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**ANNUAL REPORT 2019**

**sportscotland**  
the national agency for sport





## CHAIR'S REPORT

As we celebrate another successful season, at individual, club, national and international level we are looking forward to implementing our new four-year strategy. I'm particularly excited about the main theme running through our strategy - of Empowering Women in Bowls. With that in mind, I'm delighted to welcome Arlene Ewing to the board. Arlene was an international swimmer and competed at all levels throughout a long and illustrious career and has vast experience of what it means to be a woman competing at all levels of a sport. We are looking forward to investigating ways of attracting more women into the sport.

I would also like to welcome James Laws to the board. James has come on as Commercial Director with a brief to investigate opportunities for us to attract sponsorship and commercial partnerships.

Craig McArthur and Scott Meechan have both stepped down from the board this year due to their increasing business commitments.

We continue to have a skill-based board who are passionate about driving our sport forward and putting in place everything needed to allow this to happen.

Declining membership is the key issue for our sport. However, it is not just Bowls Scotland that has this as an issue, in a large number of bowls countries and in a large number of Scottish sports the challenge is to get people more active, playing and enjoying a healthy lifestyle. There are bowls clubs that are bucking the trend by increasing membership and diversifying, and I would encourage all clubs to contact the development team to see what we can do to assist.

I would like to finally take this opportunity to thank our many volunteers who do a brilliant job in delivering the game throughout Scotland and not forgetting the staff and my fellow directors for all the hard work and time they have committed to delivering the strategy.

Sue Beatt  
Chair of Bowls Scotland

## **INTRODUCTION**

Season 2018/19 proved another successful year both on and off the greens. Our BIBC and BIWBC teams fared well with both U-25 teams winning their international series. Both senior teams secured second place with the men missing out on the top spot by one shot in a dramatic game at the National Centre in Ayr. At the Atlantic Championships in May our goal was to have all disciplines qualifying through to the World Championships in 2020. This was achieved with gold for the men's fours, gold for the men's team, four silvers and one bronze. We were also successful at the European Championships in Guernsey, with the men's pairs finishing second. There was notable events off the green with Bob Christie being appointed as Vice-President, John Halliday being appointed as Secretary and Scotland being awarded the European Championships in 2021.

With the memory of our best Commonwealth Games medal haul for bowls still at the forefront of our minds, we were delighted to see Paul Foster MBE and Alex Marshall MBE awarded 'Team of the Year' at the Commonwealth Games Team Scotland awards 2019.

In April, we took over full control of the delivery of the Para-Bowls High Performance programme. The main focus of this programme is to select and prepare our para-bowlers for the Commonwealth Games in Birmingham in 2022.

Even with all this success we still face the main challenge to the sport of Bowls not just in Scotland but around the world, not enough new people are joining our clubs. We have 842 member clubs, which is a drop of under 1% since 2018. We have also seen a decrease of 4% to over 56,000 registered playing members of clubs since 2018. Surprisingly this was against the trend over the last few years where we have witnessed the decline in membership slowing down. We will continue to work hard to attract the people of Scotland onto bowling greens through Try Bowls and also our new programme for 2019 – BowlsMark Accreditation programme. When new people come into the game, we aim to give them quality coaching through our education system as well as safeguarding those within vulnerable groups.

## **GOVERNANCE**

### **STRATEGY**

Bowls Scotland's new strategy for 2019-2023 focuses on how we can improve the game, integrate, innovate and above all make bowls more active, accessible and modern for the whole of Scotland. Bowling club's across Scotland have an opportunity to diversify and link with the local community. A change of how the club is viewed within the local community will assist in securing the club's future. We would encourage all clubs and their committees to use the new strategy as a template to show direction to their members and assist with strengthening the club for the future.

The main theme running through the strategy is about Empowering Women in Bowls. This theme will particularly focus on trying to increase the number of women in our game. We will be developing programmes to encourage more participation in the sport at all levels for the women of Scotland.

As part of developing the new strategy the Board requested a review of staffing roles and responsibilities in order to deliver the strategy within the existing budget. This has now been implemented.

### **DIRECTORS**

The Board continue to work hard to create links to secure investment and scrutinise the delivery of the strategy through planning and policy. With a skills based Board of Directors who come from a variety of professional backgrounds, the makeup of the Board will continue to allow diverse discussions about where the game will be in not just in this current strategy but in future strategies too.

Directors joining the Board – Finance: Sheila Cowan - co-option  
Commercial: James Laws - co-option  
Empowering Women in Bowls: Arlene Ewing - co-option

Directors leaving the Board – Finance: Craig McArthur

## STAFFING

### New Staff- 2018/19

- Communication Officer - Darren Weir
- Marketing Officer - Ross Robertson
- National Development Officer - Daniel Baker
- Para Bowls Co-ordinator – Robert Christie (temporary)

### Staff leaving- 2018/19

- Marketing and Communications Officer – Elena Hogarth
- National Development Manager – Duncan Caithness
- Office Manager – Graham Irving-Cole

The Board wish to thank all those staff who no longer work with the organisation and wish them well for the future.

## FINANCE

The below income and expenditure information should be read in conjunction with the Financial Statements prepared by BDO, accountants to Bowls Scotland. The finance overview sheet shows an underspend of £2,404.

## INCOME

Within the finance group the income is split into three sectors to assist the budgeting process; income from bowlers (membership and competition entries), commercial income (company partnership/sponsorship) and **sportscotland** investment.

Income from bowlers has fallen steadily since 2014 in line with decreasing membership. Commercial income has been a challenge and as a consequence, the Board have co-opted James Laws to investigate how we can engage better with 'corporate Scotland'. We have and will continue to work closely with **sportscotland** and through on-going discussions, we were able to increase annual investment allowing for extra staff in specific areas.

## EXPENDITURE

Whilst our expenditure may have increased, we still managed to close the accounts in 2019 with a slight surplus.

More detail about the accounts will be given at the AGM.

## PLAYING THE GAME – COMPETITIONS & EVENTS

### NATIONAL CHAMPIONSHIPS

The National Championships took place at the National Centre for Bowling in Ayr from Sunday 21<sup>st</sup> to Saturday 27<sup>th</sup> July.

Our continued thanks and appreciation go to the District Secretaries who work hard to support their clubs from stage one through to the finals. Bowls Scotland would also like to extend their gratitude to the umpires and volunteers who give up their time to ensure the competition runs smoothly. We must also acknowledge our partnership with South Ayrshire Council who support Bowls Scotland in the preparation of the greens and the delivery of the event.

Competition	Ladies Results	Gents Results
<b>Junior Singles</b>	Megan Kivlin – <i>East Lothian Co-op BC</i>	Jason Banks – <i>Inverurie BC</i>
<b>Singles</b>	Margaret Letham – <i>Burnbank Hamilton BC</i>	Gordon White – <i>Aberlady BC</i>
<b>Pairs</b>	Hannah Smith & Claire Johnston – <i>Auchinleck BC</i>	Steven Shields & Stewart Anderson – <i>Eddlewood BC</i>
<b>Triples</b>	Alison Plenderleith, Esther Laidlaw & Elizabeth Halliday – <i>Dalkeith BC</i>	Grant Hamilton, Cameron Wilson & Drew Boyd – <i>Townholm BC</i>
<b>Fours</b>	Aimmee Thomson, Gillian Kirk, Rebekah Weir & Eilidh Weir – <i>Alloa East End BC</i>	Kevin Hunter, Daniel Gormley, Andrew Jeffrey & Andrew Caldwell – <i>Craigentinny BC</i>
<b>Over 55 Singles</b>	Karen McAndrew – <i>Thornton BC</i>	Lesley Gordon Stewart – <i>Huntly BC</i>
<b>Over 55 Fours</b>	Jean Sykes, Margaret Bingham, Linda Bryce & Heather Kay – <i>Cumnock BC</i>	Jim Fraser, Gordon Armstrong, William Cochrane & James Prunty – <i>Airdrie Central BC</i>
<b>Mixed Pairs</b>	Karen Dawson & Stuart Hogg – <i>Denny BC</i>	
<b>B2/B3 Singles (Visually Impaired)</b>	Mary Stevenson - <i>Shanks BC</i> Director Chris Morrow - <i>Willowbank BC</i>	Sandy McIntosh - <i>The Inverness BC</i> , Director Nigel Walker - <i>Dalgety Bay BC</i>
<b>B6 Singles (Physically Disabled)</b>	No competition in 2019	George Guthrie – <i>Maryhill BC</i>
<b>B7/B8 Singles (Physically Disabled)</b>	Pauline Wilson - <i>Willowbank BC</i>	Kevin Wallace - <i>Clackmannan BC</i>

### LADIES NATIONAL TOP 10

The first ever Ladies National Top 10 Final was held at the National Centre for Bowling on Saturday 7th September. A total of 37 teams entered the competition with over 370 players. Bowls Scotland would like to extend our gratitude to all the clubs that hosted this new competition in 2019.

Ladies National Top 10	
Winners	Allsorts
Runner Up	West Fife WBA
Semi Finalists	The Borders & Thurso BC

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

The Andrew Hamilton Trophy took place from Saturday 11th May until the final on Saturday 20th July at the National Centre for Bowling. Bowls Scotland would like to extend our gratitude to all the clubs that hosted the competition this year.

Men's Scottish Cities & Counties (Andrew Hamilton Trophy)	
Winners	Lanarkshire South
Runner Up	West Lothian

## BIWBC CHAMPIONSHIPS; LES CREUX BOWLING CLUB, JERSEY

Friday 14<sup>th</sup> & Saturday 15<sup>th</sup> June 2019

BIWBC Championships		
Singles	Laura Welsh – <i>Baillieston BC</i>	Winner
Pairs	Delia Flannigan & Angie Uttley – <i>Glenmavis BC</i>	Semi Finalists
Triples	Donna Comrie, Julie Sword & Lynn Stein – <i>Leven BC</i>	Winners
Fours	Louise Noon, Jan Docherty Grant, Elizabeth Nelson & Anne Brown – <i>Newton Park BC</i>	Semi Finalists
Senior Fours	Anne Blake, Mabel Jackson, Margaret Turner & Helen Girdler – <i>Balerno BC</i>	Runners Up

## BIWBC INTERNATIONAL SERIES; LES CREUX BOWLING CLUB, JERSEY

Sunday 16<sup>th</sup>, Monday 17<sup>th</sup> & Tuesday 18<sup>th</sup> June 2019

BIWBC International Series		
1	England	8
2	Scotland	6
3	Wales	4
4	Jersey	2
5	Ireland	0

## BIWBC JUNIOR INTERNATIONAL SERIES; NATIONAL CENTRE FOR BOWLING, SCOTLAND

Saturday 20<sup>th</sup> & Sunday 21<sup>st</sup> July 2019

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

Junior BIWBC Championship		
Junior Singles	Rachel Sinclair – <i>Kingswood BC</i>	Winner
Junior Pairs	Carla Banks - <i>Inverurie BC</i> & Kimberley Dodds – <i>Adrain BC</i>	Semi Finalists

## BIBC CHAMPIONSHIPS; NATIONAL CENTRE FOR BOWLING, SCOTLAND

Thursday 27<sup>th</sup> June & Friday 28<sup>th</sup> June 2019

BIBC Championships		
U18's Singles	David Eaton – <i>Stonehouse BC</i>	Runner Up
Pairs	John Fleming Jnr & Alexander Wotherspoon – <i>Port Glasgow BC</i>	Semi Finalists
Fours	Graham Pringle, John Priestley, Stephen Pringle & James Hogg – <i>Carrick Knowe BC</i>	Winners
Senior Fours	Alan Patterson, Gordon Armstrong, Billy Cochrane & James Prunty – <i>Airdrie Central BC</i>	Runners Up

## BIBC INTERNATIONAL SERIES; NATIONAL CENTRE FOR BOWLING, SCOTLAND

Saturday 29<sup>th</sup> June & Sunday 30<sup>th</sup> June 2019

BIBC International Series		
1	Ireland	6
2	Scotland	4
3	Wales	2
4	England	0

## BIBC JUNIOR INTERNATIONAL SERIES; ESSEX COUNTY BOWLING CLUB, ENGLAND

Saturday 14<sup>th</sup> & Sunday 15<sup>th</sup> September 2019 - Scotland retained the winner's trophy on shot difference.

BIBC Junior International Series		
1	Scotland	4
2	England	4
3	Wales	4
4	Ireland	0

A special thank you to the BIBC/BIWBC team managers; Margaret Bingham, Paul Foster MBE & David Peacock and their team of advisors; also, to the British Isles Championships Team Managers Betty Aitken and John Halliday.

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

## PARA-BOWLS HOME NATIONS – RHIWBINA BOWLING CLUB, CARDIFF

The Para-Bowls Home Nations took place from Friday 13<sup>th</sup> - Sunday 15<sup>th</sup> September, a squad consisting of two Physically Disabled Triples & two Visually Impaired Mixed Pairs teams. It was a closely fought competition over the three days with Scotland coming second after narrowly missing out to England.

## NATIONAL CENTRE FOR BOWLING

We continue to work with South Ayrshire Council and **sportscotland** to develop plans that will upgrade the National Centre. We are delighted that South Ayrshire Council have committed over half a million pounds of capital funding to deliver this and we thank them for their support and commitment to the National Centre.

## **PLAYING THE GAME – DEVELOPMENT**

Our development team continues to support clubs across Scotland in attracting new people to our sport through:

- Try Bowls recruitment campaign
- BowlsMark accreditation programme
- Development Officer support
- Coaching Awards
- Club and Committee workshops

The development team supported and worked with clubs engaging in the above programmes. The new BowlsMark accreditation programme was launched at the beginning of the season along with a re-launch of the highly successful Try Bowls campaign. Access to these FREE programmes was supported by the development officers visiting clubs all over Scotland. The programmes strengthen the links between the club, the local community and existing members, creating a positive environment for people coming into the game of bowls.

Throughout the season there were opportunities for club members to attend various coaching awards across Scotland. The Introduction to Bowls Coaching Award is linked directly to recruitment and once again proved to be the most popular course as clubs strive to increase membership using fun games to engage with potential new members.

### **Try Bowls Campaign**

- 94 Clubs (11% of 842 clubs) signed up to deliver a recruitment event in 2019 season
- 34 Clubs (36% of the 94) recorded their figures and returned evaluation forms
- 1196 people were recorded as having attended Bowls for the first time of the 34 clubs
- 339 NEW members joined these 34 clubs, averaging 10 new members per club

### **Examples of successful campaigns**

- Almond Valley BC recorded 50 people turning up to the event and 29 taking membership.
- Alyth BC recorded 47 people attending and this resulted in 17 new members for the club.
- Broughty BC recorded 120 people attending their event, resulting in 13 new members for the club.

### **BowlsMark Accreditation programme**

- 36 Clubs (4% of affiliated clubs) have already signed up for the programme
- 4 clubs have achieved the Bronze award:
  - Nairn BC
  - Alyth BC
  - Ardeer Recreation BC
  - Prestwick Howie BC

Congratulations to all clubs achieving the bronze award in 2019. We look forward to receiving other clubs' final submissions for their awards.

### **Development Officer Support**

Along with supporting clubs to deliver the above programmes the Development officers assisted clubs in a variety of different areas:

- Compliance with current Wellbeing and Safeguarding legislation
- Preparation work for new legislation on Safeguarding due to be implemented for the 2020 season
- Constitutional development support
- Funding advice
- Partnership advice to assist with saving club expenditure



- Compliance with the 2010 Equality Act
- Links with local authorities to assist with supporting clubs

### **Coaching Awards**

There were a number of notable successes within coach education this year. The first ever Level 2 Bowls Coaching Award was delivered in March with a second course delivered between August and October. This award is a significant progression from the Level 1 award and develops the ability of coaches to accurately profile bowlers and plan player performance improvement.

Bowls Scotland were invited to the European Championships in Guernsey to deliver the Introduction to Bowls Coaching Award and Level 1 Bowls Coaching Award to participants from Guernsey, Isle of Man and Jersey. The tutors delivered four courses across four days with all candidates praising the delivery and quality of the courses. It is very positive to see how highly regarded our courses are by other European nations.

# 2019 IN NUMBERS

**216**

-46

**COACHES ATTENDED BOWLS COACHING**

**AWARDS**

132 coaches - Introduction to Bowls Coaching Award  
72 coaches - Level 1 Bowls Coaching Award  
12 coaches - Level 2 Bowls Coaching Award

**29**

+6

**COACHES ATTENDED BOWLS INCLUSION WORKSHOPS**

**105**

+24

**CLUB DEVELOPMENT WORKSHOPS**

**14**

-43

**VOLUNTEERS ATTENDED RECRUITMENT WORKSHOPS**

**24**

+22

**CPD SESSIONS FOR UMPIRING TUTORS TO ENHANCE THEIR DELIVERY OF COURSES ACROSS THE COUNTRY**

**110**

+8

**VOLUNTEERS ATTENDED SAFEGUARDING AND PROTECTING CHILDREN WORKSHOPS**

**993**

+392

**PEOPLE INTRODUCED TO BOWLS THROUGH TRYBOWLS EVENTS**

**28.3**

+7.3%

**PER CENT OF PEOPLE WHO ATTENDED A TRYBOWLS EVENT WENT ON TO JOIN A CLUB**

**36**

**CLUBS PARTICIPATED IN BOWLS MARK**

**4**

**CLUBS ACHIEVED BRONZE AWARD**

*\*Green writing displays difference from 2018 statistics\**

## **PLAYING THE GAME – HIGH PERFORMANCE**

### **ATLANTIC CHAMPIONSHIPS 2019**

The Atlantic Championships were held in South Wales and is the qualifying event for the 2020 World Championships. Scotland qualified in all disciplines winning 9 out of 10 medals available.

#### **Medal Tally**

Gold: Men's Fours – Ronnie Duncan, Derek Oliver, Paul Foster MBE & Alex Marshall MBE

Silver: Men's Triples – Ronnie Duncan, Derek Oliver & Darren Burnett

Silver: Men's Pairs – Paul Foster MBE & Alex Marshall MBE

Silver: Men's Singles – Darren Burnett

Silver: Women's Triples – Hannah Smith, Claire Johnston & Caroline Brown

Bronze: Women's Fours – Hannah Smith, Stacey McDougall, Megan Grantham & Claire Johnston

Bronze: Women's Singles – Caroline Brown

Gold: Men's overall Team Championship

Bronze: Women's overall Team Championship

### **EUROPEAN CHAMPIONSHIPS 2019**

This event was held in Guernsey in September with a playing format of men's and women's pairs and mixed fours.

#### **MEDAL TALLY**

Silver: Men's Pairs – Darren Weir & Connor Milne

4<sup>th</sup> Women's Pairs – Natalie Docherty & Dee Hoggan

4<sup>th</sup> Mixed Fours – Dee Hoggan, Natalie Docherty, Darren Weir & Connor Milne

Silver: overall Team Championship

#### **World Cup**

To assist in maintaining Scotland's position as one of the leading nations in Bowls, it is important that we expose emerging players to the rigours of international competition. The World Cup is held in Warilla, Australia and features many of the biggest names in world bowls.

Bronze: Men's Singles – John Fleming Jnr

4<sup>th</sup> Women's Singles – Carla Banks

## High Performance Update

A decision was taken to suspend the High-Performance squad until after the 2020 World Championships in Australia. This will then allow a squad to be selected which will meet the requirements of both being able to compete in the Southern Hemisphere and at the Commonwealth Games on Northern Hemisphere greens.

In July, we started our preparations for the 2022 Birmingham Commonwealth Games by competing in a challenge match with the Australian team on the greens at Leamington Spa. Again, we decided to send an emerging squad consisting of 5 male and 5 female players and a para squad consisting of a VI (Visually Impaired) Pairs and PD (Physically Disabled) Triples. The three-day test finished with the emerging players defeating the Australian elite squad and the para bowlers narrowly losing. This was an excellent start to the process of integrating the two High Performance programmes into one inclusive programme and a key part of our journey to the Commonwealth Games in 2022.

## High Performance Review

As part of the analysis of what has and hasn't worked over the last eight years within the High Performance (HP) programme, Bowls Scotland undertook an independent review of the HP programme. The findings of this review were presented to the Board in early October with an agreement on what will now be implemented within the four year programme being decided over the coming months.

## Regional Academies

It was decided to suspend the regional academies programme, review what had been achieved and then take a decision on what would be the best direction for the academies. Bowls Scotland received feedback from both players and coaches involved with a large majority enjoying what the academies had delivered. The future of the academies will be discussed as part of the HP review recommendations. Bowls Scotland would like to thank all players and the coaches for their commitment to the programme.

## Other achievements in 2019

Congratulations to Paul Foster MBE and Alex Marshall MBE, who were awarded team of the year at the Commonwealth Games Team Scotland awards 2019. This was a fantastic achievement in front of a large number of Scotland's best athletes.

Bowls Scotland will continue to 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 & COMMUNICATIONS

In 2019 our Facebook page reach the milestone of 10,000 likes. Facebook and social media is one of the main tools to get information out quickly to as many bowlers as possible.

We were delighted that the National Championships were featured on both BBC Scotland and STV News as well as the BBC live streaming our final day coverage of the Championships.

We continue to work closely with the BBC and STV to improve the TV and web exposure of bowls.

We have stayed committed to promoting the grassroots game through social media, featuring 63 club opening days, a variety of events, Try Bowls sessions and the new BowlsMark Club Accreditation programme across all platforms.

Key stats:

- 65 press releases were published throughout the year on both the website and social media platforms
- 16 promotional videos were launched which had an average over 4000 views across all Bowls Scotland's social media platforms
- Six e-newsletters were sent out from January
- Over 17,000 followers across Facebook, Twitter, Instagram and YouTube

# 2019 IN NUMBERS

10399

+ 1,010

## FACEBOOK LIKES

Videos and photos continue to be the most popular posts. Reached the huge milestone of 10,000 page likes over the 2019 National Championships. The page also has 11,072 followers.

3902

+ 258

## TWITTER FOLLOWERS

Impressions over the year were at an all time high of 468,300.

1194

+104

## INSTAGRAM FOLLOWERS

Total of 1896 post likes over the year.

2763

+581

## E-NEWSLETTER SUBSCRIBERS

The monthly newsletter rounds up the news and reaches those who don't use social media.

12496

+4,878

## E-NEWSLETTER OPENS

With open rates of up to 55% our newsletter is above the average of 24.7% for UK email marketing.

2025

- 286

## E-NEWSLETTER CLICKS

Click through rates at 7.6%, our newsletter is above the average 4.9% for UK email Marketing

223,223

+38,476

## VIDEO VIEWS

Across Youtube, Facebook, Twitter and Instagram

98,488

+9987

## WEBSITE USERS

1,039,019

+39,019

## WEBPAGE VIEWS

*\*Green writing displays difference from 2018 statistics\**

## PARTNERSHIPS

We would like to welcome our new charitable partner - Prostate Cancer UK this year as well as a new commercial partner, iQ Fire and Security.

We would like to thank all our existing partners and look forward to continuing our close relationship with them in 2020:

- Jack High Insurance
- Taylor Bowls
- Kukri Sports
- Castle Water

### **sportscotland support**

We would like to take this opportunity to thank the **sportscotland** staff who we work with directly for their continued support:

- Fiona Lilley – Partnership Manager
- Aileen McGillivray – High Performance Partnership Manager
- David Forbes – Coach Education Partnership Manager

### **FINALLY...**

There are many challenges that we have overcome this year in delivering support services to clubs and members alike. From the success of the Try Bowls campaign, the new BowlsMark programme, to supporting clubs through the Protection of Vulnerable Groups who are involved in our game, Bowls Scotland continues to deliver the best service to improve the game in Scotland. However, with more scrutiny on clubs and ever-increasing pressure on those running the clubs, we must continue to work collaboratively. We have a large club infrastructure and over 56,000 playing members of all ages. We have the collective ability to get people in to our clubs, to change the way we think about our game and to dispel the myths that the local community have about our game. Let's club together and invite them in, welcome them onto the green and allow them to play the game in the spirit of inclusion.

Thank you all for your support this season and let's work together for a brighter 2020.



Chair

October 2019

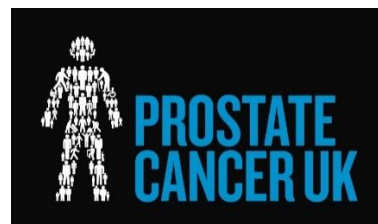


CEO

October 2019

All figures quoted in this document are correct as of October 2019.

***With grateful thanks to our partners***



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