

REPORT TO: ENVIRONMENT COMMITTEE – 20 MAY 2013
REPORT ON: PROMOTION OF COUNCIL MANAGED BOWLING GREENS
REPORT BY: DIRECTOR OF ENVIRONMENT
REPORT NO: 194-2013

1.0 PURPOSE OF REPORT

1.1 To advise Committee of the current position regarding municipal bowling greens in the city and to seek approval to undertake a consultation exercise with stakeholders and service users.

2.0 RECOMMENDATIONS

2.1 The Committee is asked to:

2.1.1 note the contents of the report with regard to bowling green utilisation and operational costs to deliver the service; and

2.1.2 remit the Director of Environment to implement the following actions:

- undertake a consultation exercise with the bowling green users and key stakeholders to consider how the sport can be developed and grown to improve utilisation;
- actively promote the sport and facilities through a proactive publicity campaign;
- investigate the potential for community asset transfer and consult with stakeholder groups; and
- report back to committee on the outcome of the consultation and the on-going utilisation levels later in the year.

3.0 FINANCIAL IMPLICATIONS

3.1 There are no financial implications arising from this report.

4.0 BACKGROUND

4.1 Over the last ten years the use of the city's municipal bowling greens has gradually reduced. The consequence of this has been the closure of a small number of bowling greens. At the same time income per green has declined whilst maintenance costs continue to rise.

4.2 There are currently twenty bowling greens in the city comprising nine municipal and eleven private bowling clubs. These greens are geographically spread relatively evenly across the city.

4.3 Utilisation has continued to decline over the last year although it is not clear to what extent this was influenced by the inclement weather conditions experienced last summer. This is unlikely to have affected season ticket sales. Approximately 80% of season ticket sales are concessions demonstrating the importance of these facilities to this segment of the population.

4.4 The sport and the facilities will be actively promoted over the bowling season to assist in attracting greater usage by the public, noting that private bowling clubs are also facing the same challenge in terms of encouraging membership.

5.0 POLICY IMPLICATIONS

5.1 This Report has been screened for any policy implications in respect for Sustainability, Strategic Environmental Assessment, Anti-Poverty, Equality Impact Assessment and Risk Management. There are no major policy implications.

6.0 CONSULTATIONS

6.1 The Chief Executive, Director of Corporate Services and Head of Democratic and Legal Services have been consulted and are in agreement with the contents of this report.

7.0 BACKGROUND PAPERS

7.1 None

Ken Laing
Director of Environment

Gary Robertson
Head of Environmental Management

8th May 2013