



# Bowls Scotland Newsletter



WE AT BOWLS SCOTLAND ARE LOOKING FORWARD TO THE SCOTTISH SUPER SERIES 2016

IN THIS ISSUE

Dear all,

The summer months have arrived here in Scotland and the season is well underway (we have even had some sunshine for the past couple of weeks!)

As we head into JUNE, we look forward to the height of the season, with many competitions and events taking place both at home and abroad.

As key stakeholders in our organisation, we want to keep you informed and up to date with all the fantastic initiatives, opportunities, events and competitions which are happening within our sport throughout Scotland and beyond and we ask that you share this with other individuals within the bowling community.

Our development team are continuing to work hard with the 2016 Try Bowls campaign, with advertising to be launched this month on Scotrail trains travelling throughout the country and Try Bowls banners being delivered to clubs across Scotland in the coming weeks. The 2016 Green Maintenance and Improvement Seminars were a great success with attendees gaining valuable knowledge to take back to their clubs.

The entries for the Scottish Super Series 2016 close at the end of this month on the 30<sup>th</sup> June. We have seen entries from across Scotland so far and look forward to announcing the draws for the Regional Qualifiers soon after the closing date. With only a few weeks left to go, we encourage all bowlers to get involved and submit their entries for this innovative competition which provides a platform for all club bowlers to test their skills and gain experience. In this newsletter, we provide feedback on what last year's entrants had to say.

Our High Performance team set off on June 1<sup>st</sup> to Broadbeach, Australia where they will go head to head in a test series against Australia. All players from the Bowls Scotland High Performance Squad will fly out to Australia as the management team use this as an opportunity to see how their players perform under different conditions and in different playing positions as the squad gear up for the World Championships in New Zealand at the end of the year.



## 2016 Green Maintenance & Improvement Seminars

Bowls Scotland held a 2016 Green Seminar Series this year. Read more about the feedback here.

Page 2



## Scottish Super Series 2016

The closing date for the Scottish Super Series 2016 is 30<sup>th</sup> June! Submit your entry now!

Page 3

# Development

## Try Bowls

### Train Advertising

We are launching a Try Bowls advertising campaign on the Scotrail train network, starting on 13<sup>th</sup> June. Try Bowls posters will be placed on trains throughout Scotland encouraging passengers to visit the Try Bowls website and find their local Try Bowls club.

### Try Bowls Success Story

*In recent years Lundin Bowling Club in Aberdeen has shown great determination in increasing its membership from extremely low numbers. In order to ensure that this success continued, the club set up a Membership Sub-Committee who undertook research into understanding why people joined their club. The club concluded that although the Open Day provided a platform for individuals to sign up to become members, it was the effort put in by the club throughout the season and in particular in leading up to the event that resulted in success.*

*The club created a Newsletter which detailed the benefits of joining the club along with a "try before you buy" offer. This offer included 5 free coaching sessions with no obligation to join the club thereafter, however if anyone did decide to join they would receive a half price membership for the year.*

*It would seem that Lundin Bowling Club have created a winning formula. During their Open Day on Saturday 14<sup>th</sup> May, the club held a sports competition which included other sports such as darts and pool as well as bowls and also hosted attractions such as a cake stall and raffle. They delivered 16,000 copies of their newsletter to the houses in the surrounding villages.*

*By 4pm that day, the club signed up a total of 73 new people (64 adults and 9 children) to take part in the coaching sessions offer. These numbers are outstanding and although we are unsure at this time as to how many of these people will join as members, the club have created an excellent opportunity to make a real difference to their club.*

*A huge well done to Lundin Bowling Club and many thanks to David Pirie for the detailed report which he sent to Bowls Scotland with the above information.*



## TRY BOWLS CLUBS

Over 250 clubs have signed up to our Try Bowls campaign, if you know of any clubs who would like to sign up please contact:

WEBSITE:

<http://www.bowlsscotland.com/development/member-recruitment>

## Greens Maintenance and Improvement Seminar 2016

During the month of May, Bowls Scotland held 5 Green Maintenance and Improvement Seminars in partnership with Dennis & SISIS, Henderson's Grass Machinery and Greentech Sportsturf.

A total of 99 volunteers from clubs across Scotland attended over the 5 Seminars which were comprised of workshops, presentations and practical demonstrations providing valuable information and advice from industry experts.



## Attendees Comments:

*- "The professionals involved were excellent and extremely knowledgeable. We learned a great deal. Amazing value for money."*

*- "The seminar, as well as providing an opportunity to listen to experts, also gave me the chance to talk with other attendees about their greens/machinery and what benefits/issues they had."*

*- "This has given me the confidence to try some of the suggestions on the day."*

# Competition and Events



## 30<sup>th</sup> June

Entries for the Scottish Super Series 2016 close on 30<sup>th</sup> June 2016!

All regions have now announced their venues for the Scottish Super Series 2016 and planning is well underway for Regional Administrators to deliver these in August.

As a competition in its infancy, many bowlers question why they should enter the Super Series.

We at Bowls Scotland could provide numerous benefits to entering (not to mention the prize money) but instead here are some of last year's entrants explaining why you should enter this year:

*"Playing in the Super Series last summer was a great experience for me and to qualify for the final stages at Kelvingrove and to play world class players like Paul Foster and Darren Burnett was a dream come true for me. I thoroughly enjoyed the experience and it has certainly raised my profile and I would advise any ambitious bowlers to enter and give it a go and test themselves against some of the best players in the sport."* **Gavin Ansari, Lenzie Bowling Club**

*"For me, the new Scottish Super Series creates a real "David & Goliath" story in the world of bowls....allowing the everyday club player to play against some of the best players in the world. You would never see a competition in golf say, where a club handicapper could be drawn to play against Rory McIlroy or Tiger Woods in a match - I think it's a great concept."* **Julian Rumsey, Symington Bowling Club**

### FOR MORE INFORMATION

For more information on how to enter this year's Scottish Super Series visit:

<http://www.bowlsscotland.com/super-series/how-to-enter>

With less than 4 weeks to go until the closing date for entries we are encouraging all Bowls Scotland members to enter, promote and support this innovative competition which provides an open platform for all Bowls Scotland members to become a Super Series Champion for 2016!

### How to Enter

Entries can be submitted online via the Bowls Scotland Ticketsource ([www.ticketsource.co.uk/bowlsscotland](http://www.ticketsource.co.uk/bowlsscotland))

Or if you are unable to enter online, please ask your club for an entry form and send this along with the entry fee to Bowls Scotland Head Office.

### Regional Qualifier Venues

Regional Qualifiers will take place over 13<sup>th</sup> & 14<sup>th</sup> August (Singles) and 20<sup>th</sup> & 21<sup>st</sup> August (Pairs). All regions have now announced the venues for these qualifiers and this information can be found on the Bowls Scotland website.

## Scottish Super Series



## Super Series 2016 Ranking Points

MEN'S SINGLES		WOMENS SINGLES		MENS PAIRS		WOMENS PAIRS	
Winner	120	Winner	120	Winner	120	Winner	120
RU	80	RU	80	RU	80	RU	80
SF	40	SF	40	SF	40	SF	40
QF	20	QF	20	QF	20	QF	20
Last 16	15	Last 16	15	Last 16	15	Last 16	15
Last 32	10	Last 32	10	Last 32	10	Last 32	10

# High Performance

## Australia Vs Scotland Test Series 2016

The 2016 Australia vs Scotland Series will see two of the sport's most successful nations go head to head in a friendly test series from 5<sup>th</sup> -7<sup>th</sup> June at Broadbeach Bowls Club. 4 Commonwealth Games Gold medalists Alex Marshall, Paul Foster, Neil Spiers and Darren Burnett are amongst the Scotland squad who will head out to face some of Australia's best to battle it out for victory. Australia are stepping up to the challenge and bringing some of their most capped and internationally recognised bowlers to take on Scotland's High Performance Squad.

All of the High Performance will then play in the Blue Diamond Pairs against some strong opposition on the 8<sup>th</sup> and 9<sup>th</sup> of June.

### FOR MORE INFORMATION

For more information on the High Performance Squads visit:

<http://www.bowlsscotland.com/performance/high-performance-squad>

*The High Performance Squad will have their monthly Squad Day on Sunday 26<sup>th</sup> June.*

*High Performance Manager Rhona Howie and High Performance Coach, John Price will be in attendance to oversee the players as they undertake training drills and play matches.*

# Marketing and Communications

## Website

We at Bowls Scotland are looking into developing a new Bowls Scotland website. The tender document for this has been published online for contractors to submit their proposals to Bowls Scotland.

## Newsletters

The Marketing & Communications Officer will now be sending out Newsletters to key stakeholders within Bowls Scotland as well as to members. The District Secretary and Club Newsletter will be sent directly and a sign-up option will be available to anyone who wishes to receive the Member Newsletter.



**Bowls  
Scotland  
Newsletter**

Work is now underway here at the National Centre at Northfield as we prepare for the National Championships in July. South Ayrshire Council have increased the number of Green Keeping staff as we look to have the greens in their best condition ahead of the competition. We are also currently working with the council to improve the facilities and surrounds of the Centre, which will include the creation of a new office for Bowls Scotland staff. We are getting set for another great National Championships in 2016 and look forward to welcoming you all to Northfield in July.

## National Centre

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

Tel: 01292 294 623  
Email: [marcomms@bowlsscotland.com](mailto:marcomms@bowlsscotland.com)