

Kensington Garden Bowls Club Report 2022

To help our local community improve their health, both physically & mentally, in these difficult times, our club has run an advertising campaign to attract more people to lawn bowls. This has been helped greatly by Lowestoft Town Council allowing us to introduce people to the sport free of charge. We are hosting open weekends so that the joys of lawn bowls can be tried.

Our next hope is to attract spectators to our games through advertising, which we hope will increase revenue for local businesses. We are already being helped in this by Lowestoft Town Council giving us access to the Kensington Gardens Community Board & publicising our events on social media. We hope a notice board either near the green or on the bowls club house would help with this effort & to advertise our home games.

Our aim for next year is to attract a younger age group (11- to 16-year-olds) to lawn bowls through the help of Lowestoft Town Council putting us in contact with appropriate schools etc. We hope they may also know of any funding schemes we can apply for to buy the smaller sized bowls required.

We hope, with the efforts already being made to improve the greens, to host a regional county final to be held in Lowestoft, to the benefit of local businesses.

In the future we would like to host weekend competitions with cash prizes from local sponsors, to attract bowlers & their families. I have seen how such events can be a major revenue earner for local businesses.

Peter Browne, chairman of Kensington Garden Bowls Club