



Annual Report 2016

*“Scotland’s local sport of choice; successful,
modern and accessible to all.”*



Chairman's Report

Our Strategy is built on a vision of making bowls Scotland's local sport of choice: one that is successful, modern and accessible to all.

This will be my fourth and final report as Bowls Scotland Chairman. After four enjoyable years as Chair, I now feel it is time for someone else to drive the organisation forward towards our vision.

With an ambitious strategy in place, Bowls Scotland has experienced many changes and improvements as we recognised the need to become a modern, successful and well-managed sporting organisation. We will continue to adapt to the changing sporting environment, ensuring that we not only meet the needs of our current membership but develop our sport to welcome new members.

We have seen a smaller decline in our membership this year than in recent years and with the many changes and improvements we have even been praised by external reviews for our work in this area.

Our strategy which we outlined a year ago is working and we are delivering against the four cornerstones of our mission statement:

1. To enable clubs to develop, strengthen and grow:

Our Development team have had significant success over the past year in supporting our clubs in becoming sustainable for the future. The Try Bowls campaign continues to be a huge success since its launch in 2014 with over a quarter of our clubs now participating and actively running recruitment events. Clubs have also received support through our Coach and Volunteer Education system with 561 individuals having completed the Introduction to Bowls Coaching Award (IBCA) and many volunteers attended another successful Greens Maintenance Seminar Series.

2. To ensure that good governance is implemented at all levels of Bowls Scotland in order to deliver and support our strategy:

Your Board remains focused on improving the governance of the organisation and we are confident in our achievements this year, with greatly increased financial support from **sportscotland** and a commitment to our strategy reflecting this.

3. To deliver an accessible player pathway that identifies and develops talent in a High Performance environment:

Our High Performance Squad have had another successful year, both as individual players and as part of the Squad. With many performances both at home and abroad under their belt, the focus is now on the forthcoming World Championships as a crucial event in qualifying in all disciplines for the 2018 Commonwealth Games.

4. To promote a more positive and modern image of our sport:

The need to change the perceived image of our sport is crucial in ensuring the sustainability of it. We have identified possible barriers to the creation of a positive image of our sport and the content being communicated from the organisation this year has strived to change this. By establishing better communications with our clubs and members we will be able to further influence the perceived image of bowls and become more attractive to new members and partners alike. An exciting project is now underway with the development of a new Bowls Scotland website which we aim to have in place for next year.

Thanks

A big thank you must be given to my fellow Directors and District Secretaries, who volunteered their time to Bowls Scotland.

We are also very well supported by our capable staff, led by our CEO Alan McMillan. The job of running Bowls Scotland is now very complex and we could not achieve the success we enjoy without the professional staff.

Outlook

It is with sadness, I note that a group of members have devised plans to change the Governance and Finance of Lawn Bowls, using incorrect information to promote their case.

The plans set in place by this group will not only destroy the fantastic work that has been achieved by our loyal staff, District Secretaries and clubs since our creation in 2010 but ignores the needs of our members in sustaining the sport for the future.

However, I have every faith that if our current Board, staff and volunteers continue with the strategy set in place, Bowls Scotland is well placed to navigate this difficult climate and succeed in becoming the local sport of choice in Scotland.

Introduction

Many other sports in Scotland are facing a future where increasing members of clubs and achieving on a world stage is the main focus of their delivery. Bowls Scotland are no different and as we strive to achieve this we simultaneously must work on modernising the sport and making it more appealing to those who don't play it yet as well as those already playing the game.

Governance

Strategy

With nearly two years of the strategy already implemented, Bowls Scotland are still on track with its delivery of the main aims of 2015 to 2019.

Directors

The Board had begun succession planning discussions just after the last AGM in 2015. This took into consideration both the board's commitment to the equality in sport standard that was achieved in 2015 as well as the need to maintain relevant skill sets for Directors and a move towards strategic input rather than in some cases a largely operational role. One of the outcomes of this was the co-option of Andrew Upton and David Scouller. Andrew currently works as a lawyer in a large legal firm and David has vast experience as a Director of many companies as well as assisting businesses with governance and development. Both Andrew and David come from a bowls background.

Duncan McLaren, Director of Governance, who had already served on the Board previously, resigned from his position in August 2016.

Both Anna Marshall and Bob Christie have completed their first 4 years on the board and are both wishing re-election to complete the current strategy.

After serving four years on the Board Bill Knox will be stepping down as Chair at the 2016 AGM. The Board would like to acknowledge Bill's contribution to his role and service in supporting the Board and the company. Following on from this announcement the board fully endorse Director Sue Beatt who is standing for the position of Chair to replace Bill.

The minutes of each Board meeting are posted on the web-site shortly after each Board meeting.

Staffing

There have been changes in the staff compliment since the last report. The Operations Support Manager resigned in December 2015. Part of the work of this position was taken up by the Senior Administrator, John Grant.

It was therefore deeply saddening that John Grant passed away in early July of this year. John was a well-respected colleague and friend and will be sorely missed by all.

The Board decided to commit funds in January 2016 to a full time Marketing and Communications Officer position. Cheryl Barr started as Bowls Scotland's first full time Officer in February and has progressed many areas of our marketing plan with specific reference to the improvement in our social media representation.

Val Wright, Coach and Volunteer Education Officer moved to another post in September after two and a half years with Bowls Scotland and will be replaced by Duncan Caithness in the middle of November.

John Price the High performance Coach resigned from his position in June. After negotiations, the Board were delighted to welcome back David Gourlay, who joins us as the HP Coach on a consultancy basis.

Gemma Smith successfully completed her apprenticeship as an Administration Assistant and we are pleased that Gemma will be staying with us for a further year.

New Staff for 2015/16

- High Performance Coach- David Gourlay
- Coach and Volunteer Education Officer- Duncan Caithness
- Marketing and Communications Officer- Cheryl Barr

We are hopeful that by the time of the AGM we will have appointed a new Office Manager who will be looking after the productivity of the office and the ever increasing workload.

Finance

These notes should be read in conjunction with the Financial Statements prepared by BDO, Accountants to Bowls Scotland and show an underspend of £4,972.

Income

As per with other years income, capitation was down slightly due to the reduced number of member clubs and declared playing members of clubs. However, due to the hard work of a large number of clubs and the development team, there has been a decrease in the expected fall in membership and therefore income. Income from membership and registration fees fell by £968, with income from entries to national championships increasing by £2,142. This increase is due in part to the increase in fees for the Andrew Hamilton Trophy and a slight increase in entries for the Super Series. Marketing and branding, in relation to income from partnerships increased by £31,555. Sportscotland investment has increased for the year by £227,130, with the amounts shown in the accounts adjusted to reflect the different financial years of the two organisations and associated accruals and deferral of income.

Ticket sales for 2016 National Championships remained almost the same as last year as was income from other areas.

The Board continue to work against a climate of limited opportunities for sponsorship, falling active members of bowling clubs and increasing costs. Whilst there are many risks associated with future income in the medium to longer term, including sustained Sportscotland investment, general increased costs in BIBC/BIWBC, and increased costs of running our well established competitions, the level of income generated from traditional sources will continue to be subject to close scrutiny in the short term. The Board surveyed a number of other World Bowls nations during the summer and found that, at present, Scotland's capitation fees remain one of the lowest in the World. With World Bowls fees increasing, and a continuing commitment from the Board to support club development, there will come a time when our income may be unable to match the aspirations of our strategy. We believe that in order to maintain the current programme of development and delivery of the strategy we will have to continue to grow our income appropriately.

Expenditure

The Super Series appears to be an area of concern in terms of costs over the first two years of delivery. The Board agreed to fund this event for an initial two years subject to the overspend being contained at an appropriate level. The budget process modelled a number of scenarios from best case to worst case. With new sponsors being attracted to support the event in 2016, the actual deficit for 2016 was £5,283, greatly reduced from the previous year. It is important to note that page 11 of the accounts show the gross cost of delivering the event in the financial year 2016, with this figure excluding all income. While the Board does not want to see a deficit in any area of delivery, the decision to run the Super Series in 2017 will be based on a number of factors including financial sustainability.

Costs of staffing increased to £410,854, with staff costs from sportscotland investment of £365,000 cover a significant element of staff costs. The company also received Scottish Living Wage accreditation during the year, confirming our commitment to our staff.

Other significant areas of expenditure were maintained in line with the annual budget, including fittings for the redevelopment of the office (£21,740), South Ayrshire Council cost for hosting the Nationals at Northfield (£33,650) and World Bowls Capitation (£21,567). It is worth noting at this point that World Bowls capitation will increase to an estimated £24,648 in 2017.

Playing the Game

Competitions & Events

Bowls Scotland are extremely grateful for the continued help and support of all players, volunteers, officials and host clubs who all contribute to the successful running and organisation of all competitions throughout the year.

2016 – Results

National Championships (Northfield, Ayr, 26th July – 31st July 2016)

The National Championships once again took centre stage to showcase Scotland's top club bowlers at the National Centre for Bowling in Ayr. We were delighted to see spectators turned out in high numbers.

Following on from the successes of previous years, we used our Social Media channels (Facebook and Twitter) in conjunction with the Bowls Scotland website to provide live updates on scores and results. Selected matches were streamed live via YouTube on Saturday 30th and Sunday 31st July and we also showed the medal presentations on Thursday and Sunday live via Facebook, again achieving large viewing numbers.

Our continued thanks and appreciation must go to the District Secretaries who work hard and support their clubs from stage 1 through to the finals. Thank you also to the umpires and staff members who all ensure this event runs smoothly.

At Northfield this year Bowls Scotland were supported by 27 District Secretaries, 29 Volunteers and 52 Umpires who gave up their time to work tirelessly throughout the week, we simply couldn't run the event without their help.

We must also acknowledge our partnership with South Ayrshire Council who assist Bowls Scotland in implementing the event infrastructure and prepare the greens for the competition.

Key Stats



**22,004 people entered
the competition in 2016**

5%

**of the bowlers who entered the
competition qualified to play at Northfield
(1072 people)**



**449 matches took place
over the 6 days at Northfield**

**9500 – 10000 spectators came
to watch the competition over the 6
days at Northfield**

The table below details the winners from the 2016 Bowls Scotland National Championships:

COMPETITION	LADIES RESULTS	MEN'S RESULTS
Junior Singles	Megan Kivlin – East Lothian Co-Op	Gordon White - Aberlady
Singles	Donna Fleming - Busby	Derek Oliver - Cockenzie & Port Seton
Pairs	Sandra Steven & Kirsteen McClland – Uphall Station	Richard Wright & Brian Gwynne - Mount Vernon
Triples	Morag Jones, June McLaughlin & Helen Nairn - Muirhead & Birkhill	Kevin Bain, Alistair Greer & Callum Taggart - Hyndland
Fours	Doreen Hillen, Margaret Reid, Kay McHaffie & Susan Kelly - Stranraer	Ian Robertson, David Robertson, Alastair Robertson & Archie Pollok - Milngavie
Senior Singles	Margaret Robertson - Berwick	George Adrain -Dreghorn
Senior Fours	Susan Hutchison, Joyce Paxton, Lynn Lamont & Louse Clark - St Vincent	Alex Kennedy, Keith Campbell, Dan Whyte & David Beattie - Upper Cowal
Mixed Pairs	Dee Hogan & John McCrorie - Tranent	

Scottish Super Series 2016

The Scottish Super Series once again invited all bowlers from across Scotland to compete in Regional Qualifiers to earn their place in the Grand Final weekends at Kelvingrove.

Following a player survey in 2015 it was agreed to reduce the seeded players to only the 2015 national champions and previous year's winners of the Super Series and keep the prize money the same as in 2015.

Some key stats:-

- Number of players- 830 in total,
- Number of clubs that were used in qualifying- 28:- Ellon BC, Pitmedden BC, Woodend BC, Harlaw BC, Lauder BC, East Houses BC, Gangemouth BC, Camelon BC, Bainfield BC, Goldenacre BC, Willowbrae BC, Currie BC, Summerside BC, Kennoway BC, Blackford BC, Parkview BC, Newburgh BC, Balgay BC, Halfway and District BC, Uddingston BC, Kirkintilloch BC, Colville Park BC, Garrowhill BC, Blackhill BC, Wrangholm Hall BC, Fraser Park BC, Thurso BC, National Centre for Bowling, all new winners, some shocks in seeded players getting beat.

Bowls Scotland would like to extend their thanks to the following people, who with their help ensured the competition grew in strength:-

- Regional Coordinators who successfully organised and ran the Regional Qualifiers.
- Umpires and volunteers and
- Glasgow Life for hosting the Grand Finals at Kelvingrove

We also appreciate all the support from our sponsors

- Johnston Fuels Ltd,
- Taylor Bowls and
- Cobalt Water

And finally a huge thank you to all of the entrants from across Scotland who seized the opportunity to challenge themselves against new opponents as well as some of the sport's best players.



Scottish Super Series Results

Gents Pairs Final – Sunday 28th August 2016

Daniel McKendrick (Kittybrewster) & Scott Runcie (Westhill) 16

v

Mark Thompson (Lossiemouth) & Mark Biondi (Dudhope) 14

Ladies Pairs Final – Sunday 28th August 2016

Natalie Docherty (Kelvindale) & Lorna Cameron (Kelvindale) 15

v

Gillian Mackintosh (London Road Foundry) & Chloe Thompson (Tanfield) 8

Gents Singles Final – Sunday 4th September 2016

Iain Mclean (Blackwood Victoria) 21 v 20 Jason Banks (Inverurie)

Ladies Singles Final – Sunday 4th September 2016

Sandra Dean (Moray) 21 v 15 Emma McIntyre (Dumbarton)

Men's Scottish Cities & Counties (Andrew Hamilton Trophy)

Semi-Final: Renfrewshire West **102 v 114** Dumfriesshire at Houldsworth Bowling Club
Lanarkshire West **109 v 122** East Lothian at Broughty Bowling Club

Final: Dumfriesshire **109 v 110** East Lothian at Blackhill Bowling Club

Ladies Counties (Torrance Purvis Trophy)

Berwickshire – Winners

West Lothian – Runners Up

The Semi-Finals and Finals took place at Northfield, National Centre for Bowling.

BIBC / BIWBC Senior and Junior Internationals

BIBC International Series (Llandrindod Wells, Wales), 2nd July – 3rd July 2016

1. England 6 Points
2. Wales 4 Points
3. Ireland 2 Points
4. Scotland 0 Points

BIBC Championships, (Llandrindod Wells, Wales), 30th June – 1st July 2016

U25 Singles – Allan Barrie (Kirkintilloch) – Semi Finalist
Singles – Iain Mclean (Blackwood Victoria) – Semi Finalist
Pairs – Jim Bonner & Brian Young (Tranent) – Semi Finalist
Triples – Mark Neil, Gary Tate & David Junior (Inverkeithing) – Semi Finalist

BIBC Junior International series (Elgin, Scotland), 10th – 11th September 2016

1. England 5 Points
2. Wales 3 Points
3. Scotland 2 Points + 34 Shots
4. Ireland 2 Points - 76 Shots

BIWBC International Series (Sighthill, Scotland), 19th – 21st June 2016

1. Scotland 8 Points
2. Wales 6 Points
3. England 4 Points
4. Ireland 2 Points
5. Jersey 0 Points

BIWBC Championships (Sighthill, Scotland), 17th - 18th June 2016

Singles – Eileen McEwan (Lanark Thistle) – Semi Finalist
Pairs – Irene Smith & Marie Milne (Burrelton) – Semi Finalist
Fours – Alison Bradford, Valerie Stewart, June Struthers & Pamela McGroary (Zetland) – Semi Finalist
Senior Fours – Moira Abel, Mary Anderson, Isabel Third & Margaret Brown (Westhill) – Semi Finalist

BIWBC Junior International Series (Bridgend, Wales), 23rd – 24th July 2016

1. England 4 Points + 97 Shots
2. Scotland 4 Points + 56 Shots
3. Wales 4 Points +3 Shots
4. Ireland 0 Points

Junior BIWBC Championships

Junior Singles – Leslie Doig (Strathmiglo) – Semi Finalist
Junior Pairs – Rachel Sinclair (Kingswood) & Claire Walker (Whitefield) – Semi Finalist

A special thank you to the BIBC/BIWBC team managers Gordon Neil and Betty Aitken, and to the team of selectors for their support and commitment; Kath Hall, Fiona Kerr, Margaret Bingham, Bob Christie, Stuart McFarlane and Andy Meekison,.

Bowls Scotland would also like to extend our gratitude to the Competition and Events Group for their continued support; Tom Weir, Betty Aitken, John Halliday and Kaye Cullinan.

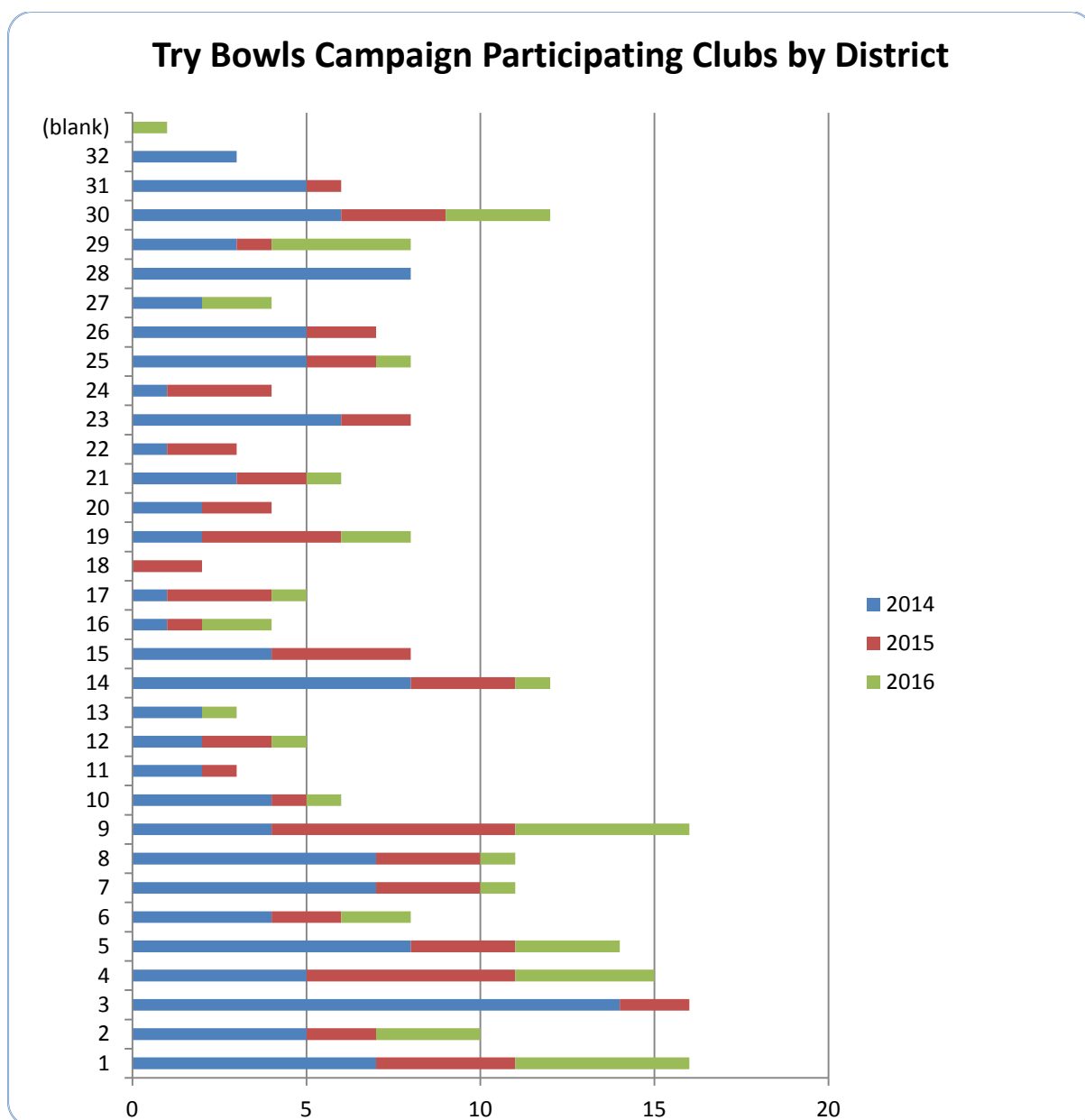
Development

Club Development

Try Bowls

An additional 46 member clubs have signed up to the Try Bowls campaign in 2016, taking the total number of clubs now participating to 256. With nearly 30% of member clubs signed up this demonstrates that Try Bowls continues to have an important role to play in engaging member clubs and delivering recruitment initiatives across the country.

The following bar graph shows the number of clubs signed up to Try Bowls per District.



Although the number of clubs signed up to the campaign is extremely encouraging only approximately half of these clubs are proactively running recruitment events, and in many cases they will only hold a one-off recruitment event each year.

The feedback from clubs that are successfully recruiting new members through the Try Bowls campaign shows that you must deliver recruitment events consistently to have any success and that simply having your name attached to the Try Bowls website is not enough. Furthermore, in order to get the most out of the campaign recruitment should be a focus throughout the playing season. This could be achieved by planning in weekly coaching or social bowls sessions which help build confidence in new members and integrate them into the club.

Over the past two years we have highlighted the work of Lundin Bowling Club in Fife through case studies and our Club Support Workshops. This year they signed up 73 new participants to take part in their coaching programme all of whom had heard about the club through the Club Newsletter they distribute locally. Their success has highlighted the need for clubs to ensure they are placing a focus on recruitment throughout the season, training coaches to support the recruitment and development of new members and making recruitment and retention a focus of their club.

Bowls Scotland is continuing to use the feedback from Try Bowls clubs to further develop the campaign and we'd like to encourage all member clubs, that want to recruit new members, to sign up to the campaign and plan regular recruitment activities for the 2017 season.

Bowlsparc

Bowls Scotland's Bowlsparc project has proved to be a huge success in 2016. We started the season with 120 part-funded sets being made available to member clubs and now have less than 10 available. We are now working with Factory Eleven to discuss plans for future orders from our clubs and we would like to encourage those with a set already to share their experiences with us.

Bowlsparc is an innovative product designed to help develop the key fundamentals of bowls, used effectively by clubs it has the potential to transform the way that we are introducing people to our sport. Bowlsparc provides fantastic flexibility and functionality giving coaches and volunteers in our club network a modern resource to utilise when coaching bowls.

If you would like to purchase a set of Bowlsparc please visit the Bowls Scotland website (www.bowlsscotland.com) for more information.

Bowls Scotland would like to thank the Big Lottery Fund for the £10,000 we received from Awards For All to help part fund this project.

Club Support Workshops

In 2016 we introduced Club Support Workshops to replace the Club Development Forums that had been running over the previous 3 years. The Club Support Workshops were introduced to make these sessions less about Bowls Scotland updates and more focussed on encouraging interaction between clubs, sharing best practice and taking clear actions from the workshops back to the clubs.

The first workshop in early 2016 focussed on the planning, delivery and evaluation of recruitment activities and the second round of workshops looked specifically at retention. Approximately 25% of the member clubs have taken part in one of the workshops in 2016 and since 2012 we have delivered over 150 forums or workshops. The feedback from these workshops will be used to help us set future workshop topics and to ensure these sessions remain relevant to the membership.

These workshops are open to all members of Bowls Scotland member clubs so if you are interested in the development of our sport please come along and join us.

Direct Club Investment

This year saw the first ever investment into a bowling club through **sportscotland's** Direct Club Investment programme.

Bowls Scotland worked in partnership with East Lothian Indoor Bowling Club, East Lothian Council and Scottish Disability Sport to successfully access Direct Club Investment for East Lothian Indoor Bowling Club. This project has also received great support from East Lothian Bowling Association who are using their role to engage the local outdoor clubs.

East Lothian Indoor Bowling Club has used this investment to recruit a part-time Club Development Coordinator, Billy Mellors, to support the growth of the clubs membership. Billy will also work closely with East Lothian Council, East Lothian Bowling Association, Scottish Disability Sport and the local outdoor bowling clubs to raise the profile of the sport across the district and support the growth of membership in the outdoor clubs.

Coach and Volunteer Development

Coach Education Courses

In the past 12 months we have continued to see strong interest in the Introduction to Bowls Coaching Award with a further 19 courses being held. This has resulted in 220 new coaches being trained. This takes the total number of Introduction to Bowls Coaches to 561.

We are continuing to deliver these courses across Scotland and participants interested in attending a course are asked to complete the Registration of Interest form on the Bowls Scotland website.

The next step on our coaching pathway, the Level 1 Award, will be launched in March 2017. This will provide registered coaches with an opportunity to further develop their knowledge and skills and prepare them for coaching players beyond the introductory stage. Full details on the award will be released in early 2017.

National Club & Coach Conference

On Sunday 20th March 2016 the National Club & Coach Conference took place in the West Park Conference & Events Centre in Dundee. The event was designed to educate and support club leaders and bowls coaches at all levels.

There were 91 delegates in attendance on the day from across Scotland. Following the welcome address from Bowls Scotland CEO, Alan McMillan, delegates were treated to an insightful and inspiring keynote speech by John Ross from Kinross-shire Cricket Club. John detailed the journey of his club over 12 months in which time their membership rose from 8 to 90.

The conference offered delegates 12 different workshops and they were able to select 3 that they would attend across the day. The workshops on offer were as follows:

- Funding
- Legal Structures
- How to attract and recruit volunteers
- The Importance of Leadership
- Effective Committee Structures
- How to setup and run a successful Try Bowls event
- Positive Coaching Scotland for Club Leaders
- The Inclusive Coach in Action
- The Importance of Human Connection in Sports Coaching

- Positive Coaching Scotland – Double Goal Coach
- Training practices for performance improvement
- Introduction to the Development of Multiskills in Sport

The feedback from this year's conference was once again extremely positive:

- 93% of attendees rated the event excellent or very good;
- The remaining 7% rated it as good;
- 84% of respondents found the content of the programme extremely or very relevant;
- 78% of delegates rated the value for money of the event as excellent;

We have shared some of the delegate's written feedback below

- "Very well organised, good venue, workshops were well led and informative."
- "Scottish bowls has a good future."
- "Success has to be earned!"
- "Never give up."
- "We, as a club, need to change."
- "I think the value was amazing! I've attended a lot of conferences through my work and nothing comes close to the value of this conference."
- "I would like to congratulate Bowls Scotland for the organisation of this event and for putting together interesting workshops and sessions. It was very successful."

The 2017 National Club & Coach Conference will take place in Glasgow on Sunday 26th February. The venue will be finalised in November 2016 with bookings opening in December.

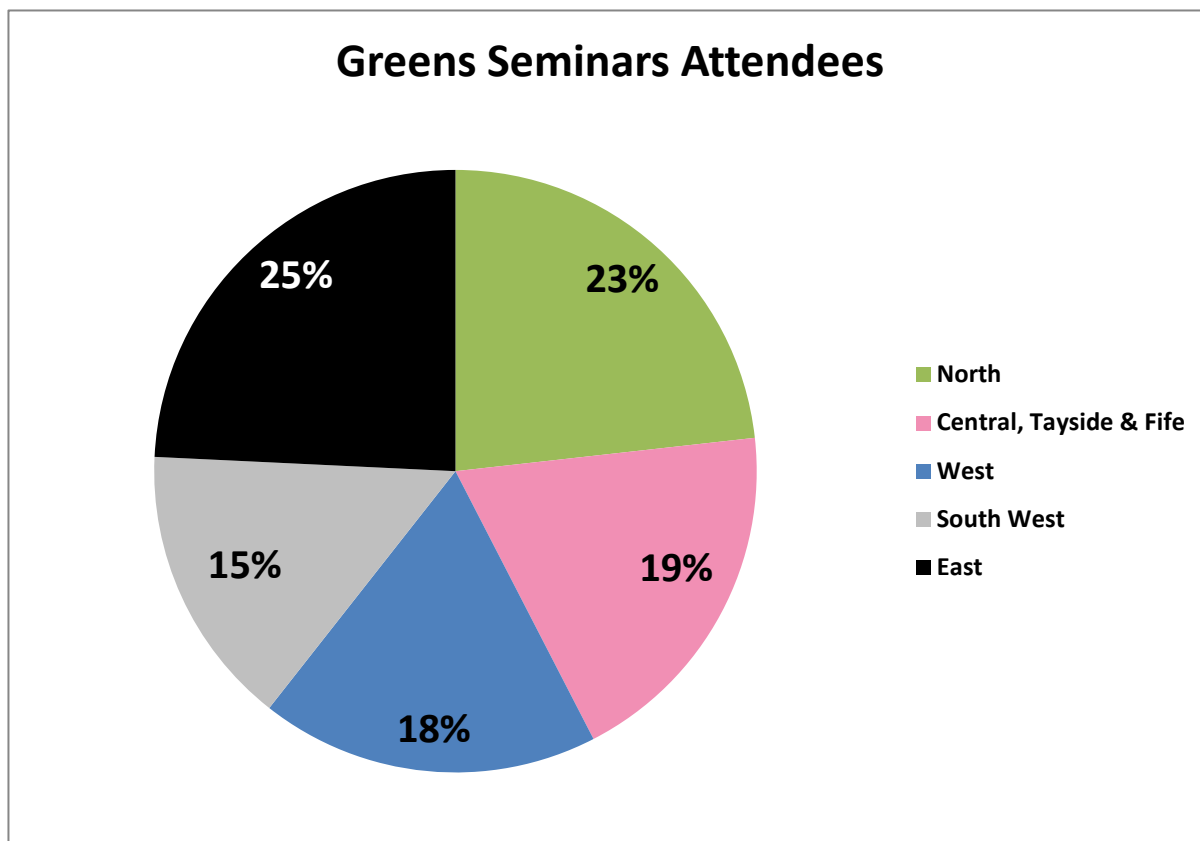
Volunteer Development Programme

Greens Maintenance & Improvement

Following on from the success of the Greens Maintenance & Improvement Seminars in 2015 a further 5 Seminars were delivered across Scotland in 2016. These Seminars were once again delivered in partnership with Dennis & SISIS, Greentech Sportsturf and Henderson Grass Machinery.

As in 2016, the objective of the seminars was to provide some education to the key volunteers in the sport who are looking after bowling green's. Bowls Scotland and the partners want to ensure that clubs are getting best value for their money and are aware of how they can improve the quality of their playing surface.

In total 99 delegates attended the Seminars with the regional split of attendances highlighted in the chart below.



Business Planning

In May 2016 we ran our first pilot Business Planning Workshop with 4 member clubs that have been receiving support from Bowls Scotland's Development Team. The inaugural workshop was well received by the clubs in attendance and a second pilot course has now been arranged for October 2016.

It is anticipated that the Business Planning Workshops will be rolled out across our Regions in 2017. These Workshops are a fantastic way for clubs to give dedicated time to reviewing their current performance and to begin the process of planning for the future.

Safeguarding & Protecting Children

Following a request from member clubs in Midlothian and the Midlothian Young Bowlers Association a Safeguarding & Protecting Children course was held at Dalkeith Bowling Club in February. This was arranged specifically for local bowling clubs as they couldn't access the required training in their local authority.

In total 24 club volunteers attended the training and following its success 19 of the volunteers also attended an In Safe Hands course for Child Protection Officers.

Inclusive Bowls Coaching Workshop

Bowls Scotland continues to work in partnership with Scottish Disability Sport to identify opportunities to increase participation in the sport and to increase the number and quality of coaches working with players that have a disability.

Over the past year we have supported the delivery of 3 Inclusive Bowls Coaching Workshops in Glasgow, Inverness and Prestwick. These workshops are proving to be extremely popular and coaches are being provided with an opportunity to put their new found skills into practice through Scottish Disability Sports Regional Hubs.

Regional Development

The past year has been an extremely successful one for our Regional Development Officers with significant steps forward made both with the clubs receiving 1-1 support and the impact on other clubs across their Regions.

Below we have listed some of the key highlights from both Regions:

West and South West

- 9 clubs receiving regular 1-1 support to improve governance, review their club structure and place more focus on the recruitment of new members
- 64 new members recruited in clubs receiving 1-1 support
- 5 clubs supported with funding applications resulting in £60,000 being invested in club improvements
- 83 new coaches trained through the Introduction to Bowls Coaching Award
- 2 new clubs affiliated to Bowls Scotland within the South West Region

Central, Tayside & Fife

- 9 clubs receiving regular 1-1 support to improve governance, review their club structure and place more focus on the recruitment of new members
- 80 new members recruited in clubs receiving 1-1 support
- 44 new coaches trained through the Introduction to Bowls Coaching Award
- Club drop-in sessions setup in partnership with Active Fife to give member clubs more opportunities to access RDO support and new partnerships established with local authorities in Stirling and Dundee
- Supported the delivery of 7 school festivals in 2016 with approximately 280 children taking part in the sport

The Regional Development Officer positions have become an integral part of our organisation and are demonstrating the impact they can have on member clubs. Bowls Scotland is continuously reviewing these roles to identify new opportunities to develop the sport and to ensure we are getting the best possible impact from these positions.

Child Protection

Bowls Scotland continue to play an important role in supporting our clubs to meet their minimum requirements for Child Protection. We now have 211 clubs with a registered Child Protection Officer and in 2016 alone we have processed just under one hundred Protection of Vulnerable Group (PVG) Scheme application forms.

As the employer of these volunteers it is each clubs responsibility to ensure that those working with children or vulnerable adults are permitted to do so. For support to register your Child Protection Officer and/or process PVG Scheme application forms please contact development@bowlsscotland.com.

Equality

Over the past 12 months following the completion of the Preliminary Level of the Equality Standard for Sport, Bowls Scotland has started the implementation of our Equality Action Plan and in 2017 will begin work on the Intermediary Level of the Equality Standard.

We are proactively working with member clubs and individual members to ensure clubs are compliant with the Equality Act 2010 and if anyone has concerns about the policies or practices of their club they should contact Bowls Scotland.

Playing the Game

High Performance

In line with our Strategy 2015-19, a sustainable Performance Pathway has started to be implemented to enable talent to be identified in all Regions across the country. This has enabled 44 players to access the Performance environment at a local level with Regional Academy coached sessions being delivered throughout the year.

Region	Players selected	Coaches
West	9	Richard Glassford
South West	7	Colin Noon-Gordon McCrindle
East	10	Gordon Pryde- Adam Martin
North	7	Bob Christie- Ian Hepworth
Central Tayside and Fife	11	David Ferguson- Duncan Selkirk

An Inter-Regional Competition was held in September at Northfield Ayr with West Region coming out victorious after winning all of their games.

Achievements 2015-16 (High Performance Squad)

Atlantic Rim Dec 2015 Cyprus

Gold

Mens Triples- Stewart Anderson Darren Burnett Neil Speirs

Ladies Fours-Becky Craig Lorraine Malloy Stacey McDougall Claire Johnston

Silver

Mens Singles -Darren Burnett

Mens Pairs- Paul Foster MBE Alex Marshall MBE

Mens Fours -Stewart Anderson Neil Speirs Paul Foster MBE Alex Marshall MBE

Bronze

Ladies Pairs- Becky Craig Claire Johnston

Ladies Triples- Lorraine Malloy Stacey McDougall Lorna Smith

Scotland won the Mens Overall Team Winner



6 Nations New Zealand

Bronze

Mens Triples- Jason Banks Kevin Anderson Iain Mclean

Ladies Pairs- Laura Welsh Lauren Baillie

Ladies Triples -Lesley Doig Julie Forrest Susan Murray

Test Events (for all High Performance Players)

Australia v Scotland (venue: Broadbeach, Australia)

Australia beat Scotland 130-61

Jack Attack – a televised fun event saw 2 Triples compete against Australia’s top players in 2 separate challenges. Alex Marshall, Paul Foster, Julie Forrest and Iain McLean, Darren Burnett and Claire Johnston won both events.

Diamond Pairs –Alex Marshall and Paul Foster took 1st place and Ronnie Duncan and Colin Walker won 3rd place-both sets of pairs winning 6 games out of 6.

Scotland v Wales (venue: West Lothian)

Scotland beat Wales 99-21 winning 33 games out of the 40 games played.



David Gourlay has returned as Head Coach on a consultancy basis in the lead up to the Commonwealth Games 2018 in Gold Coast. The Selection policy for Commonwealth Games Scotland is now live on the website.

Bowls Scotland work closely with the **sportscotland** Institute of Sport where the players have access to services in high performance management, coaching, programme planning, sports medicine, sports science, strength and conditioning, performance analysis and performance lifestyle guidance. The coaching team analyse the player’s performance at training and competition on a regular basis.

Marketing, Branding and Communications

Website

Website Overview (November 2015- October 2016)



Throughout the period of November 2015- March 2016 our website attracted on average 8,012 users per month with an average of 11,000 sessions. Sessions relate to a set period of time that a user spends on our website e.g. the period between opening our website and coming off it.

As the season kicked off visits to our website increased with an as expected spike of activity in July around the National Championships:

Month	Sessions	Users
April	17,032	9,692
May	27,974	14,153
June	46,991	20,435
July	88,835	30,814
August	32,023	14,635
September	20,002	10,339

New Website

A strategic priority of Bowls Scotland for 2015-2019 is “To promote a more positive and modern image of our sport.” Instrumental to this objective is the “development of an effective communication plan that uses a range of channels and technologies” and the “Redevelopment of the Bowls Scotland website to be more interactive and user-friendly”.

We invited companies to submit applications for the development of a new Bowls Scotland website for marketing, communications and branding purposes. To ensure the delivery of a modern, interactive and user-friendly website, we require a website that is innovative, easily updated and easily navigated.

Bowls Scotland awarded the Tender for the re-development of the website to Microtech Digital.

The Marketing and Communications Officer will liaise with Microtech Digital in the design, production and delivery of a new Bowls Scotland website by February 2017.

Newsletters

This year we launched Bowls Scotland Newsletters.

With an aim of improving communications with clubs and members, a number of different Newsletters were distributed to share information, news and updates as well as stories about the fantastic work of staff, clubs, members and volunteers throughout Scotland.

- District Secretary Email Newsletter- this Newsletter is sent out electronically via email on a monthly basis to all District Secretaries who are asked to share it via email with the clubs in their District.
- Quarterly Printed Newsletter- the first of the printed Quarterly Newsletters were sent out to all clubs and associations in July again containing information, news and updates from all Bowls Scotland departments.
- Email E- Newsletter- The first Bowls Scotland E-Newsletter was sent in June. These E-Newsletters are sent on a monthly basis electronically via email to anyone that signs up to receive them. The sign up option to receive the email newsletter from Bowls Scotland can be found on the Homepage of the Bowls Scotland website.

Innovation: Live Streaming

This year the National Championships were Live Streamed by QTV Sports- with 19,000 people watching live and a further 54,000 views since the videos were posted on our Youtube Channel.

Marketing and Communications also used the Periscope App and Facebook Live to live stream the presentations at the National Championships as well as the 2016 Scottish Super Series Live Draw.

The National Championships Presentations achieved a further 19,100 views after being posted to the Bowls Scotland Social Media Channels.

Following conclusion of the Scottish Super Series Live Draw the videos were posted to the Bowls Scotland Facebook page. The results of the draws became a focus of attention within the bowling community over the subsequent days with the videos achieving in excess of 6,600 views.

Social Media

Bowls Scotland's Facebook likes have risen by 37% from 4,540 to 6,251 since last year. A Try Bowls Facebook page was also established and has 392 likes. Engagement has been high throughout the year with a Total Reach of 1,931,893 people over the year.

Twitter followers have increased by 23% from 2,303 to 2,847 since last year with over 13 million impressions over the year.

Bowls Scotland launched an Instagram page in June 2016 and the account has 562 followers already.

Partners

We were delighted to welcome two new sponsors to support us for the season.

Johnston Oils, based in Bathgate, supplying oils to businesses and domestic customers around Scotland.

Cobalt Water Services are based in Ayr and are suppliers of water to Scottish businesses.

Both partnerships have been established to primarily offer deals and advantages to not just clubs, but members of clubs as well. We would encourage all members to engage with all our sponsors to investigate any potential savings to the overall spend of our member clubs and associations.

We would like to extend our gratitude to **Taylor Bowls** for their continued support and input for the season.

We have continued dialogue with both the SIBA and SYBA regarding the future of our organisations and the benefits of closer partnership working.

Work closely with Scottish Disability Sport (SDS) and other disability groups we are keen to increase awareness of bowlers who can be involved in the SDS competitions and potentially compete for Scotland at the Commonwealth Games 2018 in the para bowls events. This commitment was evident with the integration of the SDS national finals at Northfield during our own finals.

Without the investment and support in many areas of our delivery from **sportscotland** we would not be able to function at the level we are currently experiencing. We are working hard as a large Scottish Governing Body to embrace many areas expected of the company as well as deal with the challenges that legislation imposes, deal with an ever changing Scottish sporting environment and continue to successful delivery the strategy. We would like to thank them and their staff who are there to support when necessary, with particular note to Fiona Fagan and Aileen McGillivray our partnership manager and high performance partnership manager.

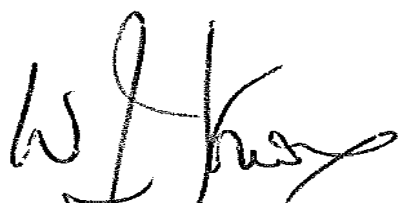
We have signed a new partnership agreement with Fusion sportswear to supply our international players and teams with kit. Again this agreement was with members in mind and a number of clubs have engaged with Fusion to at least price various pieces of kit and in many cases source new kit for the season.



Finally

Over the last year there have been many challenges when delivering the Bowls Scotland strategy, either through financial constraints, changing perceptions or indeed dealing with opinions that go against good governance and a modern and progressive governing body of sport. The Board are constantly looking at how we can embrace the Scottish population that are “not playing bowls yet” and we are delighted with the progress that both clubs and our development staff are making in dealing with this challenge. The Board, volunteers and staff continue to embrace the aims of the strategy and work to improving our sport with our existing and historic events as well as through new and modern concepts. Working together is the only way to progress our aims :-

- TO ENABLE CLUBS TO DEVELOP, STRENGTHEN AND GROW.
- TO PROMOTE A MORE POSITIVE AND MODERN IMAGE OF OUR SPORT.
- TO DELIVER AN ACCESSIBLE PLAYER PATHWAY THAT IDENTIFIES AND DEVELOPS TALENT IN A HIGH- PERFORMANCE ENVIRONMENT.
- TO ENSURE THAT GOOD GOVERNANCE IS IMPLEMENTED AT ALL LEVELS OF BOWLS SCOTLAND IN ORDER TO DELIVER AND SUPPORT THE STRATEGY



Chair

October 2016



CEO

October 2016

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