



AT THE HEART OF YOUR COMMUNITY

BOWLS SCOTLAND
2024-2028 STRATEGY



BOWLS - AT THE HEART OF YOUR COMMUNITY

OUR MISSION

Together with our clubs, ensure bowls is the heart of your community by:

- Supporting the development of our clubs
- Implementing good governance across our game
- Supporting players to achieve their full potential
- Removing the barriers that restrict participation
- Promoting a positive and modern image of our sport

OUR VALUES

- Teamwork
- Inclusion
- Integrity
- Clarity
- Ambition

STRATEGIC OBJECTIVES

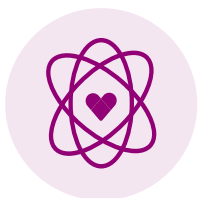
- Strong and sustainable clubs
- The best performing bowls nation in the World
- A modern and progressive sport
- A diverse and accessible sport

ENABLING OUR SUCCESS

- Leadership and Bravery
- A World Class Organisation
- Meaningful Partnerships



OUR MISSION



OUR VALUES



STRATEGIC OBJECTIVES



ENABLING OUR SUCCESS



STRONG AND SUSTAINABLE CLUBS

Our clubs continue to be at the heart of everything we do and we are committed to working in partnership with clubs to grow the game of bowls through developing modern, welcoming, sustainable clubs that are at the heart of their local communities.

OUTCOME:

Bowling clubs at the heart of Scottish communities – inclusive, integrated, welcoming, sociable, competitive, and fun!

APPROACH, FROM NOW UNTIL 2028:

- We are working in partnership with an increased volume of clubs to ensure quality, inclusive and positive environments and experiences exist for those taking part as well as the wider community.
- We are providing focussed support to clubs with the ambition to grow and retain membership
- We are providing accessible world leading learning and development opportunities for coaches and volunteers
- We are providing more opportunities for women and girls to play, coach, volunteer, and lead

OBJECTIVES; BY 2028 WE WILL:

- Support 200 clubs to achieve BowlsMark
- Increase the number of Try Bowls clubs from 350 – 500
- Maintain playing membership at over 50,000
- Increase number of active coaches by 66% across all qualification levels

MAINTAIN PLAYING MEMBERSHIPS AT OVER 50,000



ACHIEVING POTENTIAL

Bowls Scotland's players have consistently achieved on the international stage. We will continue to maintain this level, in an environment that creates good culture, seeks talent from around the country, underpinned by our values the programme will offer opportunity to maximise potential and deliver long term success.

**OUTCOME:
THE BEST PERFORMING BOWLS NATION IN THE WORLD.**

APPROACH, FROM NOW UNTIL 2028: OBJECTIVES, BY 2028 WE WILL:

- We are working on embedding a positive coaching culture and structure
- We are implementing an inclusive selection process and competition structure with tiered progressions in line with our WITTW model
- We are identifying a 'Best Practice' model to provide quality coaching and resources aligned with our player pathway
- Achieve 4 or more medals in 2023 and 2025 World Championships, 2026 Commonwealth Games, 2024 and 2026 European Championship.
- Implement a progressive, world class, competitive pathway, meeting the needs of players



ACHIEVE 4 OR MORE MEDALS IN 2023 AND 2025 WORLD CHAMPIONSHIPS, 2026 COMMONWEALTH GAMES, 2024 AND 2026 EUROPEAN CHAMPIONSHIP.



A MODERN AND PROGRESSIVE SPORT

A modern and progressive sport is one that has good governance and can work with and out with the sport to deliver for its members. We are committed to improving the image of our sport, ensuring underrepresented groups within our society have access to participate, compete and achieve. In addition, we will work to ensure lawn bowls can positively contribute to addressing Climate Change through our programmes and projects.



OUTCOME: TO IMPLEMENT GOOD GOVERNANCE ACROSS OUR GAME

APPROACH, FROM NOW UNTIL 2028:

- We are delivering innovation in marketing and communication
- We are providing strong leadership – trusted and brave
- We are ensuring effective governance at all levels
- We are enhancing our corporate image to market the game to potential partners, suppliers and supporters
- We are providing a financial structure that allows flexibility, develops partnership with commercial Scotland and sponsorship to allow effective delivery of the strategy

OBJECTIVES, BY 2028 WE WILL:

- Implement Minimum Operating Requirements as part of membership to Bowls Scotland
- Maintain KPMG Development Audit rating
- Continue to promote a modern, diverse image of the game, delivering targeted marketing campaigns to attract new players
- Develop and deliver competitions and events to encourage targeted groups to be involved and to allow for performance progression, as well as ensuring the long-term sustainability of the sport
- Deliver Bowls Scotland's Carbon Champions 5-year plan.



DELIVER BOWLS SCOTLAND'S CARBON CHAMPIONS 5-YEAR PLAN.

A DIVERSE AND ACCESSIBLE SPORT

We recognise and are fully committed to embedding the values of equality, diversity, and inclusion throughout our clubs and sport. These values are fundamental to ensuring we collectively progress towards fulfilling our vision of a sport that is accessible for all...

This is everyone's responsibility.

OUTCOME: A SPORT CHAMPIONING DIVERSITY, INCLUSION AND ACCESSIBILITY

APPROACH, FROM NOW UNTIL 2028:

- We are always ensuring a positive, healthy image of the game is portrayed
- We are utilising data to better inform decision making
- We are ensuring our culture and values are central to everything we do
- We are ensuring imagery is representative of a diverse Scotland

OBJECTIVES, BY 2028 WE WILL:

- Achieve appropriate level – Inclusion in Sport Framework
- Maintain 100% compliance in Safeguarding
- Increase female representation in leadership roles across the sport
- Continue to work to remove the barriers – whether real or perceived – that restrict the equal opportunity for all sections of the diverse communities to participate in our wonderful game.





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