



## **ANNUAL REPORT 2017**

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





## CHAIRS REPORT

It has been an honour for the last year to be leading the Board as the first female Chair of Bowls Scotland. In my many discussions with Bowlers around the country I see a commitment to overcome the main issues that we are all facing in the sport and in particular the declining membership of clubs that we have had over the last 20 years. We at Bowls Scotland have been trying to increase the amount of services that are available to clubs to assist them with the work to modernise the club, improve the club and above all market our great sport to those that aren't playing our game yet. Let's not shy away from the fact that it is not an easy area to overcome, however many more clubs are now engaging with us to deliver TryBowls, access coaching courses, apply for funding from external sources and above all get people onto the greens. We must increase the clubs that are engaging with new members and I encourage you all to get in touch to see what we can do to assist you in your drive to get your local community onto your green.

Change is never an easy process to deal with whether you are a player, an official or club member. However we have stuck to the commitments in our strategy and are, on a weekly basis, speaking about our game and delivering to make our sport better for all. It may not seem this at the time, but be rest assured that the Board and I are committed to developing a sport that can be strong and play its part in an ever changing Scottish society. We have had to make a number of hard decisions over the year which, at times, are not easy for certain groups to accept. But we will continue to discuss and make the hard decisions to try and move our sport forward.

I would like to take this opportunity to thank all the volunteers that have supported bowls and the organisation this year. To my fellow Directors and the staff, keep up the good work and thank you for your support.

A handwritten signature in black ink, appearing to read 'Sue Beatt'. The signature is stylized and cursive.

Sue Beatt  
Chair of Bowls Scotland

## INTRODUCTION

Lawn bowls clubs throughout Scotland continue to work hard to improve the overall picture of falling membership and in some cases threats to the existence of the club. Bowls Scotland has supported these clubs through a variety of programmes, staff intervention, volunteer encouragement and will continue to do so by looking at how we add to the support already given to clubs. This report will outline the current position of lawn bowls in Scotland and the work that has taken place over the last year.

## GOVERNANCE

### STRATEGY

Work has already started to review the current delivery of the strategy and what impact it has made on the game between 2015 to 2017. With a new strategy due for early 2019, we will be engaging with clubs and members of those clubs to collate the best way forward for our game.

### DIRECTORS

The Board continues to review and develop its performance, with all Directors completing appraisals to evaluate input to the Board, attend training courses, as well as meet with key personnel within Scottish sport and the political scene to assist with the delivery of the strategy.

As part of an on-going review of Board performance, it was agreed to appoint another Director of Competitions and Events to take on a strategic role. In September the Board co-opted Scott Meechan, currently a member of Kirkintilloch BC. His appointment will compliment Anna Marshall who is leading operationally within this area.

We are delighted that Bob Christie has been voted on to the European Bowls Union Executive as Junior Vice President.

### STAFFING

There have been a few staff changes over the year.

#### **New Staff 2016/2017**

- Office Manager – Lawra Cox (until March 2017 then moved to Regional Development Officer to cover Laura Kerr – Maternity Leave)
- Office Manager – Graham Cole (March 2017 on a temporary basis covering for Lawra Cox)
- National Development Manager - John Kemp from March 2017
- Marketing and Communications Officer – Natalie Bruce from May 2017

#### **Staff Leaving 2016/2017**

- Colin Hutchison- National Development Manager - January 2017.
- Cheryl Barr – Marketing and Communications Officer - April 2017.
- Rhona Howie – High Performance Manager - September 2017.

The Board wish to thank all those staff who have left the organisation and wish them well for the future.

## **FINANCE**

These notes should be read in conjunction with the Financial Statements prepared by BDO, Accountants to Bowls Scotland. The finance overview sheet shows an underspend of £3598

## **INCOME**

As anticipated in the 2016/17 budget there was a fall in income with the Board making the necessary adjustments to cater for this in overall expenditure. There was an increase by £1 on each entry for the Nationals to accommodate for the annual increase in costs and also to cover the increase in costs for the Champion of Champions, BIBC and BIWBC events.

## **EXPENDITURE**

A reduction in expenditure was made by cutting spend in admin and other areas. We anticipate this to continue as we encourage more clubs to sign up to the new Customer Relationship Management system.

More detail about the accounts can be found in the Finance- Additional Information Sheet.

## PLAYING THE GAME - COMPETITIONS & EVENTS

### NATIONAL CHAMPIONSHIPS

The National Centre for Bowling in Ayr once again hosted the National Championships from Monday 24<sup>th</sup> to Saturday 29<sup>th</sup> July 2017.

Our continued thanks and appreciation must go to the District Secretaries who work hard to support their clubs from stage one through to the finals. Thank you also to the 50 umpires, and 23 volunteers who give up their time to ensure the competition ran smoothly. We must also acknowledge our partnership with South Ayrshire Council who assist Bowls Scotland in the organisation of the event and preparation of the greens.

Competition	Ladies Results	Gents Results
<b>Junior Singles</b>	Claire Walker – Eddlewood	Joe Mower - Haddington
<b>Singles</b>	Dee Hoggan - Tranent	Martyn Rice - Dumfries
<b>Pairs</b>	Sandra Steven & Kirsteen McLelland – Uphall Station	Edward Murphy & Peter Jones - Houldsworth
<b>Triples</b>	Maralyn Murton, Maureen Hyslop & Elizabeth Reid – Ayr Craigie	Brian Salvona, Kevin Boyd & Paul Veitch - Parkside
<b>Fours</b>	Louise Noon, Elizabeth Campbell, Jane Spence & Anne Brown – Newton Park	James Boyce, Graham Gunion, Calum Williamson & Martin Williamson – Irvine Park
<b>Senior Singles</b>	Angie Uttley - Glenmavis	Jim Byron - Anstruther
<b>Senior Fours</b>	Helen Sinclair, Marion Davie, Fiona Malcolm & Moira Horseburgh - Strathmiglo	Wullie Wells, Robin Bell, Les Clarkson & Bill Anderson - Hawick
<b>Mixed Pairs</b>	Lauren Roddie & James Roddie - Stonehaven	

### SCOTTISH SUPER SERIES

Thank you to the host clubs who supported the competition during the Regional Qualifiers on Sunday 9<sup>th</sup> July (Singles) and Sunday 16<sup>th</sup> July (Pairs):

Pitmedden BC, Ellon BC, Westhill BC, Kittybrewster BC, Lauder BC, Wilton BC, Camelon BC, Grangemouth BC, Hillside BC, Castlepark BC, Aberlady BC, Craigentenny BC, East Linton BC, Alyth BC, Bowhill BC, Newburgh BC, Blackford BC, Maryfield BC, Kirkcaldy West End BC, Kennoway BC, Vale Of Leven BC, Clydebank BC, Dumbarton BC, Pollokshaws BC, Houldsworth BC, Thurso BC, Fraser Park BC, Newtonmore BC, Castle Douglas BC, Dalbeattie BC, Northfield.

The Grand Finals were held at the National Centre for Bowling, Ayr on Saturday 12<sup>th</sup> & Sunday 13<sup>th</sup> (Pairs) and Saturday 19<sup>th</sup> & Sunday 20<sup>th</sup> August (Singles).

<b>Gents Pairs</b>	
<b>Winners</b>	Colin Banks (Inverurie) & Jason Banks (Inverurie)
<b>Runners Up</b>	John Candlish (Coylton) & Sam Watson (Glaisnock Valley)
<b>Ladies Pairs</b>	
<b>Winners</b>	Sandra Steven (Uphall Station) & Kirsteen McLelland (Uphall Station)
<b>Runners Up</b>	Natalie Docherty (Kelvindale) & Lorna Cameron (Kelvindale)
<b>Gents Singles</b>	

<b>Winner</b>	Paul Kane Jnr (Dalmuir)
<b>Runner Up</b>	Mark Thompson (Lossiemouth)
<b>Ladies Singles</b>	
<b>Winner</b>	Karen Dawson (Denny)
<b>Runner Up</b>	Donna Clark (Coylton)

### **MEN'S SCOTTISH CITIES & COUNTIES (ANDREW HAMILTON TROPHY)**

The Andrew Hamilton Trophy took place from Saturday 13<sup>th</sup> May until the final on Saturday 22<sup>nd</sup> July at Crieff Bowling Club. Thank you to all the clubs that hosted the competition this year.

<b>Men's Scottish Cities &amp; Counties (Andrew Hamilton Trophy)</b>	
Winners	Lanarkshire South
Runner Up	Midlothian

### **LADIES COUNTIES (TORRANCE PURVIS TROPHY)**

The Torrance Purvis Final was held at the National Centre for Bowling on Saturday 2<sup>nd</sup> September 2017.

<b>Ladies Counties (Torrance Purvis Trophy)</b>	
Winners	Lanarkshire
Runner Up	Berwickshire
3 <sup>rd</sup> Place	Moray
4 <sup>th</sup> Place	Fife

### **LADIES CHARITY TROPHY**

The Charity Trophy Final was held at Pollokshaws Bowling Club on Friday 1<sup>st</sup> September. The money raised through the competition together with donations enabled us to support the two charities chosen by Lady President Lyn Wallace- The Erskine Home and the winning team - Maggie's Centre, Glasgow.

<b>Ladies Charity Trophy</b>	
Winners	Westermains Bowling Club

### **BIBC INTERNATIONAL SERIES; BELMONT BOWLING CLUB, NORTHERN IRELAND**

Saturday 1<sup>st</sup> July & Sunday 2<sup>nd</sup> July 2017

<b>BIBC International Series</b>		
1	England	6 Points
2	Ireland	4 Points
3	Wales	2 Points
4	Scotland	0 Points

## **BIBC CHAMPIONSHIPS; BELMONT BOWLING CLUB, NORTHERN IRELAND**

Thursday 29<sup>th</sup> June & Friday 30<sup>th</sup> June 2017

<b>BIBC Championships</b>		
U18's Singles	Blair Davidson (Blacklands)	Semi-Finalist
U25 Singles	Gordon White (Aberlady)	Semi-Finalist
Singles	Derek Oliver (Cockenzie & Port Seton)	Semi-Finalist
Pairs	Brian Gwynne & Richard Wright (Mount Vernon)	Runners Up
Triples	Kevin Bain, Alistair Greer, Calum Taggart (Hyndland)	Semi-Finalist
Senior Fours	Alex Kennedy, Keith Campbell, Dan Whyte & David Beattie (Upper Cowal)	Runners Up

## **BIBC JUNIOR INTERNATIONAL SERIES; LLANDRINDOD WELLS, WALES**

Saturday 9<sup>th</sup> & Sunday 10<sup>th</sup> September 2017

<b>BIBC Junior International Series</b>		
1	Scotland	6 Points
2	Ireland	4 Points
3	England	2 Points
4	Wales	0 Points

## **BIWBC INTERNATIONAL SERIES; LLANDRINDOD WELLS, WALES**

Sunday 18<sup>th</sup>, Monday 19<sup>th</sup> & Tuesday 20<sup>th</sup> June 2017

<b>BIWBC International Series</b>		
1	England	8 Points
2	Scotland	6 Points
3	Wales	4 Points
4	Ireland	2 Points
5	Jersey	0 Points

## BIWBC CHAMPIONSHIPS; LLANDRINDOD WELLS, WALES

Friday 16<sup>th</sup> & Saturday 17<sup>th</sup> June 2017

BIWBC Championships		
Singles	Donna Fleming (Busby)	Semi Finalist
Pairs	Sandra Steven & Kirsteen McLelland (Uphall Station)	Semi Finalist
Triples	Morag Jones, June McLaughlin and Helen Nairn (Muirhead & Birkhill)	Semi Finalist
Senior Fours	Susan Hutchinson, Joyce Paxton, Lynn Lamont and Louise Clark (St Vincent)	Semi Finalist

## BIWBC JUNIOR INTERNATIONAL SERIES; CITY OF DERRY BC, NORTHERN IRELAND

Saturday 22<sup>nd</sup> & Sunday 23<sup>rd</sup> July 2017

BIWBC Junior International Series		
1	England	6 Points
2	Scotland	4 Points
3	Wales	2 Points
4	Ireland	0 Points

Junior BIWBC Championship		
Junior Singles	Megan Kivlin (East Lothian Co-Op)	Winner
Junior Pairs	Carla Banks (Inverurie) & Lesley Doig (Strathmiglo)	Winners

A special thank you to the BIBC/BIWBC team managers, Gordon Neil and Betty Aitken and also to the team of selectors for their support and commitment; Fiona Kerr, Margaret Bingham, Betty Forsyth, Andy Meekison, William McLaughlin and David Ferguson.

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



## **PLAYING THE GAME - DEVELOPMENT**

### **WORKING WITH CLUBS: DEVELOPMENT OFFICERS**

In 2017 our Development Officers took a new approach to working with clubs – responding to requests for support from clubs across the country discussing the range of support services available – from governance to planning, funding to facilities.

<b>Number of Clubs Provided Guidance and Help</b>	<b>Number of Clubs Visited to Support</b>
189	84

Getting more people playing and growing club membership remains a key talking point for clubs with our team supporting clubs with a variety of participation and recruitment initiatives. For the clubs we worked with on membership we tracked 1 in every 5 people who were introduced to bowls joined the club.

<b>Number of Children and Young People introduced to Bowls</b>	<b>Number of Adults introduced to Bowls</b>
1392	595

### **GROWING BOWLS: TRYBOWLS & BOWLSPARC**

The National TryBowls programme continues to go from strength to strength with clubs all over the country running events, open days and marketing which bring new members into clubs.

TryBowls in 2017 reported outcomes ranging from handfuls to dozens of new members joining clubs in one instance a TryBowls event and membership campaign saw more than 40 new members join a club.

<b>Number of Clubs Registered with TryBowls</b>	<b>Number of Clubs using Bowlsparc</b>
288	134

### **COACHING AWARDS**

The Introduction to Bowls Coaching Award remains a popular way for clubs to start recruiting new members into their clubs – and the coaching workforce continues to grow.

This year saw the new Level 1 Bowls Coaching Award being made available. Aimed at those coaches looking to develop players in their club environment it explores drills and technical models, as well as best practice coaching to develop club players – young and old – to their fullest potential.

2018 will see the creation of the new Level 2 Bowls Coaching Award, which will be aimed at those coaches who work with high-performing players at County, National or International standards. It is anticipated that this award will be launched in 2018.

Number of Coaching Courses made available nationwide	
	24

<b>Introduction to Bowls Coaching Award</b> <i>Coaching award for those working with new bowlers</i>	207
<b>Level 1 Bowls Coaching Award</b> <i>Award for coaches developing players in their club</i>	54

## REGISTERED CLUB COACHES

Bowls Scotland have been working hard to update our database of active Bowls Coaches over the past few months. Coaches who are registered with Bowls Scotland will be eligible to progress to future awards, your club may have access to funding support, you will be invited to coaching workshops and you will receive communications and updated coaching resources.

## BOWLS COACHING AWARDS - INTERNATIONAL

Bowls Scotland recently presented at the European Championships about our Bowls Coaching awards. We are now exploring opportunities to work in partnership with other nations to benefit bowls coaches here in Scotland and share Scottish expertise with other nations.

## CLUB DEVELOPMENT EDUCATION

Bowl Scotland's development team continues to provide clubs, committees, volunteers and those involved in running our sport opportunities to discuss and learn best practice through a variety of workshops.

Across the country in the last year we have run workshops and events covering topics from "club committees – the good, the bad, and the highly dysfunctional" to "More than just a bowls club", safeguarding children to planning for the future of your club.

Number of Club Development Workshops made available nationwide	
	20
Club Membership Recruitment & Retention	95
Bowls Development Conference 2017	112
Club Development Planning	21
Volunteer Development & Support	52
Safeguarding & Protecting Children	55
In Safe Hands – Child Protection Officers	13

## **SAFEGUARDING CHILDREN IN BOWLS**

During 2017 there was heightened media coverage of safeguarding in sport and increased focus on ensuring all coaches and clubs meet the requirements of a safe and welcoming place to play sport.

Bowls Scotland has been working to increase awareness of what clubs and coaches need to do to ensure they are protecting children and vulnerable groups and themselves, when it comes to safeguarding in sport.

We have delivered a range of safeguarding training, provided documents and resources for clubs and actively met with clubs and coaches to help them ensure they are compliant with safeguarding policies. If you would like to know more or aren't sure if this applies to you or your club then contact Bowls Scotland on [development@bowlsscotland.com](mailto:development@bowlsscotland.com)

## **EQUALITY IN BOWLS**

Equality legislation was introduced in 2010 and Bowls Scotland has continued to promote our sport and clubs to people of all backgrounds. There have been some excellent examples of clubs working with our Development Officers to undertake equality and diversity work – from updating their policies and procedures in line with the law to running open days for underrepresented groups.

We have developed support services in equality and welcome the opportunity to work with clubs. Contact [development@bowlsscotland.com](mailto:development@bowlsscotland.com)

## PLAYING THE GAME – HIGH PERFORMANCE

### ACADEMIES PROGRAMME

In its second year the Academy programme proved popular and was a great success. In line with our 2015-19 Strategy, the programme continues to develop players and coaches, give opportunities to the players involved and will build on this work over the coming year. There was an increase of 23 players to the overall programme in 2017.

	Players selected	Coach
<b>National Academy</b>	6	Frazer Muirhead
<b>Regional Academies</b>		
West	14	Richard Glassford- Natalie Docherty
South West	13	Colin Noon-Lawra Cox
East	12	Gordon Pryde
North	10	Bob Christie- Ian Hepworth
Central Tayside and Fife	12	David Ferguson- Duncan Selkirk
Totals	67	10

An Inter-Regional Competition including the National Academy players was held in August at Northfield Ayr with the National Academy team coming out victorious.

### COMMONWEALTH GAMES 2018

Commonwealth Games Scotland announced the Lawn Bowls team in October to represent Scotland at the Games in the Gold Coast in 2018. Congratulations goes to:

#### Ladies:

- Caroline Brown
- Claire Johnston
- Stacey McDougall
- Kay Moran
- Lesley Doig

#### Men:

- Alex Marshall MBE
- Paul Foster MBE
- Darren Burnett
- Ronnie Duncan
- Derek Oliver

#### Coaching Team:

- Head Coach- David Gourlay
- Team Manager – Ricky Taylor
- Support Coaches- Sandra McLeish & George Sneddon

## **ACHIEVEMENTS 2016-17 (HIGH PERFORMANCE SQUAD)**

### **World Championships 2016 – New Zealand**

#### **Silver**

Women's Singles – Lesley Doig

#### **Bronze**

Women's Pairs – Lesley Doig, Lauren Baillie

Men's Singles – Darren Burnett

Men's Pairs – Paul Foster MBE, Alex Marshall MBE

Men's Fours – Ronnie Duncan, Iain McLean, Paul Foster MBE, Alex Marshall MBE

### **Leonard Trophy (Men - Overall)**

Top 3 finish

### **Taylor Trophy (Women - Overall)**

Top 4 finish

### **8 Nations – Australia**

#### **Silver**

Men's Singles – Alex Marshall MBE

Women's Pairs – Claire Johnston, Caroline Brown

Women's Triples – Lesley Doig, Kay Moran, Stacey McDougall

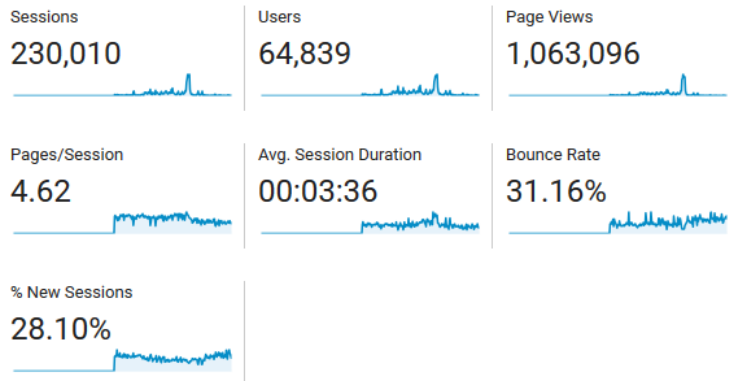
Para-Bowlers Mixed Pairs – Irene Edgar, Robert Barr

Bowls Scotland work closely with **sportscotland's** Scottish Institute of Sport where the players have access to services in high performance management, programme planning, sports medicine, sports science, strength and conditioning, performance analysis and performance lifestyle guidance. We would like to thank the Scottish Institute of Sport for their continued support.

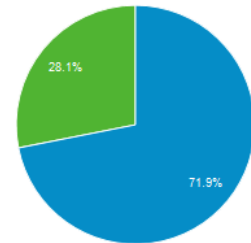
# MARKETING, BRANDING AND COMMUNICATIONS

## WEBSITE

Overview (October 2016 – October 2017)



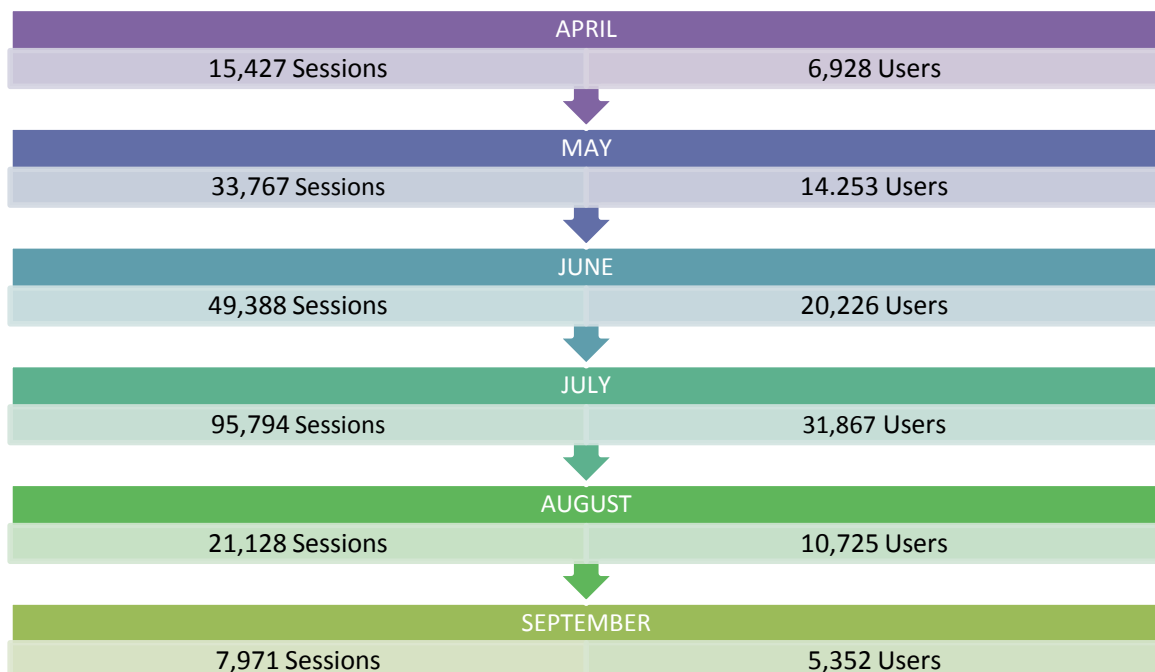
■ Returning Visitor ■ New Visitor



### Key:

**Sessions** – the period of time the user is actively engaged with the website  
**Pages/Session** – the average number of pages viewed during each session  
**Avg. Session Duration** – the average time spent on the website per user  
**Bounce Rate** – the percentage of single page sessions with no interaction on the page  
**% New Sessions** – an average of first time visits to the website

## WEBSITE STATISTICS FROM 2017 SEASON



## NEWSLETTER



1573 subscribers



861 average opens



147 average clicks

### Key:

**Subscribers** – total number of people who signed up to receive a monthly newsletter  
**Average Opens** – avg. number of people who open email showing monthly newsletter  
**Average Clicks** – avg. number of links clicked by those who open newsletter

## LIVE STREAMING STATISTICS

### NATIONAL CHAMPIONSHIPS

10,133 Visitors

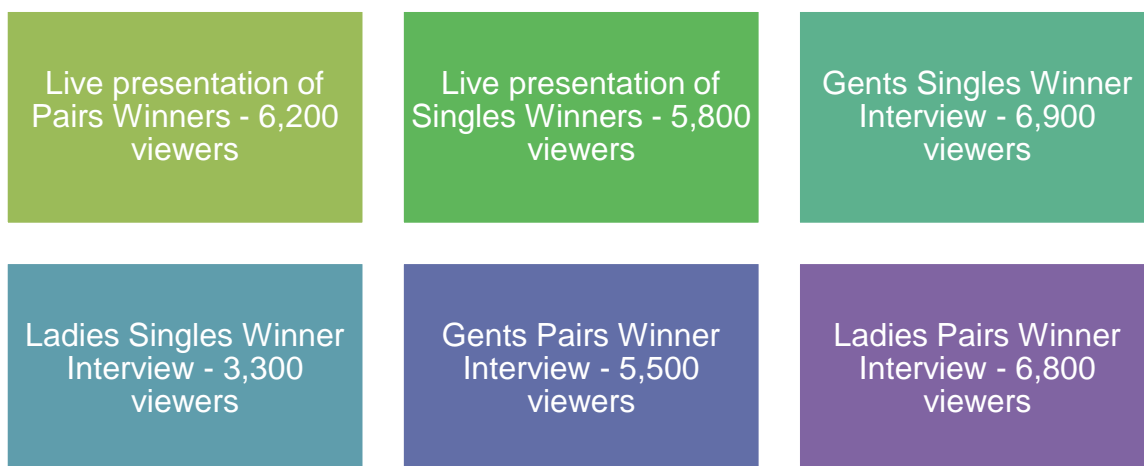
95,794 hits on website

175,000 views on all  
live videos across  
Facebook, Twitter &  
YouTube

Viewers registered in  
70 different countries

Gents Singles Final  
watched on Facebook  
by 17,507 viewers

## SUPER SERIES



*\*Figures from Super Series all taken from Facebook statistics*

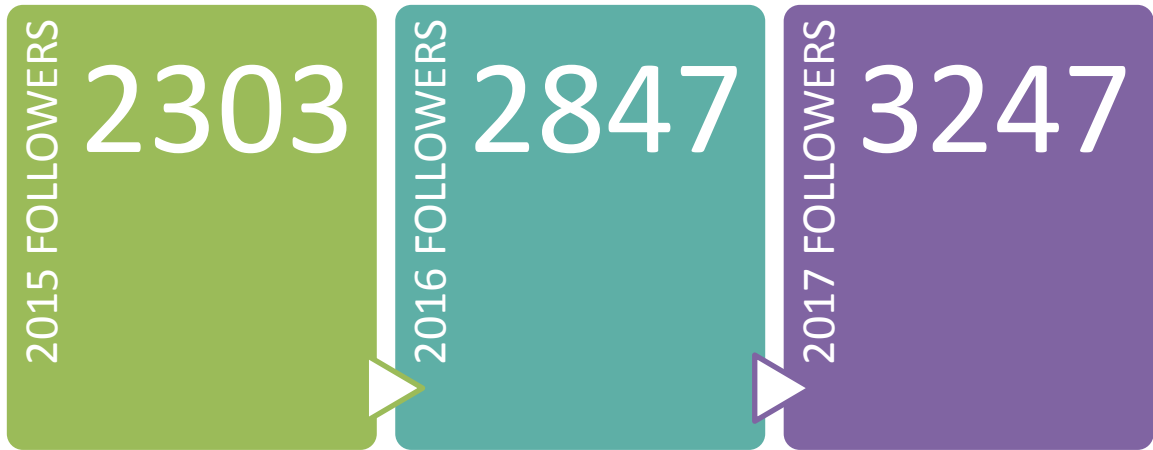
## SOCIAL MEDIA

### FACEBOOK

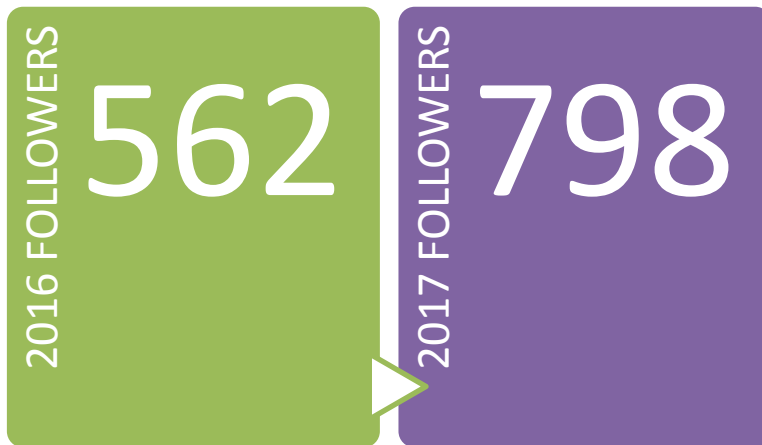




## TWITTER



## INSTAGRAM



## PARTNERS



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

Based in Kilwinning in Ayrshire, **Thorne Travel** is an independent, award winning, luxury travel agency. They have been supporting Bowls Scotland since January with a number of event journeys and are a valued partner in supporting our travelling teams.

MacMillan Cancer Support are Bowls Scotland's charity partner. With great exposure at the Nationals Championships this year, we would encourage all clubs to host fundraising events such as the very successful Macmillan Coffee Morning which happens every year in September to help raise funds towards a great cause.

Cobalt Water Services was acquired by **Castle Water** early in 2017. Still providing competitive quotes for clubs across Scotland, Castle Water estimate to have saved bowls clubs over £20k in total by signing up with them.

We would like to extend our gratitude to **Taylor Bows, Fusion Sportswear** and **Jack High Insurance** for their continued support and input for the season. Their support for the sport is greatly appreciated.

We will continue dialogue with both the SIBA and SYBA regarding the future of our organisations and the benefits of closer partnership working. We would like to thank the SIBA and its members for the support given to our Academies programme and our High Performance squad in the build up to selection for the Commonwealth Games team for 2018.

We again supported SYBA by making available the greens and infrastructure during their Scottish Finals at the National Centre in Ayr.

We continue to work with Scottish Disability Sport (SDS) to increase the awareness for those with a disability about the merits of playing bowls and being a member of a bowls club. We will hold further discussions about the potential for the amalgamation of a disability bowls programme within Bowls Scotland in 2018.

In our second year of a four year investment cycle with **sportscotland** we continue to utilise the number of services offered to Bowls Scotland as a major governing body of sport in Scotland. These services include professional courses for staff, payroll support, expert resource service on legal, finance and human resources. As well as this we make good use of the services provided by **sportscotland's** Scottish Institute of Sport, based a Stirling.

We have a strong working relationship with **sportscotland** and this is down to the support we gain from their staff who work directly with us: Fiona Fagan - Partnership Manager, Aileen McGillivray - High Performance Partnership Manager and David Forbes - Coach Education Partnership Manager.

### **FINALLY...**

Bowls Scotland has had another successful year on and off the green, due to positive measures being put in place to move the sport forward and the commitment of dedicated volunteers, clubs, Directors and staff. We are heading into the last two years of our current strategy and we do believe that the progress we have made over the last seven years has put the sport in a stronger position.

Our biggest challenge still remains clubs who are struggling to survive and also new members joining clubs. This cannot be resolved alone and we all require to get involved from club to County associations, from volunteer to Director. We do believe that some of the new services programmed to be implemented next year e.g. Level 2 Coaching Award, Customer Relationship Management (CRM) system for clubs and the development of a club accreditation scheme will, alongside our more established services, assist clubs in being able to attract new members and secure the future of bowls in your community.

Thank you all for your support this season and let's look to an even better 2018.



Chair

October 2017



CEO

October 2017

**SCOTLAND'S LOCAL SPORT OF CHOICE:  
SUCCESSFUL, MODERN AND ACCESSIBLE TO ALL**