

Empowering Women in Bowls Meeting Notes, 6.30-8pm, 22 March 2022

1. Attendance:

- Sarah Pryde-Smith, Bowls Scotland
- Margaret Halliday, Bowls Scotland President
- Beth Riva, Gifford BC
- Bob Ferenth, Nairn BC
- Dawn Hunter, Gallatown BC
- Hayley Bell, Freuchie BC
- Laura Cluxton,
- Margaret Bingham, Cumnock BC
- Moira McLaren, Forfar BC
- Valerie Ogilvie, Dundonald BC

2. Apologies from Arlene Ewing, Bowls Scotland Board Director and Zoe Whellans, Haddington BC

3. Feedback/Reactions from EWiB group launch

Insights from Ash Cousins, Marketing Officer, Bowls Scotland...

Some insight below on the reaction to the EWiB group videos since the International Women's Day launch. Stats taken from 17th March, so figures for the videos posted earlier in the series will be likely to have higher numbers due to having more views over time.

The first 7 rows all refer to Facebook and Ash has tried to capture which clubs and group members shared the posts, but this isn't an accurate measure as some shares are private and so can't be tracked.

EWiB Group Videos	Arlene	Beth	Bob	Dawn	Hayley	Laura	Margaret	Moira	Valerie	Zoe	Sue
People Reached	2827	2993	2350	2304	2959	2193	2627	1953	2027	3201	1442
Likes Comments shares	41	47	28	27	122	25	33	14	20	113	4
3 second views	1000	1100	796	719	1100	576	769	470	575	1300	398
1 minute views	36	105	62	41	174	31	73	25	33	149	28
Avg minutes	0.05	0.08	0.07	0.06	0.12	0.05	0.08	0.05	0.07	0.11	0.06
Total impressions	3165	3402	2612	2543	3294	2350	2707	2084	2086	3284	1489
Shared by member/club?	NO	NO	CLUB	DAWN	NO	NO	NO	NO	CLUB	BOTH	NO
Youtube views	47	46	43	34	31	56	23	44	25	33	12
Twitter impressions	291	679	300	277	334	763	273	349	335	220	194
Twitter engagements	6	18	5	3	14	18	3	8	6	10	5
LinkedIn impressions	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
numbers as at	17.03.2022	17.03.2022	17.03.2022	17.03.2022	17.03.2022	17.03.2022	17.03.2022	17.03.2022	17.03.2022	17.03.2022	17.03.2022

Summary:

Total views	9954
Total impressions	33665
Total engagement	591

As a comparison, on one day alone, our 3 videos shared for Commonwealth Day featuring the Birmingham squad had 17,400 views, 615 engagement and 6,500 views. So, there is still, unfortunately, a big gap in the engagement of equality vs high performance.

Laura commented on getting high fives from other players and coaches and a positive response on twitter.

Brief discussion on Associations:

- It was felt that in some associations, it was the women holding it back not the men
- Beth shared the good practice in East Lothian with a unified bowling association and leagues. Something to explore and share with other associations.
- Margaret H commented that West Lothian amalgamated last year – ladies, gents, and juniors.
- **Action** – To identify the number of associations, how many are unified and develop good practice examples to help with discussions. **SPS / National Development Officers**

4. EWiB Logo / Branding Discussion

The group reviewed the current logo, with some members not being too aware of its existence.

General thoughts:

- Word 'Men' pops out in Women because of the placement of the graphic in the O
- Move the graphic to the O in bowls and empowering
- Reduce the letterings to ensure the word WOMEN stands out more / Empowering being big and bold
- Font of women to be more flowing
- Rainbow coloured perhaps

Action: SPS to feedback to Ash

5. Feedback from EWiB Survey Results

- General discussion on governance, constitution changes in clubs, equality of opportunity to play for women (some women happy to pay less, but with restricted play times).
- Discussion on process and journey to ensure minimum operating requirements for Bowls Scotland affiliation and accept the loss of members and clubs as a result of this.

6. Bowls Scotland Club and Coach Conference, Saturday 27th August, 9.30-4.30 @ The Station Hotel, Perth

Sarah outlined as part of the annual conference, there will be 3 x 1-hour workshops delivered, with EWiB being an option for attendees. Here's the outline for the programme, which will be released in April:

Bowls Scotland launched the 2019-2023 corporate strategy with Empowering Women in Bowls referenced throughout, but what does Empowering Women in Bowls mean? Put simply, there are more men bowling than there are women and the gender imbalance that exists within the sport needs to be addressed.

Led by Sarah and members of Bowls Scotland's Empowering Women in Bowls working group, this workshop provides an overview of the current bowling landscape; the key challenges and barriers faced by females in our sport and how we work collectively to address these.

Action: Looking for 3 – 4 people to help facilitate the workshops, please confirm if you can support this by emailing Sarah.

7. EWiB - what success look like in 5 years' time?

Bowls Scotland – Structure and Governance:

- Consider moving from current President and Vice President structure (Ladies and Gents) to 1 President and 1 Vice President, alternating Male and Female year on year.
- Explore having equality (policy/statement/commitment) as a minimum operating requirement for affiliation to Bowls Scotland
- Ensure Board make up is equitable
- Learn from other nations and sports – what are they doing, can we share good practice

Clubs:

- Governance / Support clubs via BowlsMark / Constitutional Change
- Structure v Culture – ensure both are positive
- Best practice – sharing / highlighting the clubs
- Try Bowls – targeted female events

Associations:

- Unification
- Good practice
- Conference for associations – discussion a one-off day

Female Leaders

- Leadership programme targeted at women
 - Outline of committee positions and skills to do this
 - A programme of workshops and events to support women in leadership positions or who are thinking about starting their journey
 - Mentoring from female leaders to support women on their journey
 - Where do male supports fit here? How do we influence change within clubs who are male dominated, especially on the committee?
 - Suggestion about High Performance players having a role here – both female and male

Marketing and Promotion:

- Female role models
- Promotion of the sport – attractive to younger females

Competitions & Events:

- Men and women playing together (mandatory female)
- Competition review
- Fast paced / power play rules / entertaining to watch
- Live stream events – two or three rinks, commentary (PBA event) Podcast etc
- Laura commented on recent events, difficult to know what is going on, commentary is limited and monotonous / can't see what it on the screen
- Rules and etiquette reviewed / send the message that coloured kit is acceptable!
- Commentary HP players – utilise more
- AUS Bowls Premier League – look at how they showcase the events / International Series

8. AOCB:

Sarah informed group there had been another note of interest to join the group. Group agreed for Sarah to progress conversations; however group would then be capped at 10.

9. DONM:

Wed 29th June 6.30-8pm via zoom