in Bowls' Big Weekend, our annual recruitment campaign, and can sign up as an accredited Bowls Bash club, our new fast format designed to attract casual players to clubs and generate income. Clubs can also advertise sessions to non-members through our Play Bowls platform to generate income from empty rink space.

DEVELOPMENT AND TRAINING

All affiliated clubs and their members can benefit from training opportunities offered directly by Bowls England and the (BDA), Coach Bowls and the English Bowls Umpires Association (EBUA). This provides you and your club with the opportunity to access courses and webinars, plus specific training both online and face-to-face.

FINANCE AND BUSINESS

There are many ways we can help your club financially, such as heavily discounted insurance and access to interest-free club loans of up to £20,000. We also offer bursaries to support those members who wish to undertake greens, coaching, umpiring and safeguarding training.

GOVERNANCE

We recognise that all clubs want to do is 'play bowls', however, there are occasions when help is needed. All affiliated clubs have access to our free legal helpline, can receive support and guidance on disciplinary matters and safeguarding, and can sign up for the Club Health Checker offered by the BDA, following which, dedicated development support is available to help clubs address any areas in which they need support and development.

GREENS AND FACILITIES MAINTENANCE

The provision of a good quality playing green and suitable facilities is vital to the experience for current and future players. Our specialist greens advisory service has now responded to queries from hundreds of clubs who have needed assistance with a variety of issues.

COMPETITIONS AND EVENTS

A core part of any NGB is running competitive events. All affiliated clubs, and their members, can participate in County and National events, with the qualifiers participating in the National Finals at the home of English bowls – Victoria Park, Royal Leamington Spa. You can also apply to host a much-coveted Celebration Match to mark any special occasions. Our glittering annual awards night provides the opportunity to highlight the great work of clubs, counties and individuals.

CLUB SUPPORT NETWORK

There is a great network of clubs out there who all want the best for the sport and to share their expertise and experience. We highlight lots of good practice through our monthly e-newsletter, Club Together, which also offers advice and news to assist club management teams.

It's a requirement of affiliation that clubs declare all of their playing members to the County Association and Bowls England.

The Club Services section on our website provides more information on all of the benefits that affiliated clubs receive.

Working together we can grow our great game.

For more information on Affiliated Club Support, visit www.bowlsengland.com

#AllToPlayFor



EVENT CALENDAR FOR 2024

FEB	MAR	MAY	JUN	JUL	AUG	SEPT
1 T	1 F National Competition Entries close	1 W	1 S	1 M	1 T	1 S Aviva National Finals end (Victoria Park, Royal Leamington Spa)
2 F	2 S	2 T	2 S	2 T Celebration Match: Fareham BC (Hampshire)	2 F	2 M
3 S	3 S	3 F	3 M	3 W Celebration Match: New Milton BC (Hampshire)	3 S Under 18s International Test Match (TBC, Wales)	3 T
4 S	4 M	4 S	4 T	4 T	4 S	4 W
5 M	5 T	5 S	5 W	5 F	5 M	5 T
6 T	6 W	6 M	6 T	6 S	6 T	6 F
7 W	7 T	7 T	7 F	7 S Junior International Squad Day (Victoria Park, Royal Leamington Spa)	7 W	7 S
8 T	18 F	8 W	8 S	8 M	8 T	8 S
9 F	9 S	9 T	9 S	9 T	9 F	9 M
10 S	10 S	10 F	10 M	10 W Celebration Match: West Oxford BC (Oxfordshire)	10 S	10 T
11 S	11 M	11 S Under 18s Open Singles (Oxford City & Cty, Oxfordshire)	11 T Celebration Match: Mylor Bridge BC (Cornwall)	11 T	11 S	11 W
12 M	12 T	12 S	12 W	12 F	12 M	12 T
13 T	13 W	13 M	13 T	13 S International Test Match: England v Ireland 5th - (Victoria Park, Royal Leamington Spa)	13 T	13 F
14 W	14 T	14 T	14 F	14 S	14 W	14 S British Isles Junior Internationals (Ireland)
15 T	15 F	15 W	15 S	15 M	15 T	15 S
16 F	16 S	16 T	16 S Regional Finals: White Rose Trophy and Amy Rose Bowl	16 T	16 F	16 M
17 S	17 S	17 F	17 M	17 W	17 S	17 T
18 S	18 M	18 S International Squad Day (Victoria Park, Royal Leamington Spa)	18 T	18 T	18 S	18 W
19 M	19 T	19 S	19 W	19 F	19 M	19 T
20 T	20 W	20 M	20 T	20 S	20 T	20 F
21 W	21 T	21 T	21 F	21 S	21 W	21 S
22 T	22 F	22 W	22 S	22 M	22 T	22 S
23 F	23 S	23 T	23 S	23 F	23 F	23 M
24 S Bowls England AGM and Awards Night (Goodwood BC and Athena, Leicester)	24 S	24 F	24 M	24 T	24 S	24 T
25 S	25 M	25 S Bowls' Big Weekend 2024	25 T	25 F	25 S	25 W
26 M	26 T	26 S	26 W	26 F	26 M	26 T
27 T	27 W	27 M	27 T	27 S	27 T	27 F
28 W	28 T	28 T	28 F	28 M	28 W	28 S
29 T	29 F	29 W	29 S	29 F	29 T	29 S
	30 S	30 T	30 S	30 T	30 F	30 M
	31 S	31 F		31 W	31 S	



Bowls England is the national governing body for the sport of lawn bowls.



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