



**Bowls Scotland**

**Equality Action Plan 2021-2023**

**Progress Update May 2022**

Bowls Scotland recognise and are fully committed to embedding the values of equality, diversity, and inclusion throughout our sport. These values are fundamental to ensuring we progress towards fulfilling our vision of a sport that is accessible for all. A two-year interim Equality Action Plan has been created to go alongside Bowls Scotland's Strategy 2019-2023.

A key action from the previous Equality Action Plan was the introduction of an external Equality and Diversity group. We recently reviewed the remit of the existing external Equality and Diversity Group and recruited additional members. Our newly formed Equality and Diversity Group consist of professional sports development staff, club volunteers and players to ensure we have a balance of lived experience as well as knowledge and understanding of equality and diversity within a sporting context.

The Equality and Diversity group discuss and action matters pertaining to equality and diversity in the sport of Lawn Bowls, including reviewing and contributing towards the implementation of this Equality Action Plan, maintaining the Equality Standard - Intermediate Level, and supporting equality and diversity projects and programmes within Lawn Bowls.

In line with Bowls Scotland's culture and values of Collaboration, Inclusivity, Integrity and Clarity, the group will work towards achieving the Bowls Scotland strategic objectives and overall vision of a modern, accessible sport for all.

Our key priorities for the next two years:

- Embedding equalities in all areas of Bowls Scotland's operations
- Embedding Changing Lives model throughout our sport
- Evaluating the impact of Bowling on the Active Scotland Outcomes
- Maintaining Intermediate Equality Standard for Sport
- Increasing female participation – playing, coaching, officiating, leadership roles
- Promoting accessibility and opportunities for the LGBT+ community
- Increasing participation of players with a disability
- Ensuring a pathway exists for young bowlers (SYBA)
- Increasing participation of players from SIMD areas in the lowest 20% (Scottish Index of Multiple Deprivation)

Our target groups:

- Women and Girls
- SIMD
- LGBT+ Community
- People with a Disability

Bowls Scotland is dedicated to taking positive steps 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.

## Equality Action Plan 2021-2023

EXCELLENCE IN GOVERNANCE			
ACTION	RESPONSIBILITY	TIMESCALE	PROGRESS
Establish an Empowering Women in Bowls External Working Group	Business Operations Manager / Board Director (EWiB)	(Jan – March 2022)	Completed, Group formed, first meeting due in March
Re-establish the Bowls Inclusion Group with SDS	Business Operations Manager / Performance Operations Manager	Dec 2021	Group re-established, currently mapping out landscape across both organisations
Review the Equality and Diversity Policy	Business Operations Manager / Board Director (Governance)	Nov 2021	Policy reviewed and awaiting Board approval. To be published early March.
Integrate Equality & Diversity Monitoring within JustGo for members (data capture and reporting)	Business Operations Manger	By Jan 2023	In progress
Equality Awareness Training for Board, Staff and Key Volunteers	Business Operations Manager / Coach and Volunteer Manager	Ongoing Annual calendar	No Progress
Further develop Unconscious Bias Session & Delivery <ul style="list-style-type: none"> <li>- Key Volunteers (DCs, Committees, Officials)</li> <li>- Clubs</li> </ul>	Business Operations Manager / Coach and Volunteer Manager	Year 2	Board, Staff and DCs training in Aug 2021

- Media campaign 'ditch the bias'			
Equality Impact Assessment of Bowls Scotland policies, procedures, and programme	Business Operations Manager / Board Director (Governance)	March – Aug 2022	<i>In progress</i>
Explore for Equality Network Scottish LGBT Sports Charter	Business Operations Manager / E&D Group Member	By Nov 2021	<i>No Progress</i>
Explore joint working opportunities with LEAP Sport Scotland & Stonewall Scotland	Business Operations Manager / E&D Group Member	By Nov 2021	<i>No progress</i>
Develop a Transgender Policy and Club Guidance / Training and Support Promotion / Awareness	Bowls Scotland Management Team / E&D Group	By March 2023 (competition) Oct 2021 – March 2023 development	<i>No progress</i>
Revisit the SAMH Charter for Sport	NDO (DB)	Jan 2022	<i>Drafting of Action Plan for Charter in Progress</i>
Explore funding avenues to progress key areas of work	Business Operations Manager / Board Director EWiB	Ongoing	<i>No progress</i>
Embed Changing Lives model throughout our sport	NDO (DB)	Ongoing	<i>Opportunity to look at how we embed this as part of our new Bowls Scotland strategy. Currently exploring how to embed this throughout the sport.</i>

POSITIVE IMAGE OF THE GAME			
ACTION	RESPONSIBILITY	TIMESCALE	PROGRESS
Marketing & Communications Plan reviewed in line with Equality & Diversity Policy	Communication Officer & Marketing Officer	Dec 2021	<i>Marcomms planning considers inclusivity throughout.</i>
Establish Equality website page on Bowls Scotland website	Communication Officer & Marketing Officer	Ongoing	<i>Equality page on website. EWiB page added March 2022.</i>
International Women's Day promotion	Communication Officer & Marketing Officer	8 <sup>th</sup> March - Annually	<i>Video series shared introducing EWiB working group.</i>
Scottish Women and Girls in Sport Week	Communications Officer & Marketing Officer	October – November Annually	<i>Achieved 2021</i>
Equality Calendar (key dates – religious etc) promotion & engagement of activities	Communication Officer & Marketing Officer	Annually	<i>Marking Mental Health awareness month (May) by sharing Friendship Line in collaboration with Age Scotland.</i>
Equality video created	Communication Officer & Marketing Officer	Feb 2022	<i>Video outline required from SPS/ E&amp;D group?</i>
LEAP Sport Festival promotion	Communication Officer & Marketing Officer	May/June - Annually	<i>Post shared on social media, low engagement from Bowls Scotland audience.</i>
Para-bowls Adapted Equipment Video / Information Produced	Communication Officer & Marketing Officer	By Dec 2021	<i>Date to be arranged with AM and SDS.</i>
Imagery showing more diverse participants across characteristics  Target Coverage Per Quarter: Male 50% vs Female 50% Disability 20% Children & Youth 20%	Communication Officer & Marketing Officer	Ongoing	<i>Facebook Sept-Dec: 53% Female 47% Male. 28% youths and only 11% disability.  Newsletter Sept-Dec: 61% Female 39% Male. 24% youths and only 5% disability.</i>

SIMD 10%			<p>Facebook Jan-Mar 52% Female 48% Male. 8% youths and 7% disability.</p> <p>Newsletter Jan-Mar 71% Female 29% Male. 6% youths and 8% disability.</p> <p>Facebook Apr 53% Female 47% Male. 4% youths and 14% disability.</p> <p>Newsletter Apr 53% Female 47% Male. 30% youths and 4% disability.</p> <p>Website News Apr 51% Female 49% Male. 47% youths and 2% disability.</p> <p>Sport Hour Apr topic on sustainability so photos used very limited 100% male</p>
Bowls Scotland public facing resources reviewed for accessibility standard	Communication Officer & Marketing Officer	Ongoing	<p>Any videos produced have subtitles via YouTube. AC sent information on digital accessibility to SPS.</p>

<b>MODERN, ACCESSIBLE CLUBS</b>			
<b>ACTION</b>	<b>RESPONSIBILITY</b>	<b>TIMESCALE</b>	<b>PROGRESS</b>
Create a programme for female coaches and team managers to up skill and accelerate learning	Performance Operations Manager	Ongoing	In Progress

Launch of a mentoring scheme to promote and support female participation in leadership roles in clubs	Performance Operations Manager & Coach and Volunteer Manager	Year 2	No progress
Equality guidance note for clubs reviewed	Business Operations Manager / Board Director (Governance)	Jan – March 2022	Continued work with now aim to launch at conference.
Explore partnership work with Finding your Feet	NDOs/HP Para Coordinator	Oct – Dec 2021	In Progress – Discussions to map out how this would work with outdoor facilities.
Compile and publish a list of accessible /greens/facilities/club houses (resources to support clubs make reasonable adjustments)	NDOs/C&E/MarComs	Year 2	Research stage / planning to build survey. Also linked to SDS Inclusive Club resources. Explore with <b>sportscotland</b> re. facility funding etc.
Bowls Clubs in SIMD areas identified & development engagement reviewed	NDO (DB)	Ongoing	Review workshop attendance, engagement with NDOs, club survey responses, membership returns to gauge engagement levels.
Explore partners / agencies to work with clubs in areas of deprivation to increase participation	NDO (DB)	Ongoing	Progressing a more formalised partnership with Sporting Memories Foundation Scotland and Age Scotland.
Inclusive Bowls Courses included in annual education calendar	Coach and Volunteer Manager	Jan 2022	Achieved – calendar published in Dec 2021 with 3 inclusive courses promoted
TryBowls inclusive resources developed for clubs	NDOs	March 2022	Resource cards – Intro / Activity cards to support the Inclusive Coaching Up to date imagery for Try Bowls that reflect a more inclusive sport

Bowls Club accessibility survey undertaken, and database established	NDOs	Year 2	In progress, see above
80 clubs achieving BowlsMark (equality included) by March 2023	NDOs	By March 2023	Accredited: 23 Clubs signed up: 35 Of which, 23 clubs already at 50% or above completed Criteria reviewed, sign up process changed.
Explore clubs delivering TryBowls events targeting underrepresented groups	NDOs	April – Sept 2022	Haddington and East Kilbride targeted for disability
Inclusive Club Resource (SDS) – rolled out to our clubs	NDOs	March 2022	In Progress, SDS launching in April and working partnership to support clubs with tool Will be sent to all clubs at end of May. SDS presenting workshop at conference in August on this as well.

ACHIEVING POTENTIAL			
ACTION	RESPONSIBILITY	TIMESCALE	COMMENTS
Create appropriate women's competitions to retain players in the sport and events that create a higher standard for competitions	Competition and Events Manager	By March 2023	In Progress



Identify 4 female players that, with coaching and support over a prolonged period, will realise their full potential	Performance Operations Manager	Ongoing	9 females in the mainstream squad (6 undertaking coaching) / 5 Females in Para Squad. 3 Physical Disability and 2 Visually Impaired
Talent ID / Open Recruitment for Female Para players	Performance Operations Manager / NDOs / SDS	4 times a year	4 females noted interest at last promotion (all 4 assessed / 1 player to be invited into squad)  Need to review process and work with SDS
Review competitive bowls opportunities in Scotland for underrepresented groups	Competitions and Events Manager	By March 2022	Comps and Events group terms of reference to be reviewed