



## **Club and County Clothing Guidance**

**Issued: June 2023**

Historically, bowlers have worn white clothing or 'whites and greys' (white tops and grey trousers). Our participant and non-participant research shows that dress code is a barrier to increasing participation. Expanding flexibility and choice increases accessibility, comfort and the likelihood of long-term participation, particularly among women players.

Many clubs and counties have now adopted a more modern approach with kit being worn for representative matches and competitions and are benefitting from a more casual approach in general play. It is also important for the image of our sport that, when appropriate, a team looks like a team and sporting the same kit is part of that. For social activity such as roll-ups, Bowls England's position is that there should be a more relaxed approach to the dress-code, aside from wearing flat shoes.

We have produced this guidance to assist those who wish to wear branded and sponsored kit in all events under the jurisdiction of Bowls England. Whilst there is no restriction on colour, it is important we create a level playing field for clubs/counties looking to exploit the kit for commercial purposes.

There is no requirement to register your club/county colours and this simple guide will help ensure that your design is appropriate. We would however encourage clubs and counties to seek feedback from Bowls England before manufacture if in doubt and Bowls England reserves the right to disallow the wearing of kit if it breaches these guidelines.

### **STYLE/COLOUR GUIDELINES**

We are keen to present a more modern image for our sport.

Should a club/county not have their own colours, in events under our jurisdiction players may choose to wear white above the waist OR matching bowls shirts so long as the colour/design is the same.

Players have the freedom to choose to wear trousers, culottes, skirts, skorts or shorts on an individual basis, with no requirement to wear the same item as other players in their team, as long as all members of the same team/side wear the same colour or design below the waist.

Any additional items such as waterproofs, long-sleeved base layers, leggings or similar items do not need to match your club/county colours. This aims to reduce the pressure for bespoke club/county wear and put participation, accessibility and comfort at the centre of our sport.

Many other sports are now moving away from the use of white below the waist so that women are more at ease when playing during their period.

The following colours are permitted below the waist:

- White
- Grey
- Black



- Blue
- Navy
- Red
- Maroon
- Green

All players in the same team/side must wear the same colour/design below the waist.

### **Aviva National Finals**

Players in National Championship events must wear their county colours;

Players in Inter-county events must wear their county colours;

Players in National Competitions final stages must refer to the Competition Regulations for the dress code for that event

### **Social Bowls**

Our recommendation is that a relaxed approach is taken to dress for any casual/social sessions, except the requirement for players to wear flat shoes.

### **BRANDING/LOGO GUIDELINES**

The appearance on, or incorporation in, any item of Clothing of any distasteful, threatening, abusive, indecent, insulting, discriminatory or otherwise ethically or morally offensive message, or any political or religious message, is prohibited. The advertising of tobacco products is prohibited on adult clothing.

The advertising of any product illegal to under 18s (including alcohol and gambling) or that is detrimental to the wellbeing and general interest of young people is prohibited on any clothing worn by an Under 18 player.

Clubs, counties and manufacturers shall follow the below in the production of all clothing. Please see Appendices A and B for detailed guidance on the size/placement of all logos and other items.

### **Shirts/Jackets/Gilets**

All items worn above the waist can be long or short sleeved and may include:

- Club/county logo (as relevant)
- Manufacturer's logo
- Up to 4 Sponsors' logos
- Club/county name (as relevant)
- Player name
- Player number

### **Trousers/Culottes/Skirts/Shorts/Skorts**

All items worn below the waist may include:

- Club/county logo (as relevant)
- Manufacturer's logo
- 1 Sponsor logo



### **Hats/caps**

All items worn on the head may include:

- Club/county logo (as relevant)
- Manufacturer's logo
- 1 Sponsor logo

We have also produced a handy 'Frequently Asked Questions' section to assist.



## FREQUENTLY ASKED QUESTIONS

### **Do all members of the same team/side have to wear trousers?**

No. Players have the freedom to choose to wear trousers, culottes, skirts, skorts or shorts on an individual basis, with no requirement to wear the same item as other players in their team, as long as all members of the same team/side wear the same colour or design below the waist.

### **Do we have to wear Bowls England licensed shorts?**

No. Clubs and counties may wear their own branded shorts providing they conform to our uniform regulations so we can present a consistent image for the sport.

### **Can we wear 'non-white' below the waist?**

Yes. We are keen to present a more modern image for our sport and would encourage clubs and counties to choose coloured kit for apparel below the waist. In particular many other sports are now moving away from the use of white below the waist so that women are more at ease when playing during their period. All players in the same team/side must wear the same colour or design below the waist.

### **Can I wear any other items when wearing my club/county colours?**

Yes. Any additional items such as waterproofs, long-sleeved base layers, leggings or similar items do not need to match your club/county colours. This aims to reduce the pressure for bespoke club/county wear and put participation, accessibility and comfort at the centre of our sport.

### **Is there any restriction on logos?**

Any crests or logos cannot promote political, religious or racial activities or causes, nor bring the sport of bowls into disrepute. Bowls England reserves the right to prevent clubs/counties from wearing kit that brings the sport into disrepute.

### **Is there any restriction on what and where a sponsor can brand the shirt?**

Yes, it is important we create fairness around the sponsorship opportunities available and also a consistency. This policy details how many and what size of sponsor logo can appear on a uniform.

### **In addition to club/county designs, what colours are permitted below the waist?**

The following colours are permitted below the waist:

- White
- Grey
- Black
- Blue
- Navy
- Red
- Maroon
- Green

All players in the same team/side must wear the same colour/design below the waist.



**Our kit was produced before these guidelines were produced – can we still wear it?**

Yes. All kit that was produced/registered under previous guidelines may be worn until further notice and the vast majority of current club/county kits will meet these new requirements. All kit manufactured from 1 August 2023 must conform to these guidelines.

**We don't currently have club/county colours, what can we wear in Bowls England events?**

Detailed guidance for all Bowls England events can be found in Regulations 50-70 on our Competitions Portal – [click here for details](#)

## APPENDIX A: Use and placement of Logos

### Sponsor Guidance

- There are six (6) sponsor brand locations permitted on the playing uniform.

Description	Location	Maximum size
<b>Shirts/Jackets/Gilets</b>		
Club/county logo (as relevant)	Front – left breast	80 cm <sup>2</sup>
Manufacturer logo	Front – right breast	40 cm <sup>2</sup>
Sponsor logo	Front – centre	350 cm <sup>2</sup>
Sponsor logo	Left collar	40 cm <sup>2</sup>
Sponsor logo	Left sleeve	80 cm <sup>2</sup>
Event/Competition Sponsor	Back of shirt – top	60 cm <sup>2</sup>
Player OR Club/County name	Back of shirt – top	300 cm <sup>2</sup>
Player number	Back of shirt – middle	400 cm <sup>2</sup>
Sponsor logo	Back of shirt – below number	200 cm <sup>2</sup>
<b>Trousers/Culottes/Skirts/Shorts</b>		
Club/county logo (as relevant)	Front leg – left thigh	80 cm <sup>2</sup>
Manufacturer logo*	Front leg – right thigh	40 cm <sup>2</sup>
Sponsor logo*	Front leg – right thigh	80 cm <sup>2</sup>
<b>Hats/Caps/Other headwear</b>		
Club/county logo (as relevant)	Front – centre	40 cm <sup>2</sup>
Manufacturer logo	Right side or back	20 cm <sup>2</sup>
Sponsor logo	Left side	20 cm <sup>2</sup>

\* Clubs/counties may choose to have either Manufacturer logo, sponsor logo or no logo on front leg/right thigh

**APPENDIX B: Uniform**

**Shirt/Jackets/Gilets**



**Trousers/Shorts (or other items below the waist)**



**Cap**

