



ANNUAL REPORT 2025

Including Financial Information



**BOWLS
ENGLAND**



WELCOME TO OUR 2025 ANNUAL REPORT

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VICE PRESIDENTS' REPORT PAUL GREEN & KIM HARRIS

Well, 2025 just flew by! Having both been elected to be Vice Presidents for 2025, our role was to shadow Sheila Storey to learn the ropes. Unfortunately, Sheila's health prevented her from taking office which meant we were on our own. Well, not really. We had the great Bowls England staff and board team for support. We just clicked and boy, we had fun.

Our journey began at the AGM and Awards Night back in February, celebrating everything on and off the green. We both had a fantastic evening remembering that it is not all about the players, but the people who put in a lot of hard work behind the scenes.

We then took part in our first Bowls' Big Weekend, visiting numerous clubs to support their event. It was inspiring to see the work they are doing in their respective communities. Oh, and we got lots of tea and cake!

We also had the honour of taking part in 19 celebration matches across the country. Celebrating bowls at the grassroot level is an honour. We opened new facilities, attended 12 county luncheons and dinners, listened to and relayed the successes and challenges of counties and clubs and celebrated our National Champions at the Champions Dinner.

Attending the British Bowls International, Junior and Para Series were a particular highlight for us both, and to watch our England team perform admirably, coming away with a variety of medals was incredible.

The brilliant facility of Victoria Park in Royal Leamington Spa was host to 19 days of the Aviva National Bowls Finals – a billboard to promote and celebrate our wonderful sport. Attending the 19 days, we witnessed first-hand that these Finals don't just happen.

The work done by the Bowls England staff, the volunteers, the umpires, the greenkeepers and all the players and supporters led to the most attended Nationals since records began.

We now move forward to 2026 with a bigger Presidential Team to help share the workload and to share in the excitement of the Glasgow 2026 Commonwealth Games and the 2027 World Championships.

From us both, we look forward to working with Sue Bard-Boder, Brian Toner and Jennie Cole as we become a team of Bowls England ambassadors, creating a more sustainable Presidential Team.

This year has brought us much enjoyment, and we hope to have done the sport proud. We can't wait to do it all again!

Yours,
Paul and Kim
Bowls England Vice Presidents



CHAIR'S REPORT

DAVID TUCKER

I am pleased to report on another successful year in which, due to prudent financial management, we finished with a surplus for the first time since before the pandemic. The Board met regularly. Adam Tanner and Anna Maloney retired and we welcomed their replacements, Emily Green (independent) and Dr. Sue Pember CBE (elected). At the Annual General Meeting, I'm pleased to announce that Sue will be re-appointed for a three-year term.

The working parties - reviewing governance, disciplinary and trans and gender policies - have concluded their excellent work, and their recommendations are being adopted. I would thank everyone involved for the hard work and expertise they contributed. At last year's Annual General Meeting, amendments to the Articles of Association were approved, which has resulted in the Board appointing standing committees in line with Sport England Tier 3 for Governance. A joint working party with the EIBA, along with consultants funded by Sport England, is considering the amalgamation of our two governing bodies.

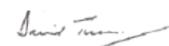
The Chief Executive's report will set out the highlights of our work and future proposals. The challenges we face as an organisation to thrive, and grow have been well documented. It is important that we continue to work together to promote our sport and manage the business prudently.

As you know, I have decided not to stand for re-appointment after six years in post. When I set out to be involved with the administration of bowls, I did so in the belief that I would give back and build on the benefits and enjoyment that I have experienced. I like to think that the contribution I have made will help the company continue to flourish.

In conclusion, I thank the Vice-Presidents, Board, Chief Executive and colleagues and the many volunteers at County and Club level for their dedication in keeping our sport thriving and healthy.

I wish Bowls England every success for the future.

Onwards and upwards.



David Tucker
Bowls England Chair

OUR BOARD

David Tucker	Steve Warren
Foster Johnson	Emily Green
Mal Evans	Dr. Sue Pember CBE
Jonathan Doust	
James Wurr	
Sian Honnor	



CHIEF EXECUTIVE'S REPORT

JON COCKCROFT

As I pen my sixth annual report, I remain deeply proud of the contribution Bowls England is making as an organisation in developing and strengthening our sport. The last 12 months has seen us deliver our core activities with great energy and purpose, whilst also breaking new ground to propel bowls forwards. I would like to draw attention to some notable work that reflect the thrust of our *Fit for the Future* strategy.

2025 saw Bowls England assume responsibility for outdoor disability bowls, resulting in a 30% growth in playing numbers and more than double the number of competition entries than the previous year. The British Bowls Para Series in June was both a high-quality sporting spectacle and a celebration of our sport's inclusivity, and presenting Maggy Smith MBE with Honorary Membership for her incredible work in advancing disability bowls was a special moment.

Ensuring we provide inclusive and welcoming environments for bowlers, seasoned and new, is critical to help our sport thrive. The step change we have collectively made over the last year in safeguarding has been significant, with all affiliated clubs now having a named Safeguarding Officer, and able to draw on more resources and educational support. Thanks to all those who have joined us on this journey and the Bowls Development Alliance for all their efforts.

Over the last 12 months we have seen unprecedented backing from public funders to aid our ambitious goals - recognition of a growing confidence decision-makers have in Bowls England's and our sport's ability to engender a healthier and happier nation. Over £900k of secured investment will enable -

- The further development of our Junior Talent Pathway - increasing opportunities for young people to play bowls, enjoy its benefits and fulfil their potential.
- England bowlers to prepare for Glasgow 2026, giving us the best chance to showcase our sport to a national audience and inspire people to have a go.
- The delivery of the 2027 World Bowls Championships - offering a once-in-a-generation opportunity to watch the world's best bowlers at Victoria Park.
- Our ambition to amalgamate with the English Indoor Bowling Association to provide one voice for flat green bowls, a streamlined experience for existing bowlers, a more straightforward and effective service for clubs, and consistency on policies and compliance matters.

It would be remiss not to add: England's impressive performance on the international stage, including England's senior men and women retaining their British Bowls titles in style; the new Championships programme rolled out with positive feedback and some learnings; more affiliated clubs than ever being part of our educational programmes; the spectator experience at the Aviva National Bowls Finals reaching new heights; celebrating another cohort of amazing volunteers at our Annual Awards; the update of Regulation 9 alongside a new Code of Conduct and more.

All achievements in this Annual Report have been made possible because of the endeavour of many people, to whom I extend my heartfelt thanks. To our Board members, Presidential Team, National Performance Team, working party members and event volunteers for their dedication to our sport. To County Association, Club leaders and volunteers for their tireless efforts in making such a difference to local bowls communities. And to my fantastic staff colleagues for leading the way with belief and commitment. It is humbling to know that our work impacts the lives of people up and down the country who realise the joy and benefit of being part of the bowls family.

Finally, I would like to pay tribute to David Tucker, who concludes his tenure as Chair at the February AGM. David has given much of his life to bowls as a player, club volunteer, greenkeeper, team manager, county treasurer and Bowls England board member, before he became Chair in 2020. He steered the organisation through the global pandemic and has championed the progress we have been making over the last few years to develop and modernise our sport.

As David would say, "onwards and upwards", and we look forward to his successor shaping our organisation's next chapter.



Jon Cockcroft
Chief Executive

CLUB SERVICES & DEVELOPMENT

Bowls England is committed to helping our affiliated clubs grow, succeed and thrive. Affiliation unlocks access to a level of support, expertise and resources from their county association and Bowls England that clubs simply wouldn't be able to source on their own.

Through our network, clubs benefit from shared knowledge, national visibility, development opportunities and tailored programmes designed to strengthen every aspect of club life.

Affiliation also provides access to financial assistance, high-quality training for club leaders, governance and policy guidance, and a direct connection to the sport's national infrastructure.

These services are central to our *Fit for the Future* strategy, which focuses on building the capability, confidence and long-term resilience of club management teams and volunteers.

Over the past 12 months, this collective effort has helped elevate the profile of our sport, attract new participants and extend our support to all affiliated clubs across the country.

While affiliated membership experienced a very small decline in 2025—down just 0.9% in total, male membership increased by more than 3% nationally, with female membership down nearly 9%.

This section highlights the many ways we supported our 1,800 affiliated clubs throughout 2025 and showcases the tangible benefits of being part of the Bowls England community.

BOWLS BASH

Bowls Bash is a key element of our *Fit for the Future* strategy – helping clubs to recruit new players, generate additional income, and revitalise the sport's image amongst younger and more diverse audiences.

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 2022 as an exciting, different form of bowls that is easy to play and fun for all ages and abilities with no formality and an action-packed pairs format, lasting just an hour where the only thing players require are some flat shoes and plenty of enthusiasm.

By the end of September 2025, a total of 183 clubs were accredited to deliver Bowls Bash. Each club has undertaken training so that participants can have the best possible experience, and thanks to funding from Sport England each club received a Bowls Bash resource pack including jacks, scorecards, volunteer apparel and marketing materials.

Research during the season showed several clubs have enjoyed success, with new participants and additional income to club funds. The challenge now is to work with accredited clubs to ensure that they are making the most of the programme, whilst integrating new clubs who wish to benefit from becoming accredited.



SCHOOLS DEVELOPMENT

In addition to the Bowls Bash club programme, we have been working with the Bowls Development Alliance and other bowls codes to develop a dedicated schools' offer in conjunction with the Youth Sport Trust.

We have developed game cards for Primary and Secondary Schools, using Bowls Bash rules where applicable, to enable children and young people in schools to have their first experiences of bowls.



For more information about the bowls related school game cards, please visit: yourschoolgames.com/taking-part/our-sports/bowls

BOWLS IN THE COMMUNITY

We continue to work with various partners to take the sport of bowls to new audiences. One example of this has been our partnership with Coventry City Council and Coventry City FC. Over 350 people engaged with two Bowls experiences at Coventry City FC's Fan Village, prior to two home games. Many participants were new to the sport and took the opportunity to enjoy bowls in an accessible and welcoming setting.

"The initiative at Coventry City Football Club's Fan Village highlights the potential for similar partnerships at future events, ensuring the sport of bowls continues to grow and reach new audiences. The support of Bowls England and the Bowls Development Alliance was instrumental in introducing the game to a fresh audience and strengthening community connection".

STUART BIRD
Sport & Physical Activity Officer
for Coventry City Council



PLAY BOWLS

The past 12 months saw significant work behind the scenes to develop Play Bowls into our dedicated platform for clubs. It now allows existing players to search for affiliated bowls clubs by location, view facilities and services, and casual players to book or pay online for green time or taster sessions at selected venues.

The site streamlines administration: club administrators can manage bookings, payments, availability calendars, and basic club information on multiple roles – for example Secretary, Greenkeeper and Development Officer.

For clubs, Play Bowls also gives greater visibility and reach. Each affiliated Bowls England club appears on the platform, making it easier for potential bowlers to discover them. Clubs also have the option to set up casual 'pay & play' sessions where they can advertise spare green capacity to generate additional revenue.

From a participation and growth perspective, Play Bowls lowers barriers to entry. It offers a simple, modern interface for those unfamiliar with bowls to find a club, book a session and try the sport – supporting Bowls England's aim to attract new and younger players to lawn bowls.

Today, 2,221 clubs feature on the platform, enabling them to actively promote available rink space to a national audience. This total includes more than 400 Crown Green clubs that are advertising their clubs and spare green space via Play Bowls.

Looking ahead to 2026, we will be developing comprehensive training for clubs and stakeholders to help them maximise the value of this free resource. We are also working with a number of local authorities with the objective that they can manage bookings across their sites more efficiently throughout the playing season by using Play Bowls.

For more information about Play Bowls, please visit: play-bowls.com

BOWLS' BIG WEEKEND 2025

Open days play a crucial role in club recruitment by providing potential members with a first-hand experience of the club's environment, facilities and culture.

Bowls' Big Weekend, sponsored by Aviva, was held for the fifth consecutive year in 2025, giving people across the country the opportunity to play the sport for free in a relaxed, informal setting during the Spring Bank Holiday.

We saw a record breaking 809 clubs (an increase of 109 from 2024) across the country open their doors to welcome new people to our sport, with 1,000 events held during the four-day campaign.

Ahead of the event, marketing packs were distributed to participating clubs and we ran a series of webinars with 241 clubs attending at least one session (an increase of 102 in comparison to previous year) to advise club volunteers on how to organise what a 'perfect day' looks like.

The Bowls England team, including international players, Board and staff, together with our colleagues at the Bowls Development Alliance, were on the road to support events – visiting more than 200 clubs in total.

In addition, we collaborated within the UK Government to engage various Members of Parliament, resulting in 14 MPs attending Bowls' Big Weekend events. Their attendance was significant in them understanding our sport further and Bowls England building closer relationships with decision makers with the UK Government.

Our data shows an estimated 60,000 individuals have participated in BBW activity since 2021 and this event has directly contributed to club membership growth at many clubs over this period.

In 2026, Bowls' Big Weekend will evolve into Bowls' Big Summer. This campaign will build on the success of Bowls' Big Weekend but maximise the opportunities afforded to us across the season, with a particular focus on start of season club recruitment and the national broadcast spotlight during the Glasgow 2026 Commonwealth Games.



Our research shows that over 20% of bowlers begin playing off the back of club open days

BOWLS DEVELOPMENT ALLIANCE

Sport England funding is channelled through the Bowls Development Alliance (BDA). The BDA's primary goal is to increase participation whilst ensuring the sport is inclusive and accessible for all. Its services are only available to outdoor flat green clubs that are affiliated to Bowls England.

In 2025 we have worked closely with the BDA in several areas, most notably:

- County Development Programme and Roadshows
- Bowls' Big Weekend
- Bowls Bash
- Play Bowls
- Club Health Checker
- Club Education & Training (including Week of Learning)
- Aviva National Bowls Finals Clubzone

The BDA has specialist support across the country thanks to its team of Community Development Officers. We are also working with them to increase the diversity of people playing our sport.

All affiliated clubs can access the Club and Community Development Team, Club Health Checker and Education programme, including free online workshops through the Weeks of Learning.

To provide additional assistance, we introduced a series of County Development Roadshow sessions. A total of 126 clubs attended the roadshows in 2025, and total engagement with clubs in those counties during 2025 was 209 clubs.



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. As of December 2025, 278 clubs have completed the Club Health Checker, with 58 clubs completing it more than once. Furthermore, the Club Health Checkers take up went from 21 to 66 in the six counties on the County Development Programme.

Our Weeks of Learning programme offers free, accessible webinars for clubs affiliated with Bowls England. In 2025, 1,434 attendees participated in workshops covering a variety of topics, including safeguarding, funding strategies, financial management, community engagement, and social media promotion. We're especially grateful to our partner, Buddle, for delivering valuable sessions on fundraising and cost management.

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.

The BDA has been working with six School Games Organisers (SGOs) to engage with 21 schools across the six counties (work to continue into 2026). We look forward to providing further support to affiliated clubs in conjunction with the BDA team in 2026.

For more information on the BDA go to: BowlsDevelopmentAlliance.com

CLUB FUNDING

One of the top priorities identified by clubs is generating additional income.

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 2025, a total of £293,140 was out on loan to support clubs.

Over the past 12 months we have developed an improved loans award criteria to ensure that funds are provided to clubs that align with our *Fit for the Future* strategy, whilst retaining a degree of flexibility to assist in emergency situations.

We have also continued to enable affiliated clubs to access information on potential grant funding through our dedicated Funding Portal. This investment has directly helped clubs using the system to secure more than £450,000 in grant funding – so every £1 that Bowls England has invested has returned nearly £13 to affiliated clubs.

Our partnership with easyfundraising has also continued to evolve. Clubs can generate income when their members use online shopping with more than 8,000 different brands and this partnership has seen £20,964 being donated to bowls clubs in 2025.

GREENS MAINTENANCE

The provision of a quality-playing surface is vital for all players at any level to enjoy our sport. Our Greens Maintenance Advice Service provides free, practical and independent assistance to clubs regarding all issues related to the bowling surface and surrounding areas.

During the 2025 season there were a significant number of clubs seeking advice on green damage, irrigation and developing a sustainable bowling greens management programme.

We continue to work with our valued partner, Dennis Mowers and SISIS, to host educational seminars. These are very well received by greenkeepers from Bowls England affiliated clubs.

"Bowls England supporting our bowls club around irrigation has been of great value and service. We are thankful for the support provided."

CHRIS VOKES
Epping BC, Essex



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 single 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 Acisure (formerly Sutton Winson) to provide Civil and Employers' Liability to our affiliated Clubs, Counties and other organisations.

This policy, amongst other benefits, includes:

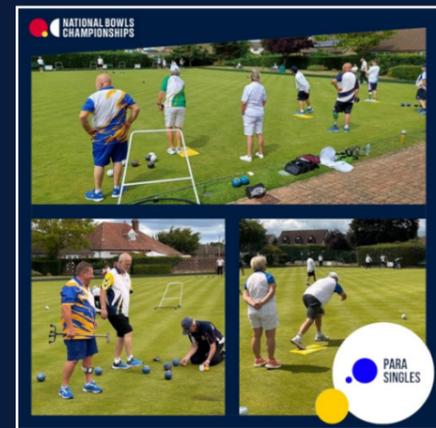
- Wider protection than a standard Public Liability Policy
- Directors and Officers Liability, including Trustees
- No additional hidden fees
- Low-cost premium

NATIONAL COMPETITIONS & REGIONAL FINALS

Delivering an annual programme of national events which provide a structure and environment for all players to feel challenged, rewarded and committed to our sport remains a key pillar of our work.

The 2025 season was the first year of our new-look National Bowls Championships with new junior, mixed and para events together with updated age and eligibility rules to drive engagement.

This report summarises trends, format changes and performance outcomes, and demonstrates the opportunities on our pathway, from grassroots to elite bowls.



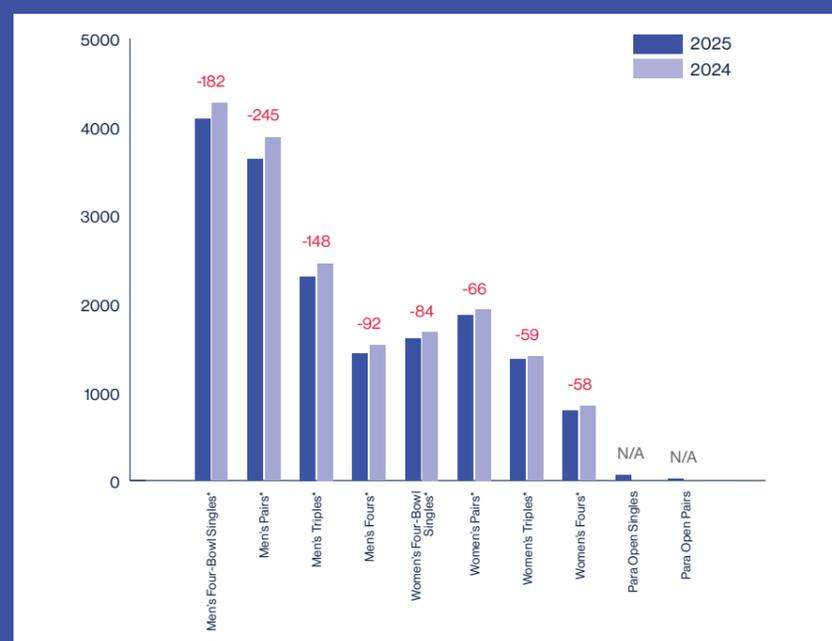
2025 CHANGES

Several changes were introduced in 2025 as a result of the Competitions Review and subsequent changes agreed at the AGM in February 2024. These included:

- Introduction of Foundation Pairs for newer/less-experienced players
- Introduction of under-17 Singles for boys and girls
- The Club Two Fours became an 'open' event, allowing all club members to participate
- Senior Singles and Senior Pairs eligibility amended to over-60, from over-55
- Family Pairs eligibility adjusted to exclude international players from the past five years and those who qualified previously for National Finals in specific events
- Junior county events aligned with the player pathway
- Balcomb Trophy and Walker Cup format changed to reflect international competition
- Champion of Champions restricted solely to club champions

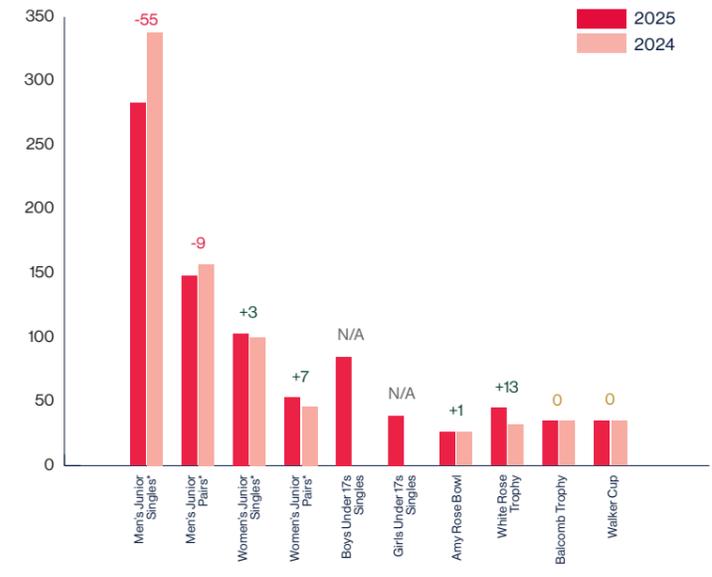
NATIONAL CHAMPIONSHIP ENTRIES 2025 VERSUS 2024

The 2025 season showed a decline in several established events, alongside growth in new and inclusive formats.



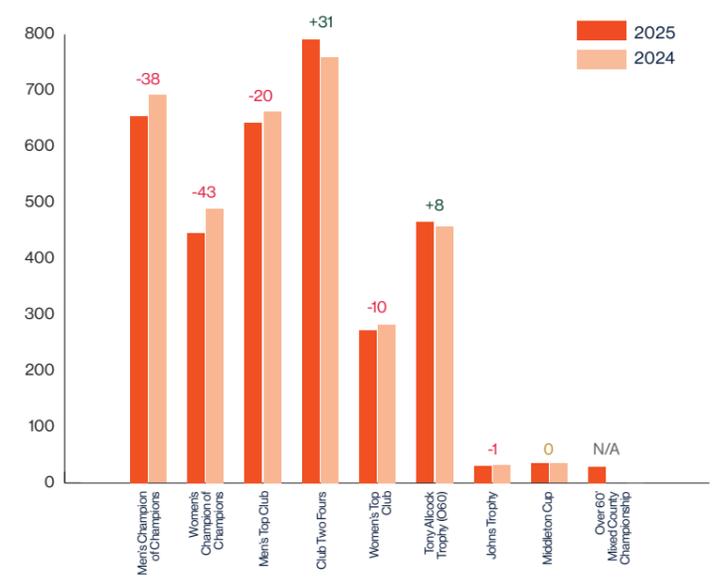
COMPETITION TRENDS - 2025

The Blue Riband events, our premier competitions, saw reductions across all traditional categories. Men's Four-Bowl Singles (-182), Pairs (-245), Triples (-148), and Fours (-92) all fell, while Women's Four-Bowl Singles (-84), Pairs (-66), Triples (-59), and Fours (-58) also declined. Para Open Singles (61) and Pairs (21) were introduced, marking new performance opportunities.



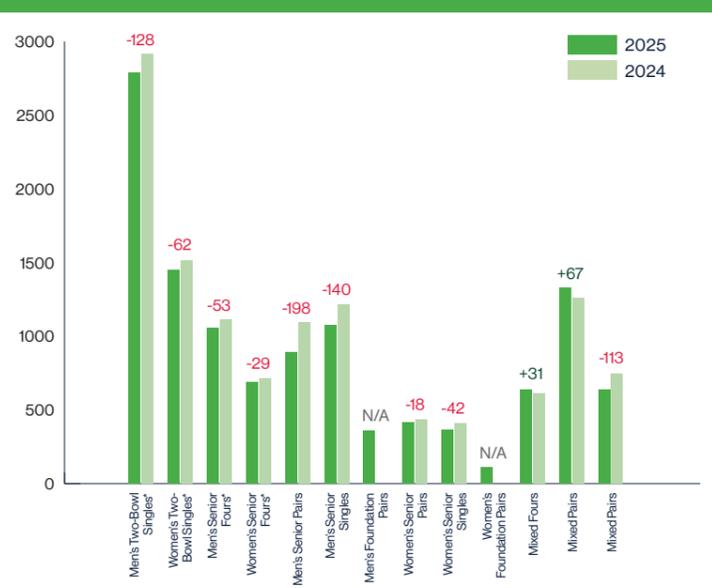
COMPETITION TRENDS - 2025

Performance events, linked to the player pathway, were mixed. Men's Junior Singles (-55) and Pairs (-9) declined slightly, while women's junior events improved (Singles +3, Pairs +7). Boys and Girls Under-17 events were introduced (85 and 39 entries respectively), and county competitions showed modest changes, with the White Rose Trophy (+13) and Amy Rose (+1) increasing, the Balcomb Trophy and Walker Cup remaining stable.



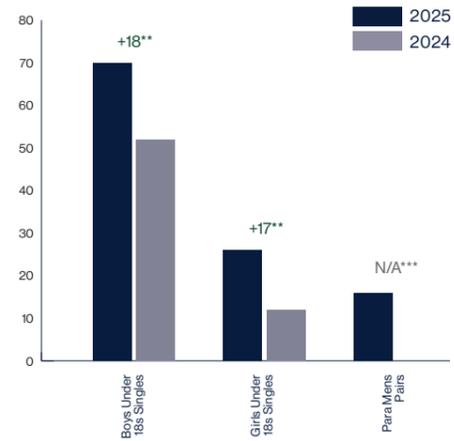
COMPETITION TRENDS - 2025

Our Team Spirit competitions saw growth in Club Two Fours (+31), Tony Allcock Trophy (+8), and the new Over-60 Mixed County Championship (29). There were decreases in the Men's and Women's Top Club events, with many clubs indicating that they simply did not have the playing numbers to participate.



COMPETITION TRENDS - 2025

In the Participation events, we were delighted that the Mixed Pairs (+67) and Mixed Fours (+31) showed increased entry numbers. Many senior events declined; however, this was expected due to the increased age limit. There was good support for the new Foundation Pairs events, which provided an opportunity for new bowlers and those with less experience to play in high-level events.



Overall, the season demonstrates continued diversification, pathway development and engagement across all competition levels.

* Administrated by County Associations from outset

** In 2024, the under-18 Singles involved a single competition limited to 64 entrants involving both boys and girls

*** Previously ran by Disability Bowls England

INTER-COUNTY PERFORMANCE EVENTS

The Balcomb Trophy and Walker Cup were delivered across 16 regional venues (eight venues for each event) with all 35 counties represented with one side. Each venue hosted four or five counties, competing in Singles, Pairs, Triples and Fours utilising the British Bowls International Series formats. Matches were played over a 2-hour 15-minute session, competing in a round-robin format, with the venue winner qualifying for the Aviva National Bowls Finals.

Junior Inter-County events followed the same performance structure. The Men's White Rose Trophy was staged across eight venues and the Women's Amy Rose Bowl across six. Counties were permitted to field up to two sides or combine with another county if unable to raise a side within their area. Matches comprised a 1-hour 15-minute session featuring Singles and Pairs followed by Pairs and Triples. Each venue hosted four to six teams competing in a round-robin format, with the venue winner qualifying for the Aviva National Bowls Finals. In the Amy Rose Bowl, the best two teams finishing runners up in their group also progressed to the Aviva National Bowls Finals.

As part of the new Player Pathway, Bowls England Performance selectors and scouts were in attendance at all venues, identifying players with potential for future international representation.

PARA COMPETITIONS

Following the integration of Disability Bowls in January, Bowls England further strengthened its focus on the Para competition programme. Four regional venues hosted the Para Singles, attracting 52 competitors. A record 16 players progressed from their regional groups to secure places at the Aviva National Bowls Finals.

The Para Pairs, delivered as a one-day event at Victoria Park, Leamington Spa, saw 20 teams compete for eight qualification spots. These enhanced structures reflect Bowls England's continued commitment to providing inclusive, high-quality competitive opportunities for disabled bowlers nationwide.

NATIONAL BOWLS FINALS

QUALIFIERS

- Singles – 62 Qualifiers*
- Pairs – 62 Qualifiers*
- Triples – 62 Qualifiers*
- Fours – 62 Qualifiers*
- Junior Singles – 48 Qualifiers**
- Junior Pairs – 35 Qualifiers***
- Senior Fours – 35 Qualifiers***
- Two Bowl Singles – 62 Qualifiers*
- Para Singles – 16 Qualifiers
- Para Pairs – 8 Qualifiers
- Senior Singles & Pairs – 16 Qualifiers
- Champion of Champions – 8 Qualifiers
- Mixed Pairs & Fours – 8 Qualifiers
- Family Pairs – 8 Qualifiers
- Foundation Pairs – 8 Qualifiers
- U17's Singles - 8 Qualifiers
- Top Club – 8 Qualifiers
- Club Two Fours – 8 Qualifiers
- Tony Allcock Trophy – 8 Qualifiers
- Balcomb/Walker/Amy Rose/White Rose - 8 Qualifiers
- Middleton Cup/Johns Trophy/O60' Mixed Inter-County Championship – 4 Qualifiers

* The top 27 counties who received the most entries per event received two entries. Those counties in the bottom six per event with the lowest number of entries received just one entry.

** Men's - the top 13 counties who received the most entries received two entries. Those counties in the bottom 22 with the lowest number of entries received just one entry. Women's - the top 17 counties who received the most entries received two entries. Those counties in the bottom 14 with the lowest number of entries received just one entry. Four Counties not represented in women's event.

*** One qualifier from each county.

With over 3,000 competitor places available for our sport's pinnacle event of the year, the Aviva National Bowls Finals, matches were strategically scheduled to reduce the number of clashes over the 19 days of play.

AVIVA NATIONAL BOWLS FINALS REPORT 2025

One of our top priorities is to create an events programme that inspires participation and creates treasured life memories for players and spectators, culminating with the Aviva National Bowls Finals.

This year, 3,044 players descended on Victoria Park, Royal Leamington Spa, from Wednesday 13th to Sunday 31st August, competing in 1,023 matches across 42 events. Supported once again by our headline sponsor, Aviva, the atmosphere across the event was electric, with circa 19,000 spectators attending.

TICKETS & HOSPITALITY

This year's event was the most successful to date.

Tickets, priced from £5.50 for an adult and £2 for an under 18, exceeded previous years and generated a net income of over £54,000. Hospitality was also available to purchase for £80pp, including exclusive access to The Extra End, reserved seating, a food hamper and the opportunity to play Bowls Bash. The County President's Hospitality package was successful, and our sponsors, partners, VIPs and influential stakeholders also enjoyed the experience.

All ticketing revenue was reinvested directly back into the event, covering the increased cost of infrastructure including, grandstand seating, marquees, toilets, security, cleaning and car parking provisions.



LIVE STREAMING

With the support of our principal partner Aviva, we were able to stream 12 days of the National Bowls Finals on our dedicated streaming platform, Bowls TV.

Over 4M minutes of bowls was watched live – a 36% increase in average live viewing from 2024, with 4.9M minutes watched this year live and on catch up.

Since its launch in 2023, 21.6M minutes of bowls has been watched on the Bowls TV platform. Providing a high-quality streaming experience requires significant investment and we thank Aviva for their support in allowing us to deliver this service.

INFRASTRUCTURE

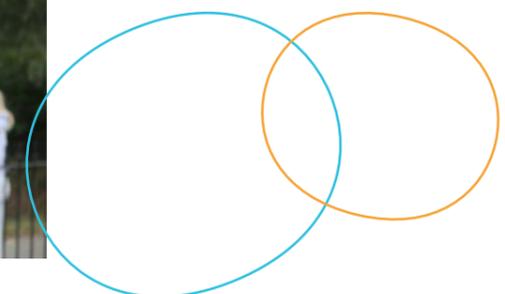
Infrastructure is a key component of the event, and we have invested considerably in amplifying areas to improve player and spectator experiences.

The provision of grandstand seating around A and B greens continues to create a more engaging and supportive environment for both players and supporters.

The Retail Village, situated in the Fan Zone, allowed visitors a chance to purchase new bowls equipment and browse an array of merchandise from our apparel partner, Aceit. The range included the new National Bowls Finals line, which proved very popular.

The casual seating and picnic area between A green and the Fan Zone was once again very popular, creating a lively and enjoyable atmosphere. This setup allowed people to relax, enjoy food and drinks from local suppliers while still being able to watch the action.

Security was enhanced this year with the introduction of bag checks and more staff on site aligning with government requirements, and cleaning provisions were also increased.



CLUB ZONE

The Club Zone returned this year with an array of sessions taking place over the 19 days, with free access for our affiliated members. The sessions provided in-person training opportunities for members, and included topics such as safeguarding, inclusion and more. The space was also used for umpire and marker courses and consultation of business developments.

VOLUNTEERS

Throughout the 2025 Aviva National Bowls Finals, we were very fortunate to have over 100 dedicated volunteers complete a record 650 shifts across the course of the event. Our volunteers participated in various roles - meet and greet team, live scoring, tournament office support, hospitality, wayfinding and more. This year saw the introduction of the Team Leader role - a session lead for each area of volunteering with the aim to enhance the volunteer experience.

Volunteering 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.

We are always looking to grow our pool of volunteers, so if you are interested in joining this dynamic team, please contact volunteering@bowlsengland.com.

AVIVA CHAMPIONS DINNER

This year's sold-out Aviva Champions Dinner was held at the DoubleTree by Hilton, Coventry on the 22nd November 2025. Attendees gathered to celebrate the outstanding accomplishments of the finalists in the Aviva National Bowls Finals. During the evening, a total of 59 trophies were presented from Men's, Women's, Club and County events. The night was a splendid occasion of celebration, providing a fitting conclusion to the 2025 season.



AVIVA NATIONAL BOWLS FINALS 2025 ROLL OF HONOUR



	EVENT	WINNER	CLUB	COUNTY	RUNNER UP	CLUB	COUNTY	SCORE
●	Men's Singles	Isaac Jenner	Appleyard	Kent	David Forster	Workington	Cumbria	21-19
	Women's Singles	Stef Branfield	Clevedon	Somerset	Sophie Tolchard	Kings	Devon	21-17
	Men's Pairs	James Hampton & Sam Tolchard	Kings	Devon	Steve Gunnell & Edward Morris	Essex County	Essex	15-11
	Women's Pairs	Caroline Cullum & Amy Pharaoh	Cleethorpes	Lincolnshire	Lauren Selway & Emma Cooper	Kings	Devon	18-6
	Men's Triples	Simon Broom, Jamie Chestney & Jamie Walker	Culm Vale	Devon	Josh Minto, BJ Byles & Chris Yeomans	Gosforth	Northumberland	15-14
	Women's Triples	Ruby Philpott, Chelsea Spenser & Amy Pharaoh	Cleethorpes	Lincolnshire	Donna Grant, Katherine Hawes-Watts & Lorraine Kuhler	Headington	Oxfordshire	19-17
	Men's Fours	Josh Grant, Ashley Clipston, Dan Thornhill & Philip Broughton	The Stute	Derbyshire	Nick Wardle, Jonathan Green, Chris Moore & Joe Dawson	Kingscroft	Leicestershire	19-14
	Women's Fours	Sara George, Olivia Starr, Laura Holden & Stef Branfield	Clevedon	Somerset	Karen Millward, Pip Maxwell, Aqua Griffiths & Izzie White	Chester Road	Worcestershire	18-16
	Para Singles	Aaron Langley	Harperbury	Hertfordshire	Kieran Rollings	Kettering Lodge	Northamptonshire	21-20
	Para Pairs	Mike McDonagh & Stephen Stockley		Surrey/Hampshire	David Fisher & Kieran Rollings		Essex/Northamptonshire	21-20
D	Junior Men's Singles	Charlie Beeton	Felixstowe & Suffolk	Suffolk	Luke Bell	Sports Centre (Southampton)	Hampshire	21-14
	Junior Women's Singles	Izzie White	Chester Road	Worcestershire	Rhianna Russell	Welwyn & District	Hertfordshire	21-16
	Junior Men's Pairs	Kieran Jaycock & Thomas Jaycock		Buckinghamshire	Joe Sanford & Harry Duffield		Kent	21-20
	Junior Women's Pairs	Ava Karanth & Yasmina Hasan		Surrey	Rhianna Russell & Reba Powell-Birley		Hertfordshire	19-9
	Boy's Under 17's Singles	Ollie Jeapes	Parkway	Huntingdonshire	Dontai Joseph	Wadebridge	Cornwall	21-8
	Girl's Under 17's Singles	Grace Read	Milton Park	Hampshire	Erin Burke	Coleford	Gloucestershire	21-20
	Amy Rose Bowl	Somerset			Est Anglians			40-37
	Balcomb Trophy	Leicestershire			Essex			69-43
Walker Cup	Devon			Oxfordshire			71-66	
White Rose Trophy	Huntingdonshire			Gloucestershire			46-34	
D	Middleton Cup	Devon			Lincolnshire			111-65
	Johns Trophy	Devon			Northamptonshire			111-105
	Over-60 County Championship*	Northamptonshire			Hampshire			33-32
	Club Two Fours	Shrivenham		Berkshire	Royal Mail Cart		Lincolnshire	40-17
	Tony Allcock Trophy	Gerrards Cross		Buckinghamshire	Baldock Town		Hertfordshire	3-2
	Men's Top Club	Gerrards Cross		Buckinghamshire	Avenue (Coventry)		Warwickshire	3-1
	Men's Champion of Champions	Edward Morris	Essex County	Essex	Chris Hanslip	Blossom Way	Lincolnshire	21-7
	Women's Champion of Champions	Rhianna Russell	Welwyn & District	Hertfordshire	Amy Pharaoh	Cleethorpes	Lincolnshire	21-13
Women's Top Club	Royal Leamington Spa		Warwickshire	Kings		Devon	21-7	
D	Men's Two-Bowl Singles	Dylan Martin	Garston	Hertfordshire	Jordan Philpott	Royal Mail Cart	Leicestershire	17-12
	Women's Two-Bowl Singles	Jane Murphy	Bletchley Town	Buckinghamshire	Kat Bowman	New Lount	Leicestershire	16-6
	Men's Senior Singles	Kevin Bone	Lyndhurst	Durham	Chris Hanslip	Blossom Way	Lincolnshire	21-18
	Women's Senior Singles	Pauline Clark	Egham	Surrey	Brenda Bowyer	Rochford	Essex	21-12
	Men's Senior Pairs	Phil Hackett & Robert Honeywell		Devon	Gren Richardson & Robert McAvella		Northumberland	17-15
	Women's Senior Pairs	Val Davis & Liz Lock		Devon	Christine Mitchell & Alison Fail		Wiltshire	13-12
	Men's Senior Fours	Phil Sturman, Dave Wilde, Neil Clarke & Mark Sandoz	Gilt Edge	Worcestershire	Martin Dawkins, Mark Wilson, John Winter & Duncan Shearer	Houghton Regis	Bedfordshire	17-9
	Women's Senior Fours	Dawn Horne, Anita Cowdrill, Jenny Wickens & Janice White	Royal Leamington Spa	Warwickshire	Sue Entwistle, Alison Phillips, Jean Smith & Marie Dawson	Guisborough Priory	Yorkshire	23-12
	Mixed Pairs	Billie Swift & Curtis Johnson		Northamptonshire	Alan Dent Jnr & Amy Pharaoh		Lincolnshire	18-15
	Mixed Fours	Debbie Souter, Liz Anderson, Mark Bishopp & Charlie Souter		Surrey	Sue Adams, Amy Spry, Norman Worley & Glen Adams		Middlesex	22-6
	Family Pairs	Gary Howland & Grant Howland		Lancashire	Gary Routledge & Alan Routledge		Devon	21-7
	Men's Foundation Pairs*	Louie Hodges & Joshua Hodges	Cheltenham	Gloucestershire	Tom Kealey & Luke Jones	Kings Langley	Hertfordshire	2-1
Women's Foundation Pairs*	Aksana Nevlev & Charlie Crook	Banister Park	Hampshire	Mandy Lisle & Lesley Clark	Bredon	Worcestershire	2-1	

* New Competition for this year



INTERNATIONAL PERFORMANCE

International competition strengthens performance standards, drives innovation and showcases our commitment to excellence.

The past year has provided a full season of activity for our international players across all age groups – with many highlights both at home and away. A summary of our performances during the season is included within this report.

Mo Monkton continues to lead our programme as Performance Director with support from International Managers Sandy Hazell, Kirk Smith, Nicola Bowe and Helen-Lewis Wall, Performance Coach Mal Evans and the team of international Scouts.

In addition to the wider international programme, the Glasgow 2026 Commonwealth Games will provide the opportunity for our players to bid for the highest honours within our sport on the world stage.

BRITISH BOWLS CHAMPIONSHIPS

The famous greens of Llandrindod Wells, Wales, played host to the British Bowls Championships in 2025.

The Championships offered an excellent platform for our 2024 National Champions to test themselves against the best in Britain. England enjoyed superb success, coming away with three Gold and four Silver Medals from just 14 events.

Ayr, Scotland, will play host to the British Bowls Championships in 2026.



"2025 has been a very successful international season and I am proud to lead the Management Team and our athletes. As we look ahead to 2026, I am confident that the Performance Team will continue to be great ambassadors, and continued success on the green will not only inspire our young players to work hard and progress through the player pathway but encourage more people to take up and enjoy our sport."

MO MONKTON
Performance Director



ROLL OF HONOUR

Gold Medal – Men's Singles

Jamie Walker (Devon)

Gold Medal – Women's Fours

Michelle Meadowcroft, Ellie-Marie Hamblett, Emily Kernick and Kirsty Richards (Warwickshire)

Gold Medal – Women's U25 Pairs

Lily-Mae Adams and Emily Kernick (Warwickshire)

Silver Medal – Women's Singles

Izzie White (Worcestershire)

Silver Medal – Women's Pairs

Katherine Hawes-Watts and Lorraine Kuhler (Oxfordshire)

Silver Medal – Women's Over 55 Fours

Lesley Johnson, Alice Atwell, Hazel Marke & Margaret Holden (Hampshire)

Silver Medal – Men's U18 Singles

Samuel Brugnoli (Parkway BC, Huntingdonshire)

BRITISH BOWLS INTERNATIONAL SERIES

England's Men's and Women's teams were crowned champions at the 2025 British Bowls International Series, following four days of outstanding performances at Llandrindod Wells Bowling Club in Wales.

Facing Ireland, Jersey, Scotland and Wales, England showed their class from start to finish, with the Women going unbeaten and the Men sealing the title with a final-session flourish against Ireland.

The achievement marks back-to-back double golds for England, following their clean sweep at Victoria Park, Royal Leamington Spa, in 2024, further underlining their strength and consistency on the international stage.



The Series also saw two England greats reach major milestones. Amy Pharaoh earned her 100th international cap during the win over Jersey on Day Three, while Katherine Hawes-Watts followed suit a day later, making her 100th appearance in the final match against Ireland.

England will look to repeat their success when they travel to Ayr, Scotland, for the British Bowls International Series in 2026.

"I'm delighted with the result. The men worked so hard all week, and they finished it off [against Ireland] with probably the best performance I've seen from an England team in the last five years. They deserved the victory, and I'm so pleased that we could retain it."

KIRK SMITH
Men's Team Manager

AVIVA ENGLAND SQUAD

Men

Lewis Baker (Brampton BC, Huntingdonshire)

Nick Brett (Brampton BC, Huntingdonshire)

Joseph Dawson (Kingscroft BC, Leicestershire)

Harry Goodwin (Appleyard BC, Kent)

James Hampton (Kings BC, Devon)

Kevin Harrison (Aspatria BC, Cumbria)

Tom McGuinness (Gerrards Cross BC, Buckinghamshire)

Dominic McVittie (Royal Mail Cart BC, Lincolnshire)

Edward Morris (Essex County BC, Essex)

Tristan Morton (Parkway BC, Huntingdonshire)

Louis Ridout (Ilminster BC, Somerset)

Sam Tolchard (Kings BC, Devon)

Jamie Walker (Culm Vale BC, Devon)

Andrew Walters (Welford-on-Avon BC, Warwickshire)

Ryan Whitlock (Kings BC, Devon)

Wayne Willgress (Norfolk BC, Norfolk)

Team Manager:

Kirk Smith (Gerrards Cross BC, Buckinghamshire)

Captain:

Sam Tolchard (Kings BC, Devon)

Women

Stef Branfield (Clevedon BC, Somerset)

Stephanie Crates (Appleyard BC, Kent*)

Annalisa Dunham (Burton House BC, Lincolnshire)

Katherine Hawes-Watts (Headington BC, Oxfordshire)

Laura Holden (Clevedon BC, Somerset)

Sian Honnor (Appleyard BC, Kent)

Emily Kernick (Royal Leamington Spa BC, Warwickshire)

Lorraine Kuhler (Headington BC, Oxfordshire)

Morgan Merryweather (Island Bohemian BC, Berkshire*)

Amy Pharaoh (Cleethorpes BC, Lincolnshire)

Ruby Philpott (Cleethorpes BC, Lincolnshire)

Katherine Rednall (Norfolk BC, Norfolk)

Nicole Rogers (Kings BC, Devon)

Harriet Stevens (Kings BC, Devon)

Sophie Tolchard (Kings BC, Devon)

Rebecca Wigfield (Desborough BC, Northamptonshire)

Team Manager:

Sandy Hazell (Appleyard BC, Kent)

Captain:

Amy Pharaoh (Cleethorpes BC, Lincolnshire)

* Recall

BRITISH BOWLS PARA INTERNATIONAL SERIES

The British Bowls Para International Series descended on Victoria Park in June, with the four nations of England, Ireland, Scotland and Wales in action.

This was the first time that Para bowlers had donned the Bowls England kit on home soil, and the sun shone down as the colours of the four nations lit up the park for the three days of fierce competition.

England fought throughout the event, eventually securing the Silver Medal against a strong Scotland team.

Sally-Ann Lewis-Wall and Kieran Rollings received player of the series medals, nominated by the Performance Team and Scouts, for their incredible performances over the three days.

The event will take place in Ayr, Scotland, in 2026 with the England team seeking to go one step further.

AVIVA ENGLAND PARA SQUAD

Visually Impaired

B2: Stephen Hartley (Exonia BC, Devon)
 B3: Alison Yearling (Plymouth Hoe BC, Devon)
 B3: John Hollowell (Bridgman BC, Bedfordshire)
 B4: Sally-Ann Lewis-Wall (Kingscroft BC, Leicestershire)

Director: Jeremy Miller (Exonia BC, Devon)

Director: Sue Davies (Broadway BC, Worcestershire)

Director: Beata Hollowell (Bridgman BC, Bedfordshire)

Director: Elizabeth Shipley (Hinckley BC, Leicestershire)

Physically Disabled

B6: Craig Bowler (Wellingborough BC, Northamptonshire)
 B7: Fynn Kyser (Countesthorpe BC, Leicestershire)
 B7: Jennie Sandford (Lindfield BC, Sussex)
 B7: Gill Platt (Wonersh BC, Surrey)
 B8: Jonathan Stokes (Luton Town BC, Bedfordshire)
 B8: Kieran Rollings (Kettering Lodge BC, Northamptonshire)
 B8: Michael McDonagh (Cheam BC, Surrey)
 B8: David Fisher (Colchester West End BC, Essex)

Team Manager:

Mo Monkton (Ilminster BC, Somerset)

Team Coach:

Helen Lewis-Wall (Kingscroft BC, Leicestershire)

IRELAND TEST MATCH

For the second year running our Aviva England Squad faced Ireland – this time travelling across the Irish Sea.

England sealed a narrow 17.5 – 14.5 victory in a thrilling two-day Test Match held across CYM BC and Clontarf BC in Dublin.

The fixture saw high-quality performances from both sides, with momentum shifting multiple times across six intense sessions made up of pairs, triples, and singles.



AVIVA ENGLAND TEAM

Men

Nick Brett (Brampton BC, Huntingdonshire)
 Harry Goodwin (Appleyard BC, Kent)
 Tom McGuinness (Gerrards Cross BC, Buckinghamshire)
 Ed Morris (Essex County BC, Essex)
 Sam Tolchard (Kings BC, Devon)
 Jamie Walker (Culm Vale BC, Devon)

Women

Sian Honnor (Appleyard BC, Kent)
 Emily Kernick (Royal Leamington Spa BC, Warwickshire)
 Lorraine Kuhler (Headington BC, Oxfordshire)
 Amy Pharaoh (Cleethorpes BC, Lincolnshire)
 Nicole Rogers (Kings BC, Devon)
 Sophie Tolchard (Kings BC, Devon)

"The test match was played in a competitive spirit and produced an excellent standard of play from both teams. England came away with a narrow victory, but the experience gained competing at this level will benefit all going forward."

SANDY HAZELL

Women's Team Manager



BRITISH BOWLS UNDER 18 INTERNATIONAL SERIES

England's Under 18 squad produced an astonishing, unbeaten display to claim the 2025 British Bowls Under 18 Series title at Ayr Northfield BC in Scotland.

The two-day event, contested by England, Scotland, Wales, and Ireland, featured six sessions of action across Pairs, Triples, and Fours, and saw England rise to the occasion in style, winning all six of their matches and finishing top of the table with 57 points.

England will host the event at Victoria Park, Royal Leamington Spa on Sunday 19 and Monday 20 July 2026.

"The team showed real unity, commitment, and maturity well beyond their years, playing at times through some very challenging weather conditions without a single complaint. The standard of bowls on display throughout the competition was exceptional – a real testament to the depth of talent we have coming through."

NICOLA BOWE

International Junior Team Manager



WORLD CHAMPION OF CHAMPIONS

The 2025 World Bowls Champion of Champions took place in September 2025 at cluBarham in New South Wales, Australia and brought together 57 National Singles Champions from around the world.

Izzie White (Worcestershire) was England's sole representative, with Jamie Walker unavailable for the event, and won the Bronze Medal – a significant success on her first foray 'down under'.

Having qualified for the knockout stages, Izzie defeated Syafiq Haidar Afif Abdul Rahman from Malaysia in the quarter-finals before narrowly losing in the semi-finals to the eventual winner, Shae Wilson from Norfolk Islands.

The 2026 World Champion of Champions will be held at cluBarham in Australia with England represented by Isaac Jenner (Kent) and Stef Branfield (Somerset).



AVIVA UNDER 18 ENGLAND SQUAD

Samuel Brugnoli (Buckden BC, Huntingdonshire)
 Louie Hodges* (Cheltenham BC, Gloucestershire)
 Alfie Holland* (Avon BC, Wiltshire)
 Liam May* (Banister Park BC, Hampshire)
 Vinnie Minter* (Hove and Kingsway BC, Sussex)
 Matthew Murphy (Buntingford BC, Hertfordshire)
 Dylan Williamson* (Cheltenham BC, Gloucestershire)
 Erin Burke* (Coleford BC, Gloucestershire)
 Chloe Holmes* (Norwest BC, Somerset)
 Evie Mills (Braintree BC, Essex)
 Lilli Murray (Desborough Town BC, Northamptonshire)
 Daria Rampelt* (Branksome Park BC, Dorset)
 Kacee Sultman (Forest Hall BC, Northumberland)
 Sophie Wood (Darlington Woodlands BC, Durham)

Captain:

Samuel Brugnoli (Buckden BC, Huntingdonshire)

Team Manager:

Nicola Bowe (Wigton BC, Cumbria)

* New Cap

BOWLS EUROPE CHAMPIONSHIPS

The 2025 Bowls Europe Championships took place at the Sun Bowls Club in Jersey, combining the inaugural European Under-25 Singles and the European Mixed Pairs events.

While England secured a Bronze Medal in the U25 Singles, the highlight was the Mixed Pairs, which saw Annalisa Dunham and Dominic McVittie crowned champions after defeating Ruti Gilor and Dan Slodownik (Israel) in the final.



BRITISH BOWLS UNDER 25 INTERNATIONAL SERIES

The British Bowls U25 International Series returned to Ayr in September, featuring emerging bowlers from England, Scotland, Ireland and Wales battling across Singles, Pairs, Triples and Fours disciplines - replicating international formats.

Over the weekend, our Women delivered a strong campaign — culminating in a final-session win over Scotland to claim overall Gold whilst the Men clinched the overall Silver.

The event reaffirmed its importance as a key stepping-stone for young talent, showcasing the next generation of bowls stars and strengthening cross-border competition within British bowls. In addition to top class coaching from Mal Evans, Team Manager Nicola Bowe brought in experienced internationals Amy Pharaoh and Tom McGuinness to support and mentor the squad.

England will host the event at Victoria Park, Royal Leamington Spa on Saturday 12 and Sunday 13 September 2026.

AVIVA UNDER 25 ENGLAND SQUAD

Men

Charlie Beeton (Felixstowe and Suffolk BC, Suffolk) *
 Luke Bell (Sports Centre BC, Hampshire)*
 Oliver Collins (Ilminster BC, Somerset)
 Harry Duffield (Blackheath & Greenwich BC, Kent)
 Isaac Jenner (Appleyard BC, Kent)
 Aiden Maries (Avenue Leamington BC, Warwickshire)*
 Mack May (Brampton BC, Huntingdonshire)
 Lloyd Milligan (Heaton Hall BC, Lancashire)
 Joe Sanford (Bromley BC, Kent) *
 Joe Sims (Ipswich BC, Suffolk)
 Ollie Sloan (Newark Northern BC, Nottinghamshire)*
 Joe Vandeppeer (Canterbury BC, Kent)
 Alasdair Williams (Porthleven BC, Cornwall)
 Finley Williamson (Cheltenham BC, Gloucestershire)*

Captain

Isaac Jenner (Appleyard BC, Kent)

Women

Lily Mae Adams (Welford upon Avon BC, Warwickshire)*
 Chloe Brett (Brampton BC, Huntingdonshire)
 Maddie Burgess (Chester Road BC, Worcestershire)
 Tegan Grewal (Kingscroft BC, Leicestershire)*
 Aqua-Marie Griffiths (Chester Road BC, Worcestershire)
 Yasmina Hasan (Southey BC, Surrey)
 Molly Haney (Wigton BC, Cumbria)
 Ellie Johnson (Norfolk BC, Norfolk)*
 Madi King (Congresbury BC, Somerset)*
 Alice Lovett (Oakley BC, Hampshire)*
 Rhianna Russell (Welwyn & District BC, Hertfordshire)*
 Hannah Smith (Barnwood BC, Gloucestershire)*
 Millie Tuck (Poole Park BC, Dorset)
 Jemma Tuohy (Southey BC, Surrey)
 Izzie White (Chester Road BC, Worcestershire)

Captain:

Chloe Brett (Brampton BC, Huntingdonshire)

Team Manager:

Nicola Bowe (Wigton BC, Cumbria)

* New Cap

HONG KONG INTERNATIONAL BOWLS CLASSIC

The Hong Kong International Classic once again proved to be a lucrative competition for England as the team earned silver and bronze medals in the Men's and Women's Pairs respectively.

The squad of Harry Goodwin, Dominic McVittie, Amy Pharaoh and Sophie Tolchard produced some fantastic bowls over nine days of competition to equal England's haul of two medals 12 months earlier.

Each of the quartet also secured wins in the early rounds of the Classic Singles knockout tournament, however, were unlucky to miss out on a spot in the final stages.



"We've played brilliantly as a team throughout the tournament and battled hard in tricky conditions. Although both pairs are disappointed not to get the colour we wanted, we appreciate how hard it is to medal out here and the level of this achievement will sink in when we get home."

HARRY GOODWIN, DOMINIC MCVITTIE, AMY PHARAOH & SOPHIE TOLCHARD

WORLD CUP

England came away from the inaugural World Bowls World Cup in Kuala Lumpur, Malaysia, with four medals from the seven events.

Sam Tolchard secured a superb gold in the Men's Singles, defeating India's Dinesh Kumar 7-2, 7-1 in a dominant display.

His achievement was matched by Sally-Ann Lewis-Wall and Elizabeth Shipley (Director), who won gold ahead of New Zealand's Teri Blackburn in the Para Singles.

Katherine Rednall took the silver medal in the Women's Singles – narrowly losing out home favourite Emma Firyana, dropping one shot in the final end of the second set and finishing 5-5, 5-6.

There was also a brilliant bronze medal for John Greaves, partnering up with Lewis-Wall and Shipley (Director) in the Para Mixed Pairs.

The tournament, which was a 'warm up' for the 2026 Commonwealth Games was hosted by Bowls Malaysia and played in the Bukit Kiara National Lawn Bowls Centre, Kuala Lumpur.



AVIVA ENGLAND TEAM

Sam Tolchard (Kings BC, Devon)
 Jamie Walker (Culm Vale BC, Devon)
 Emily Kernick (Royal Leamington Spa BC, Warwickshire)
 Katherine Rednall (Norfolk BC, Norfolk)
 John Greaves (Wellingborough BC, Northamptonshire)
 Sally-Ann Lewis-Wall (Kingscroft BC, Leicestershire)
 Elizabeth Shipley (Hinckley BC, Leicestershire)

Team Managers:

Kirk Smith (Gerrards Cross BC, Buckinghamshire)
 Sandy Hazell (Appleyard BC, Kent)
 Helen Lewis-Wall (Kingscroft BC, Leicestershire)

JUNIOR DEVELOPMENT

Our 'Fit for the Future' strategy highlighted the need to introduce a Performance Pathway to retain more young people in our sport. We were delighted in 2025 to launch the first phase of this work for players aged under 18. This included regional talent-identification events across the country, which enabled 98 of our top young players to attend and was followed by a national Junior Development Day at Victoria Park, Leamington Spa for selected youngsters.

The changes to the Amy Rose Bowl and White Rose Trophy for 2025 also supported the Performance Team with player identification, and changes to these events for 2026 will further support this work.

In another step forward, Bowls England has secured investment of £300,000 from Sport England over the next four years to expand junior talent programmes across clubs, improve coaching and boost recruitment, particularly among 12-15-year-olds.

WORLD BOWLS SERIES FINALS

The World Bowls Series (WBS) rankings were introduced in 2024, with the aim of building the profile and brand of bowls and showcasing the best players in the sport. Points are accrued at events throughout the year, including the Aviva National Bowls Finals.

The first ever World Bowls Series (WBS) Finals were staged in Australia in December 2025 with five England players invited to attend – Sam Tolchard, Dominic McVittie, Emily Kernick, Stef Branfield and Nicole Rogers.

The successful winter for English bowls was topped off brilliantly last week, as Nicole Rogers and Emily Kernick won a silver and a bronze.

Both medals came in the Women's Singles event, that saw Rogers and Kernick secure a 'one-two' finish in their group before reaching the final and semi-final respectively.

The Series Finals, held at CluBarham, New South Wales, invited the 12 highest ranked men and women on the World Bowls circuit to discern who would become the Series Finals Champion.

DATES FOR YOUR DIARY



British Bowls Para International Series

Tuesday 23 and Wednesday 24 June
 National Centre for Bowling, Ayr, Scotland

British Bowls Championships

Tuesday 23 and Wednesday 24 June
 National Centre for Bowling, Ayr, Scotland

British Bowls International Series

Thursday 25 to Sunday 28 June inclusive
 National Centre for Bowling, Ayr, Scotland

U18 International Series

Sunday 19 and Monday 20 July
 Victoria Park, Royal Leamington Spa, England

Glasgow 2026 Commonwealth Games

Thursday 23 July to Sunday 2 August
 Glasgow, Scotland

U25 International Series

Saturday 12 and Sunday 13 September
 Victoria Park, Royal Leamington Spa, England

European Championships

Thursday 17 to Sunday 27 September
 Llandrindod Wells, Wales

MARKETING, COMMUNICATIONS & COMMERCIAL

2025 was a great year for Bowls England and allowed us to set the stage for what will be an incredible two years ahead.

During the year, we received the fantastic news of bowls' inclusion in the Glasgow 2026 Commonwealth Games, won the bid to host the 2027 World Championships, launched our rebranded competitions programme and saw our most successful National Bowls Finals ever for ticket sales, reach, digital engagement and customer satisfaction.

There was a renewed focus on creating purposeful content and campaigns which drove business initiatives and engagement, resulting in improved performance. A key example of this was during the Aviva National Bowls Finals.

While we posted fewer times on social media, through a tailored and strategic approach, engagement and reach significantly improved over last year:

-  **11.2% average post engagement rate** (55.6% increase)
-  **28,309 post reactions & likes** (12.9% increase)
-  **59,447 post photo views** (76.6% increase)

OUR 2025 FOCUS AREAS

CELEBRATION

Celebrating those within the game who embody our values and drive the sport forward.

The below was our most successful post during the Finals window, celebrating the success of one of our most decorated bowlers.

Posts celebrating the successes of the 2025 Aviva National Bowls Finals and our Aviva England Squad were consistently high performing.



EDUCATION

We aim to support the bowls community through educational tools, resources and content and look to develop this offering year on year.

Our best performing video featured International Performance Coach, Mal Evans, educating on the importance of coaching and what is in place. Our branding store offers clubs an array of promotional assets, many of which are free, for clubs to use in recruitment and educational material.



THE GAME

At the heart of everything we do is the game itself. By showcasing the game and everything it has to offer, we increase interest from potential participants and further service the bowls community.

This year we have worked alongside MP's in engaging with local clubs, collaborating with our partners in a bid to reach new audiences.



BOWLS ON THE BOX

Once again, we secured national and regional television coverage throughout the year, increasing our reach to millions of new people through features on BBC Breakfast and BBC Midlands Today, amplifying Bowls' Big Weekend, the Aviva National Bowls Finals and the 2027 World Championships bid.



DATA-DRIVEN MARKETING

A consistent marketing focus for many organisations is personalisation and conversational marketing – getting information to the right people, at the right time, in the right format to encourage conversation.

Applying this, we saw our average post engagement increase by 31.9% and email engagement remain above the industry standard. We continue to be data-driven in our approach.

The work to develop our Play Bowls platform into a club finder will allow us to target specific roles within a club with the right information, and the preference centre launched this year gives people the option to tailor the communications they receive from us.



WORKING IN COLLABORATION



All this success has been shared with our partners, all of whom we are grateful for their support in growing the game and reaching new audiences. Being a partner of Bowls England has proven to increase our partners brand awareness and resulted in successful conversion numbers through the exclusive access to the bowls community they receive as part of their partnership with us.

An example of this is our successful partnership with Riviera Travel. Based on survey results from Aviva National Bowls Finals attendees, Riviera Travel saw an increase in positive brand sentiment by 10% YoY. This culminated from year-round activity, including email, social and experiential campaigns, which resulted in over £51K in sales this year. Riviera Travel invested in giveaways that enabled us to elevate the spectator experience at the Finals and kindly donated free river cruises throughout the year for campaigns.

Our other partners also supported the bowls community and thus, saw positive engagement. Aviva kindly donated tickets for the Aviva National Bowls Finals as giveaways and provided additional investment which allowed us to deliver our streaming service. Acet have donated several £100 vouchers for the bowls community to win at our events and Dennis Mowers & SISIS have provided green keepers in our community with free educational sessions and a factory tour for the Bowls England Greenkeeper of the Year.

With monumental occasions on the horizon, now is a fantastic time to partner with us. Find out more at bowlsengland.com/partner-with-us

COACHING

2025 was a year defined by growth, collaboration and a renewed commitment to raising coaching standards across the sport of bowls. Coach Bowls continued to strengthen its position as the national leader in coach education, safeguarding, and coaching development, ensuring that clubs and coaches across England are equipped to deliver high-quality, inclusive experiences for all.

DELIVERING HIGH-QUALITY QUALIFICATIONS TO SUPPORT COACHING EXCELLENCE

A highlight of 2025 was the successful delivery of 42 nationally recognised coaching qualifications, supporting more than 450 coaches on their development journey.

These qualifications continue to form the foundation of our mission; empowering coaches with the skills, confidence, and knowledge they need to help players thrive. The enthusiasm shown by candidates this year has been exceptional, and it reflects a growing recognition of the vital role coaching plays in sustaining and developing the sport.

STRENGTHENING SAFEGUARDING ACROSS BOWLS ENGLAND CLUBS

Safeguarding remains a core priority for Coach Bowls, and 2025 saw continued progress in supporting clubs to uphold the highest standards of welfare and governance.

We delivered 55 Safeguarding courses reaching volunteers, club officers, and coaches across the Bowls England network.

These courses ensure that clubs understand their responsibilities and have the tools to create safe, inclusive environments for all participants. They play a significant part in the safeguarding developments and work at Bowls England and align with Sport England guidance. The strong uptake demonstrates the sport's collective commitment to protecting its members and maintain a culture where everyone feels welcome and supported.

EXPANDING ACCESS TO CONTINUAL PROFESSIONAL DEVELOPMENT

In addition to formal qualifications, Coach Bowls delivered nine Continual Professional Development (CPD) days across England, supporting more than 100 coaches. These events provided practical learning, peer networking, and opportunities to explore new ideas and approaches to coaching.

The feedback from attendees has been overwhelmingly positive, with coaches valuing the chance to refresh their skills, share experiences, and stay up to date with best practice. It is strongly recommended that all coaches attend CPD opportunities in 2026 to continue their professional growth and ensure they remain confident, capable, and informed.

GROWING OUR NATIONAL WORKFORCE

Behind every course is a dedicated workforce of trained volunteers who bring expertise, passion and consistency. In 2025, we continued to invest, ensuring that Coach Bowls meet increasing demand while maintaining the high standards expected across the sport.

By the end of the year, our national workforce included:

- **35 mentors** - supporting coaches and helping them apply learning in real-world settings.
- **14 independent tutors** - delivering engaging, high-quality training experiences.
- **23 assessors** - ensuring fair, supportive, and rigorous assessment across all qualifications.

Their contribution has been invaluable, and we extend our sincere thanks to each member of the workforce for their dedication and professionalism.

LOOKING AHEAD TO 2026

As we look forward to 2026, Coach Bowls is preparing for an ambitious year. A key priority is the launch of a new Coach Bowls strategy, which will set a clear direction for the future of coaching across the sport. We will also begin the implementation of the new Level 3 Certificate in Performance Coaching, providing an advanced pathway for coaches working at the highest level of the game. Further work will focus on refining the online Resource Hub, ensuring coaches have access to high-quality, user-friendly digital support.

In addition, Coach Bowls will be working closely with Bowls England, the Bowls Development Alliance, and other national governing bodies to support the County Roadshows, helping to strengthen local engagement and raise awareness of coaching opportunities. We will also continue to contribute to the ongoing development of school engagement and safeguarding, ensuring that bowls remains a safe and accessible sport for all.



GOVERNANCE & BUSINESS OPERATIONS

BOARD AND COMMITTEES

Four long-standing members of the Board departed in 2025 – Margaret Docherty, Stephen Hemsley, Dr Anna Molony and Adam Tanner. We thank them for their dedicated service and significant contribution to our organisation. Margaret and Stephen were awarded Life Membership at the AGM and Anna has been made an Honorary Member.

At the 2025 AGM, Foster Johnson was re-elected as a member-elected Board Member for another three-year term. Sian Honnor and Steve Warren were newly elected while Dr Sue Pember MBE and Emily Green were appointed as Independent Directors, all starting their first term of three years. An improved board induction pack and process helped the new members with onboarding.

Seven meetings of the Bowls England Board took place in 2025, two of which were held virtually. Board Members attended key Bowls England events, including the Aviva National Bowls Finals, and have been heavily involved in contributing to working parties and sitting on sub-committees of the Board, developed in line with Sport England's Code of Governance.

PRESIDENTIAL TEAM

In 2025, it was with sadness that Sheila Storey stepped down as Vice President for health reasons, and we thank Sheila for her service. Paul Green and Kim Harris were elected as Vice Presidents for a one-year term as the Presidential Review was in progress. Paul and Kim discharged their duties with great effect and positivity, attending Celebration Matches, County Luncheons and the Aviva National Bowls Finals.

The Governance Working Party concluded its review of the Presidential Team. Their recommendation, approved by the Board, was to introduce six regional Vice Presidents who would serve two-year terms and focus on representing Bowls England at a local level. This was designed to encourage a broader and more diverse pool of candidates, allowing flexibility around personal and professional commitments. The President was to be a Board-appointed role and a three-year term to ensure continuity and sustained leadership at a national level, with a greater emphasis on acting as a national figurehead for the sport, building Bowls England's reputation amongst stakeholders. As detailed in the Special General Meeting section, the President role remains elected.

ANNUAL GENERAL MEETING 2025

The 2025 Annual General Meeting (AGM) saw the participation of representatives from 32 out of our 35 counties. A series of amendments to the Articles of Association were supported to be more compliant with the Sport England Code of Governance covering board composition, board member term lengths and the introduction of a nominations committee.

The membership ratified the increase to Affiliation Fees for the 2025 season and the inflationary increase to be applied for the 2026 season. It was announced that Blythe Liggins would continue as Bowls England Lawyers and Dafferns as Bowls England Accountants and Auditors.

SPECIAL GENERAL MEETING 2025

At a Special General Meeting in November, amendments to the Articles of Association were agreed to change the Chair position from member-elected to appointed by the Board. Meanwhile, it was decided that the President would continue to be member-elected. The Nominations Committee, led by Emily Green, instigated recruitment processes which will conclude early in 2026.

STAFF TEAM

2025 was a period of transition for the staff team as we said farewell to Katherine Miller, Vikki Underwood, Juliette Maggs-Bowen, Daniel Ellicott and Moira Drost. While we thank all for their contribution, special mention must go to Moira, who retired following 17 years of exceptional service to Bowls England.

We welcomed new team members Darren Butler (People Officer), Colin Burns (Finance and Administration Officer), Matthew Slinn (Content and Communications Officer), Jack Dodd (Events Officer), Mark Eden (Club and County Services Officer) and Maria White (Safeguarding and Compliance Manager). The staff induction programme was revamped to support the new members of our team to settle into life at Bowls England. All are already making a positive impact to our organisation, bringing fresh ideas and experience.

COUNTY ASSOCIATIONS AND OTHER KEY STAKEHOLDERS

A key focus of our work is to build relationships and partnerships with organisations which are critical to Bowls England's success. Our collaboration with County Associations is fundamental. In 2025, we continued our monthly online calls with County Administrators and the 2025 Counties' Conference in Coventry allowed us to discuss amalgamation with England Indoor Bowling Association, Trans and Gender Diverse Policy and Bowls' Big Summer.



FINANCIAL REPORT

2024/25 demonstrated that we can meet our aspirations of a healthy surplus and achieve our objectives. We budgeted for a surplus of £17,988 and reported an actual surplus of £20,230.

The total reserve increased significantly due to the revaluation of the Worthing property which increased to £1.36million, and cash reserves were maintained.

Cash flow and investment of cash assets are well-managed, and the formal external audit process confirmed correct financial records, processes and statutory requirements with no concerns reported.

In summary:

- Income is growing
- We returned to a surplus
- Property assets increased significantly in value
- Reserves are robust and well-managed
- Audit is clean with no concerns
- We are financially stable

Notable Operational Points:

- Donations down from the previous year
- Assumed responsibility for disability bowls (outdoors)
- Directors’ allowances remain unchanged
- Several director changes during the year

At the end of this financial year, we are in a good position to enable us to manage the ongoing, and increasing inflationary-driven costs, of running our business and the expanding responsibilities of running an effective National Governing Body.

Affiliation income and championship fees remain our two core income streams, and whilst there was a minor reduction in affiliated members, we saw an increase in income of £2,637 compared to 2023/24.

Successful bids for public funding have provided income to support planning for the 2027 World Bowls Championships at Royal Leamington Spa, work on a possible amalgamation with the English Indoor Bowling Association and the preparation programme for Glasgow 2026 Commonwealth Games.

As part of a new public affairs plan, we engaged Lord Walney to support Bowls’ Big Weekend. He helped garner the support of several MPs and Jon Cockcroft represented bowls at the Culture, Media and Sport Committee enquiry. The enquiry examined the health of sport in local communities and schools, and whether more can be done to sustain and grow sporting opportunities for all.

BUSINESS EFFICIENCIES

Bowls England always endeavours to operate as efficiently as possible, and we spent 2025 reviewing our internal systems and processes.

This has led to some IT developments, including moving our server to SharePoint and enhanced cyber security measures. We are also exploring a review of our phone systems, web enquiry forms and are working on improving information available to help visitors better find basic information. We hope County Associations, Clubs and individual bowlers will notice improvements through 2026.

TRANS AND GENDER DIVERSE POLICY

Following an extensive review, led by Senior Independent Director Jo Doust, Bowls England issued a revision to the 2021 Trans and Gender Diverse Policy, made in light of the 2025 Supreme Court ruling that the definition of sex in the equality act means biological (birth) sex.

Whilst committed to promoting fairness, equality, diversity and inclusion in everything Bowls England does, the revised policy reaffirms that bowls is a gender affected sport. It provides definitions and a framework to ensure fairness in competitive bowls through eligibility requirements based on birth sex. Inclusion is supported through open competitions and through the wide range of friendly and non-competitive formats that are common in the sport.

This policy became effective from January 1st, 2026, and applies to all forms of lawn bowls undertaken by Bowls England, affiliated counties and clubs, and associated leagues, competitions and tournaments.

THE BALANCE SHEET	2022	2023	2024	2025
FIXED ASSETS				
Tangible Assets	76,034	55,741	31,589	26,763
Investment Property	863,000	863,000	863,000	1,360,000
Stock	10,251	9,991	9,248	9,331
Debtors	557,686	606,395	427,340	445,835
Cash at the bank and in hand	857,063	565,807	674,863	761,956
Creditors	-151,564	-133,857	-64,684	-145,209
TOTAL ASSETS LESS CURRENT LIABILITIES	2,212,470	1,967,077	1,941,356	2,458,676

REPRESENTED BY:				
Revaluation reserve	668,762	668,762	668,762	1,165,762
Other reserves	300,150	318,322	360,502	396,502
Income and expenditure account	1,243,558	979,993	912,092	896,412
TOTAL	2,212,470	1,967,077	1,941,356	2,458,67

INCOME

In the 2024/25 financial year, we achieved a robust revenue of £1.5 million, representing a 13.5% increase compared to the previous year. This demonstrated year-on-year growth despite the relatively tight operating margins of the core business.

For this year we have been fortunate enough to have maintained strong sponsorship support from key partners like Aviva and Riviera Travel, along with contributions from the Friends of English Bowling and valuable partnerships with Dennis Mowers and SISIS and Acrisure (Sutton Winson).

We have established a strong working relationship with Commonwealth Games England and Sport England and received £100,000 funding in support of the Glasgow 2026 Preparation Programme. An additional £20,000 has been secured to enable additional activity in the run-up to the Games – this will show in the 2025/26 accounts.

The Aviva National Bowls Finals continued to thrive, with ticket sales increasing by a further 17% compared to the previous year and increased satisfaction scores from spectators that attended. The National Bowls Finals continue to form a key part of our operational year and are reliant on a great team effort from staff, umpires and volunteers working together with key stakeholders, including Warwick District Council.

Finally, we capitalized on increased market interest rates and managed to backdate additional revenue from insurance contributions related to our Worthing property.

EXPENDITURE

Expenditure in 24/25 has increased, but at a lower rate than income growth.

The increase is largely due to Warwick District Council significantly reducing its financial support for the Aviva National Bowls Finals, and Bowls England therefore taking on responsibility for key items such as increased cleaning, waste and security. Warwick District Council will be further reducing its subsidy over the next few years, which will place added pressure on the Bowls England expenditure.

Costs in other areas remained similar, with the exception of overheads due to significant costs as the result of a cyber security breach and insurance increases.

VAT and Corporation Tax liability has also increased, however that is an expected result of increased activities and revenues.

KEY SAVINGS:

- **Branding:** Savings were achieved within this area, largely on the original streaming budget due to securing a large proportion of additional funding from Aviva for the 2025 Aviva National Bowls Finals. This support will not continue in 2026 and we shall be exploring options in order to enable us to continue to provide this service.
- **Coach Bowls:** For the first time, Coach Bowls is now self-sustaining, and we have stopped contributions completely.
- **Other Notable Savings:** Significant savings were achieved against budget in disability bowls activity and Bowls' Big Weekend due to a tight handle on costs.



Club Services	£712,041
Competitions	£345,256
Aviva National Bowls Finals	£246,770
International Bowls	£0
Commercial	£736,646
Overheads	£12,206
Brand, Comms and Marketing	£25,000



Club Services	£393,212
Competitions	£174,840
Aviva National Bowls Finals	£264,958
International Bowls	£157,287
Coaching	£10,586
Commercial	£108,438
Brand, Communications & Marketing	£117,105
Overheads	£334,173

TOTAL SURPLUS £517,320

Please note – this includes £497,000 revaluation figure

INCOME AND EXPENDITURE 2025 (VS 2024)

CLUB SERVICES	2024	2025
INCOME		
AGM and County Conference	-	2,338
Affiliation Fees	664,939	667,577
Associates Fees	3,190	3,110
Bowls' Big Weekend	1,000	558
Bowls Bash /Play Bowls	1	180
Disciplinary	2,200	-
Loan documentation fees	3,228	3,976
Civil Liability commission	12,881	12,776
Tournament Licences	-	-
Annual Awards Event	14,911	12,557
Sport England B2022 Participation Fund	21,841	-
Disability Bowls	-	2,650
Easyfundraising	-	6,319
TOTAL	724,191	712,041
EXPENDITURE		
BDA Contribution	7,500	7,500
Disability Bowls	-	28,718
Other Club Services	-	4,711
Bowls' Big Weekend	27,243	22,606
Play Bowls platform	13,761	13,614
Bowls Bash	18,620	5,924
Celebration Matches	945	1,135
Annual Awards Event	23,555	20,263
Safeguarding/Coaching Bursaries	7,157	4,325
AGM and County Meetings	12,387	15,343
Greens Maintenance advise/bursaries	2,402	36
Legal Advice & Judicial Service	18,049	7,826
Grant Advisor Clubs	3,278	2,820
Go Membership	2,400	-
Sport England B2022 Participation Fund	-	-
Staff	249,432	258,392
TOTAL	386,729	393,212
P/L	337,462	318,829
COMPETITIONS	2024	2025
INCOME		
Entries	251,887	326,405
Champions Dinner	20,000	18,851
TOTAL	271,887	345,257
EXPENDITURE		
Travel Expenses	20,785	-
Prizes	37,074	43,440
British Bowls Championships	14,382	3,883
Champion of Champions	-	1,500
Umpiring and other costs	14,399	19,845
Competitions portal	8,413	7,201
Regional Stages	4,938	11,537
Communications and marketing	5,000	5,000
Champions Dinner	20,368	15,801
Staff	47,532	66,633
TOTAL	172,891	174,840
P/L	98,996	170,417
AVIVA NATIONAL FINALS	2024	2025
INCOME		
Sponsorship/Donations	94,275	127,194
Tickets/VIP/Programmes	57,396	67,328
Tented Village and Royalties	20,067	22,457
ANF Parking	-	29,792
TOTAL	171,738	246,770
EXPENDITURE		
Prizes	-	-
Programme	4,685	4,800
VIP and Hospitality	5,135	4,980
Tented Village and Royalties	72,802	73,755
Communications and marketing	8,430	7,843
Volunteers and contractors	21,179	20,931
Operations	19,119	75,669
Staff	67,511	76,981
TOTAL	198,861	264,958
P/L	-27,123	-18,188
COACHING	2024	2025
INCOME		
TOTAL	-	-
EXPENDITURE		
BE Contribution	16,771	-
Staff	9,684	10,586
TOTAL	26,455	10,586
P/L	-26,455	-10,586

INTERNATIONAL BOWLS	2024	2025
INCOME		
Sport England Performance Fund	-	-
British Isles Repayment	611	-
TOTAL	611	-
EXPENDITURE		
World Bowls Membership	49,635	50,789
Senior British Internationals	35,983	33,071
Junior British Internationals	24,004	26,643
Junior Talent Day	2,925	3,478
Major Events	7,639	3,505
BE Contribution to B2022	-	-
Staff	38,952	39,801
TOTAL	159,138	157,287
P/L	-158,527	-157,287
COMMERCIAL	2024	2025
INCOME		
Business Development	10,000	-
Sponsorship	115,083	120,000
Merchandise	20,835	21,054
Worthing Office Rental	45,257	67,685
Potters Week	8,100	7,654
EIBA Amalgamation	-	23,253
Revaluation Gain	-	497,000
TOTAL	199,275	736,646
EXPENDITURE		
Annual Report	2,402	2,080
Business Development	23,511	24,142
Merchandise	6,634	1,982
Worthing Office Rental	1,946	3,163
Potters Week	5,121	5,202
Staff	41,952	48,616
EIBA Amalgamation	-	23,253
TOTAL	81,566	108,438
P/L	117,709	628,208
BRAND, COMMUNICATIONS AND MARKETING	2024	2025
INCOME		
Live Streaming Contribution	-	25,000
TOTAL	-	25,000
EXPENDITURE		
Email broadcast tool	7,412	10,870
Content development	4,868	6,269
Data Management Development	2,484	1,400
Website development	1,947	6,774
B2022 Activation	-	-
Streaming National Finals	13,514	35,506
Streaming Platform	8,000	3,483
Staff	46,272	52,804
TOTAL	84,497	117,105
P/L	-84,497	-92,105
OVERHEADS	2024	2025
INCOME		
Bank Interest	14,235	12,207
Stakeholder Management	-	-
TOTAL	14,235	12,207
EXPENDITURE		
Board Meetings	11,053	13,538
Audit & Accountancy	14,345	16,622
Legal & Judicial	795	-
Ceremonial Officers	22,550	20,386
Victoria Park Rental	2,000	2,000
Office Administration	23,888	25,443
Board & Staff Expenses/Development	16,301	16,849
IT Strategy	9,426	18,114
Stakeholder Management	910	1,532
Irrecoverable VAT	58,154	76,866
Repairs and Maintenance	3,215	2,801
Bank Charges and Interest	8,395	5,922
Insurance	15,322	15,468
Corporation Tax	7,279	20,900
Depreciation	26,863	14,894
Other	1,035	-
Staff	75,990	82,839
TOTAL	297,521	334,173
P&L	-283,286	-321,966
TOTAL INCOME	1,381,937	2,077,921
TOTAL EXPENDITURE	1,407,658	1,560,600
TOTAL P&L	-25,721	517,320

LOOKING FORWARD TO 2025/26

Building on our commitment to achieving budget break-even in 2025/26, we have built a budget to continue progress of our 'Fit for the Future' strategy whilst analysing all departmental expenditure to ensure cost-effectiveness. This has resulted in a forecasted budget surplus of £771.

Key points related to this forecast include:

- **Bowls' Big Summer:** With increasing participation at the heart of our 'Fit for the Future' strategy, we have committed additional resource to maximise the PR opportunities of bowls being one of only 10 sports in the Glasgow 2026 Commonwealth Games.
- **Enhanced Team Structure:** We have added two new FTE to the staff team to reflect the increased workload over the next two years, particularly in relation to the 2027 World Championships.
- **Reduced commercial income from sponsorship with the end of the Aviva contract:** Further sponsors are being sought but the initial budget projections have taken a prudent approach.

As we look forward, we will continue to work across all our business areas to maintain a positive trajectory.

The next two years provide a great opportunity to drive new participation within our sport thanks to the exposure provided by Glasgow 2026 Commonwealth Games and the 2027 World Championships.

Our play-bowls platform is now the 'one-stop shop' for our clubs – enabling them to build their clubs profile to current and prospective players, with the opportunity to generate additional income from 'pay and play' activity.

We continue work to attract new sponsors and partners and have secured, for the first time, additional funding from Sport England in support of our junior development programme.

We will maintain tight financial controls across all departments, and by diligently monitoring income and expenditure, we are confident in our ability to continue to achieve our strategic objectives and secure a prosperous future for Bowls England.



TOTAL SURPLUS £771

IN MEMORIAM 2025

OFFICIALS AND HONORARY MEMBERS

John Austin

(EBA President 2000, EBA Junior Vice President and Honorary Member)



A devoted figure in the bowls community whose commitment to bowls lasted decades, John served as President of the English Bowling Association in 2000, Junior Vice President in 1996 and County President of Oxfordshire.

John's passion and endeavour saw him quickly rise through the ranks, culminating in his EBA Presidency, which saw him visit many clubs including a 65th anniversary match at Oxford City & County BC. John was integral to the development of Friends of English Bowling, working to promote our sport at all levels. John then became the President of the Barbarians Bowls Association in 2019, once again inspiring with his passion for the game.

John will be remembered not only for his remarkable contributions to the sport but also for his kindness. The bowls community is much richer thanks to John's lifelong passion.

Allan Higgins

(BE Honorary Member and EBUA Life Member)



Allan was an Honorary Member of Bowls England, a Life Member of the English Bowls Umpires Association, Bowls Lancashire and Bolton BC. Allan was pivotal to the development of his club and extended his contribution further, playing a key role in the success of the 2002 Manchester Commonwealth Games at Heaton Hall BC. Allan's dedication to the sport will be fondly remembered by all who knew him.

INTERNATIONAL

Peter Line (Hampshire)

Peter remains one of the longest-serving international players having gained his first England International cap in 1955. Peter went on to play for his country for an incredible 30 years and was named as captain in 1968 and from 1973-75. Peter enjoyed much international success, winning a gold medal in the 1970 Commonwealth Games and a Silver in 1974, as well as a gold and bronze medals in the 1972 and 1976 World Bowls Championships.

Vera Cook (Suffolk)

Vera was an EWBA International who won the women's national singles title in 1974 (representing Borough of Eye BC, Suffolk).

COUNTY PRESIDENTS

Derek Lush (Somerset)

County President in 2006

Ken Leamon (Somerset)

County President in 2017

Aubrey Brookhouse (Warwickshire)

County President in 2009, 2010, 2024, 2025

Vera Booth (Warwickshire)

County President 1990 and 1994, Life Member from 2012

Norman Evan-Rohrs (Hampshire)

County President in 2004 and Honorary Life Member

Diana Mogg (Dorset)

County President 2010

John Austin (Oxfordshire)

County President 1996

Steve Tolhurst (Oxfordshire)

County President 2015 and Secretary 2011-2017

Fred Roberts (Oxfordshire)

County President 1993

Ray Nash (Oxfordshire)

County President 1999 and 2012

Beryl Pullen (Sussex)

County President 2001

Michael Newth (Sussex)

County President 1988

Ross Clifton (Sussex)

County President 2006

Betty Read (Berkshire)

County President in 2013 and 2018

Barry Dillon (Berkshire)

County President 2010

Joan Baker (Berkshire)

County President 1997

Eleanor Knight (Herefordshire)

County President 1991

Teresa Williams (Herefordshire)

County President 1996

Bob Murdoch (Herefordshire)

County President 2009

LOOKING AHEAD

THE FUTURE IS BRIGHT & (HOPEFULLY) GOLD

Whilst important to reflect on the year past, it is imperative that we maintain a forward-thinking mindset to ensure the sustainability of the game and, with significant years ahead that will reshape bowls in England, the future is certainly bright for our sport.

TEAM ENGLAND GUNNING FOR GOLD

First on the horizon is the Glasgow 2026 Commonwealth Games. We were delighted to be named as one of only ten sports selected in a new-look Games, and it is vital that we utilise the platform to grow the awareness of our sport among potential new participants.

England have historically performed very well at the Commonwealth Games, and 2022 saw us achieve a record medal haul in Birmingham. This year, our 14-strong team will be competing for medals in seven events, and our Performance Team have selected a strong side that is underpinned by experience. We would like to congratulate those selected and wish them the very best at the Games.

As our England team look to secure a golden medal haul and inspire the next generation, we are readying our clubs to ensure they are armed to welcome those new audiences that will experience our sport, potentially for the first time. Our Bowls' Big Summer campaign will run throughout the season, capitalising on the furore of excitement before, during and after Glasgow 2026. Clubs will be able to host open days on weekends of their choosing, all backed by a nationwide campaign delivered by us.



If you would like to get involved in Bowls' Big Summer, go to bowlsengland.com/bowls-big-summer to find out more.

A COMMITMENT TO JUNIOR DEVELOPMENT

2026 will see the start of our Junior Talent programme following receipt of £300,000 worth of funding from Sport England over the next four years.

This programme will further strengthen our sport's player pathway and increase opportunities for junior players.

This is the first time that Sport England has invested directly into junior talent development in bowls and investment will support:

- Recruitment drive within 80 clubs aimed at junior able-bodied and para bowlers aged 12-15
- Expansion and standardisation of County Academies
- Introduction of a Mixed Under 17s County Competition, culminating at National Bowls Finals and National Junior Para Competition
- Expansion of Regional and National Talent Development and Discovery events
- Greater contact time with national age-group squads
- Upskilling and expanding our coaching workforce
- Securing venues and facilities
- Developing player database, resources and content
- Introducing a hardship scheme



ONE FOR THE HISTORY BOOKS

It was an exciting day when it was announced that Bowls England will be hosting the 2027 World Championships at Royal Leamington Spa, for the first time on English soil in its current, dual-gender format. Staged every four years, the event will see the very best bowlers and para bowlers from around the world descend on Victoria Park.

Our vision is to deliver a world-class World Championships that celebrates the rich heritage of bowls across the world and drives the sport forwards by showcasing its brilliance in a modern, international context. Building on the legacy of the spectacular Birmingham 2022 Commonwealth Games, we want to provide a once-in-a-lifetime experience for the bowlers and sports fans in England to see history being made.

Working in partnership with key stakeholders including World Bowls, UK Sport and Warwick District Council, the event will evoke pride amongst existing bowls lovers, inspire new participants and drive social and economic impact into the local community and beyond. It will push the boundaries in the way the sport is presented and create a festival atmosphere for all involved, from spectators to players, and officials to volunteers.

The Bowls England Team and partners are working hard to bring this vision to life. Don't miss your chance to see world bowls in England – sign up for priority access to tickets at bowlsengland.com/world-championships.

A UNITED SPORT

Bowls England and English Indoor Bowling Association (EIBA) believe that merging will help unlock our potential, increasing our capability to grow participation and tackle inequalities in sport. It would provide one voice for flat green bowls, an improved and streamlined experience for existing bowlers, a more straightforward and effective service for clubs and consistency on policies and compliance matters. Furthermore, we would be able to release efficiency savings by avoiding duplication, which can be reinvested back into our sport.

Sport England also believe in this vision and are backing us to formally explore amalgamation with support and funding.

With the conversation moving from 'if' to 'how' this merger may occur, in recent months it has gathered pace through surveys, webinars and consultation sessions involving hundreds of bowlers, clubs, counties, volunteers and administrators from across the sport have been voicing their opinions on the merits and concerns regarding amalgamation.

Appointed consultancy, Campbell Tickell, are overseeing the project, with a Bowls England/EIBA board group in place to progress the work with the ambition for decisions to be made by members in 2027.

OUR GLASGOW 2026 COMMONWEALTH GAMES TEAM

Men

Singles: Sam Tolchard (Devon)
Pairs: Jamie Walker (Devon)
& Nick Brett (Huntingdonshire)

Women

Singles: Katherine Rednall (Norfolk)
Pairs: Amy Pharaoh (Lincolnshire)
& Sian Honnor (Kent)

Para

(B6-B8) Men: Joe Peplow (Worcestershire)
& Kieran Rollings (Northamptonshire)
(B6-B8) Women: Michelle White (Hertfordshire)
& Helen Wood (Leicestershire)
(B2-B3) VI Mixed Pairs: Ron Homer BEM (Somerset)
& Sally-Ann Lewis-Wall (Leicestershire)

VI Directors: Sue Davies (Worcestershire)
& Elizabeth Shipley (Leicestershire)

BENEFITS OF AFFILIATION

Full details of the benefits of affiliation can be found at: bowlsengland.com/club-support

As the National Governing Body, we champion the growth and development of the sport while providing vital support to our affiliated clubs and the volunteers at the heart of the game.

We are a not-for-profit organisation, and all affiliation income is reinvested directly into delivering our mission: **to enrich the lives of participants, strengthen community connections and ensure that lawn bowls remains healthy and sustainable for future generations.**

Affiliation is often mistakenly viewed as being solely about access to competitions. It is much broader than that. Affiliation, and its benefits, is designed to support the entire club, with every member gaining from the services, resources and opportunities that affiliation provides. If a club chooses to affiliate, all playing members — whether they compete, play socially or take part in Bowls England formats — must be declared and affiliated.

By affiliating with Bowls England and your County Association, your club gains access to comprehensive support across a wide range of areas, delivered by Bowls England and our partners at the Bowls Development Alliance.

PLAYER RECRUITMENT & RETENTION

We are committed to making our sport as accessible and welcoming as possible, helping clubs attract new players and retain existing members and volunteers. Affiliated clubs can take part in our nationwide recruitment campaigns, designed to introduce new audiences to the game.

Clubs can also become accredited Bowls Bash clubs, delivering our modern, fast-paced format that appeals to casual players, supports flexible participation and creates new income opportunities.

In addition, all clubs are listed on our new Club Finder, Play Bowls, where prospective players can find clubs local to them. Clubs can promote casual sessions to non-members through the Play Bowls platform, enabling them to maximise unused rink capacity, generate additional income and reach potential future members.

DEVELOPMENT & TRAINING

Affiliated clubs and their members have access to a wide range of development and training opportunities delivered by Bowls England and our partners, including the Bowls Development Alliance, Coach Bowls and the English Bowls Umpires Association.

These opportunities include courses, webinars and targeted training delivered both online and face-to-face, supporting players, coaches, officials and volunteers at every stage of their involvement in the sport.

Over the past 12 months, engagement in our education programme has grown significantly, with a sharp increase in clubs taking part in our 'Weeks of Learning' and more than 300 individuals attending 18 Club Zone sessions at the Aviva National Bowls Finals.

FINANCE & BUSINESS

Bowls England offers a range of financial and business support to help affiliated clubs thrive. This includes heavily discounted insurance, access to interest-free club loans of up to £20,000 and the ability to apply for grant funding through our dedicated funding portal.

We also provide bursaries to support members undertaking training in areas such as greens maintenance, umpiring and safeguarding, helping to build skills and capability across your club.

GOVERNANCE

We understand that some clubs may just want to focus on playing bowls, but there are times when guidance is needed. All affiliated clubs can access our free legal helpline for support on matters such as disciplinary issues and safeguarding.

Clubs can also use the free Club Health Checker, developed with the Bowls Development Alliance (BDA). Once a club completes the form, a tailored report and development support is provided to help clubs strengthen areas where they may need guidance, ensuring they remain well-run, safe, and sustainable.

GREENS & FACILITIES MAINTENANCE

A well-maintained playing green and appropriate club facilities are essential to providing an enjoyable experience for both current and future players. Our greens advisory service has supported hundreds of clubs with a wide range of maintenance and facility-related queries.

We also collaborate with local authorities across England to highlight the benefits of bowls, helping to ensure the sport is recognised and supported as part of broader community sport and leisure provision.

COMPETITIONS & EVENTS

Running competitive events is a key part of the role of any National Governing Body. All affiliated clubs and their members can take part in county and national competitions, with successful qualifiers going on to compete at the National Bowls Finals at Victoria Park, Royal Leamington Spa – the home of English bowls.

For players progressing along our performance pathway, we organise international teams, including Under-18 and Under-25 squads, providing opportunities to represent England on the global stage. Clubs can also apply to host a Celebration Match to mark special occasions, and our annual Awards Night recognises and celebrates the achievements of clubs, counties, and individual members.

CLUB SUPPORT NETWORK

Bowls is supported by a strong network of clubs that are passionate about the sport and eager to share their expertise and experience. We showcase best practice and provide practical advice through our monthly e-newsletter, Club Together, helping club management teams stay informed and effective.

Affiliated clubs are required to declare all playing members to their County Association and Bowls England, ensuring every member can benefit from the support available.

EVENTS CALENDAR 2026

JAN	FEB	MAR	APR
	SAT 21 Bowls England AGM and Awards Night (Goodwood BC and The Athena, Leicester)	SUN 1 National Bowls Championships Entries Close	
MAY	JUN	JUL	AUG
MON 11 Celebration Match: Madeira BC (Devon) WED 13 Celebration Match: Sandown BC (Isle of Wight) WED 17 Balcomb Trophy & Walker Cup (Preliminary) Disability Celebration Friendly: Stockton West End (Durham) FRI 19 Mixed Inter-County (Round of 35) TUE 26 Celebration Match: Heaton Hall BC (Lancashire) SAT 30 Balcomb Trophy SUN 31 Walker Cup	WED 3 Celebration Match: Branksome Park BC (Dorset) SAT 6 Middleton Cup & Johns Trophy (All Groups) Disability Celebration Friendly: Olveston (Gloucestershire) WED 10 Celebration Match: Lydney BC (Gloucestershire) SAT 13 Middleton Cup & Johns Trophy (Groups of 5) SUN 14 Amy Rose Bowl & Para Singles (Regionals) TUE 16 Mixed Inter-County (Round of 32) Celebration Match: Adderbury BC (Oxfordshire) WED 17 Celebration Match: Banbury Central BC (Oxfordshire) SAT 20 Middleton Cup & Johns Trophy (All Groups) Disability Celebration Friendly: Charlbury (Oxfordshire) SUN 21 White Rose Trophy & Para Open Pairs (Regionals) MON 22 Celebration Match: Wargrave BC (Berkshire) MON 22 - THUR 25 British Bowls Para Series TUE 23 - WED 24 British Bowls Championships (Ayr, Scotland) TUE 23 Celebration Match: Knaphill BC (Surrey) THU 25 - SUN 28 British Bowls International Series (Ayr, Scotland)	SAT 4 Middleton Cup & Johns Trophy (Groups of 5) SUN 5 Bowls England Junior National Development Day (Victoria Park, Royal Leamington Spa) TUE 7 Celebration Match: Bowls Cambridgeshire (Littleport BC) WED 8 Celebration Match: Colchester West End BC (Essex) SAT 11 Disability Celebration Friendly: Holywell-cum-Needingworth (Huntingdonshire) SAT 11 - SUN 12 Middleton Cup & Johns Trophy (All Groups) International Test Match (TBC) TUE 14 Mixed Inter-County (Round of 16) WED 15 Celebration Match: Courtfield BC (Cumbria) SAT 18 Disability Celebration Friendly: Royal Household (Berkshire) Glasgow 2026 Commonwealth Games Start (Glasgow, Scotland) SAT 18 - MON 20 British Bowls U18 Series (Victoria Park, Royal Leamington Spa) MON 20 Celebration Match: Goodwood BC (Leicestershire) WED 22 Celebration Match: Royal Mail Cart BC (Lincolnshire) WED 29 Celebration Match: Recar Borough Park BC (Yorkshire)	SUN 2 Glasgow 2026 Commonwealth Games End (Glasgow, Scotland) MON 3 Deadline for County Submissions - National Bowls Finals TUE 4 Mixed Inter-County (Quarter-Final) SAT 8 Middleton Cup & Johns Trophy (Quarter-Finals) SUN 9 Top Club - Final Qualifying Round Celebration Match: Walkington BC (Yorkshire) WED 12 National Bowls Finals Start (Victoria Park, Royal Leamington Spa) SUN 16 Disability Celebration Friendly: National Finals (Victoria Park, Warwickshire) THU 27 Celebration Match: Friends of English bowling (Victoria Park, Warwickshire) SUN 30 National Bowls Finals End (Victoria Park, Royal Leamington Spa)
SEP	OCT	NOV	DEC
SUN 6 Disability Celebration Friendly: Kingscroft (Leicestershire) FRI 11 - SUN 13 British Bowls U25 Series (Victoria Park, Royal Leamington Spa) SUN 20 Disability Celebration Friendly: Falcon (Essex)	SUN 4 - WED 11 World Champion of Champions (NSW, Australia)	MON 30 2027 National Bowls Championships Entries Open (Bowls England Managed)	

■ Bowls England Events
 ■ National Bowls Finals
 ■ National Championships
 ■ International Matches
 ■ Celebration Matches
 ■ Disability Celebration Matches



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



@bowlsengland

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