



YOUR QUESTIONS ANSWERED

What is Bowls' Big Summer?

Bowls' Big Summer will build on the last five years' worth of Bowls' Big Weekend success, creating bigger moments that align with peaks throughout the year. Moments will include a recruitment drive to mark the start of the season, maximising publicity around national and international events and utilising the national media spotlight during and post the Glasgow 2026 Commonwealth Games.

Who is organising Bowls' Big Summer?

For the first time, all four Bowls National Governing Bodies are working in partnership to deliver a central Bowls campaign. This is being led by Bowls England, British Crown Green Bowling Association, English Indoor Bowling Association, English Short Mat Bowling Association and with the overarching support of the Bowls Development Alliance.

Who can sign up to host Bowls Big Summer "Have a Go" Days?

Any club affiliated to one of the four National Governing Bodies listed above can benefit from the Bowls Big Summer 26. Our ambition is to see 900 clubs from across all four codes welcoming new people into the sport from May through to September 26.

How will Bowls Big Summer gain National, Regional and Local attention?

As part of a collective approach to promoting the sport of bowls, the four National Governing Bodies, in partnership with the Bowls Development Alliance, have invested in a national marketing campaign for Bowls Big Summer 26. Similar to Bowls Big Weekend, the campaign aims to showcase how great the sport is by putting bowls in front of the public, with simple ways for them to connect with clubs via Play-Bowls.com.

Will Bowls' Big Weekend still be going ahead?

Bowls' Big Summer will replace Bowls' Big Weekend to allow for a lengthened focus on recruitment, supporting affiliated clubs from the start of the season with their own open days and other recruitment initiatives, and working with clubs to ensure that they have the necessary resources to be ready to welcome new participants across the games period.

Will I receive a free pack like I did for Bowls' Big Weekend?

No, we will not be sending out free club packs like in previous years for Bowls' Big Weekend. Clubs can take advantage of the resources which feature on the branding store. These resources are similar to what was included in Bowls' Big Weekend packs previously. You can choose to download items for free and/or get them printed at your own cost.

How can I access promotional material for my open day?

By visiting the Bowls Big Summer 26 branding store which features free-to-use assets and promotional material to support in the promotion of your clubs' open days. To access the branding store, visit <https://bit.ly/BowlsBigSummer26Branding>



Can I run more than one event?

Yes! We want to see our sport open for those who want to try bowls throughout summer. Run as many casual sessions and/or open days as you are able. would like but don't feel the need to run lots of sessions if you can't.

How can we utilise bowls' involvement in the Commonwealth Games?

Through Bowls' Big Summer! We have created the initiative to capture the attention bowls will see from the Commonwealth Games. So, whether it is hosting open days, running casual sessions or making your club accessible and easy to find online, utilise the big summer in 2026 and drive new participants to your club.

How does someone watching bowls at the Glasgow 2026 Commonwealth Games find our club?

Through [Play-bowls.com](https://play-bowls.com). Make sure your club details are up to date, casual pay-and-play sessions are available to book and have someone ready to welcome them into your club at a time that suits you!

