



DIVERSITY ACTION PLAN

2017 – 2021

Bowls Development Alliance

ABOUT US

The Bowls Development Alliance(BDA) was formed in 2009 with the aim of bringing all the National Governing Bodies (NGB's) responsible for bowls together to ensure the future growth and sustainability of the sport. Over this seven- year period there have been many changes and challenges but throughout as an organisation the BDA has proven that they have had a significant influencing role on the sport alongside being an effective delivery organisation. They will continue through to 2021 to act as the umbrella organisation for flat green bowls working in partnership with Bowls England(BE) and the English Indoor Bowling Association (EIBA)The Head Office of the organisation is based in Melton Mowbray where two members of staff are based with the remaining five members of the team working remotely around the country. The new four- year business plan focuses on sustaining the core market and ensuring that people maintain an active lifestyle well into later life. The BDA presently have the Introductory Equity standard and the Advanced Safeguarding Standards.

OUR MISSION

To work with those participants aged 55years and over to sustain their activity well into later life. Provide opportunities for the continued growth of the game across all age groups and agencies.

OUR VISION

Working with flat green bowls clubs to help them and the bowlers within them to develop more resilient habits to ensure a stronger sport, the benefits of which can be enjoyed for a life time

OUR VALUES

- To focus on the needs of the bowlers
- To ensure everyone regardless of age, gender, ethnicity or disability has access to a quality experience.
- To provide a safe environment in which to play.

Message from Malcolm Douglas -Chairman of the Bowls Development Alliance

The Bowls Development Alliance(BDA) working in partnership with Bowls England(BE) and the English Indoor Bowling Association(EIBA) are committed to ensuring that the sport of bowls is open to everyone whether as a player, coach, administrator, official or spectator.

As Chairman of the Bowls Development Alliance(BDA) it is my responsibility along with the BDA Board of Directors to ensure that the sport of bowls is 100% committed to the delivery of the actions identified in the Diversity Action Plan which focus on good governance from the Board and a commitment to embed inclusion throughout the structure of both National Governing Bodies

Together with all staff members progress will be regularly monitored to ensure that actions are implemented to the agreed timescales.

The BDA Board, its staff and associates will work hard to be transparent in all its activities and will continue to strive for improvement.

We will publish regular updates on our progress via our staff, newsletters and respective websites and in so doing demonstrate our total commitment to diversity in bowls.




Statement of intent:

The Bowls Development Alliance(BDA) along with their partners Bowls England(BE) and the English Indoor Bowling Association(EIBA) are committed to ensuring there is diversity and equality throughout their organisations and that no individuals (including players, spectators, coaches, officials, administrators and staff) receive less favourable treatment on the grounds of their age, gender, race, disability, sexual orientation, religion or socio- economic status.

They are also committed to reaching, recruiting and retaining people from all communities including those playing, watching, volunteering or working within it and creating and maintaining a safe and positive environment for everyone to play and enjoy the sport of bowls.

<h2>Recruitment</h2> <p>How the organisation will attract an increasingly diverse range of candidates</p>		Code for Sports Governance				
Objective: Embed good diversity and inclusion practice into our recruitment activities and decision- making processes	Adopt a target of, and take all appropriate actions to encourage, a minimum of 30% of each gender on its board	Demonstrate a strong and public commitment to progressing towards gender parity and greater diversity generally on its board	Demonstrate a strong and public commitment to progressing towards achieving greater diversity generally (including but not limited to BAME, disability, LG&T and socio-economic)	Each organisation shall identify proportionate and appropriate actions to be taken to support and/or maintain (as appropriate) the diversity targets set out in Req 2.1	The board shall ensure that the organisation prepared and publish on its website information (approved by the Board) about its work to foster all aspects of diversity with its leadership and decision making)	The board shall ensure the organisation prepared and publishes on its website information (approved by the Board) including an annual update on progress against actions identified in Req 2.2
Priorities	Actions			Person(s) Responsible		Completion Date
Short Term: <ul style="list-style-type: none"> Review existing recruitment policies Update board approved recruitment policies for nominated & independent non-executive directors Implement & communicate externally 	Recruitment Policies reviewed Make the appropriate changes to ensure recruitment policies are inclusive and will encourage applications from all sections of the local community. Communicate to the BDA board/NGB boards and display on all three websites			Chairman/CP Chairman/CP CP		March 2018 April 2018 April 2018
Medium Term: <ul style="list-style-type: none"> Identify additional skills required and look to enhance the diversity of the board during the recruitment process. Ensure all NGB boards meet the requirements identified in 2.1 	Be clear in future recruitment what skills are required by the Board and ensure a diverse and robust recruitment process Assess the make- up of the NGB boards to ensure they are meeting the required targets outlined in 2.1			Chairman CEO's of BE & EIBA		April 2019 April 2020

<ul style="list-style-type: none"> • Work with NGB boards to communicate their commitment to equality and diversity. 	Identify key members of the NGB's to ensure commitment is transparent	CEO (BE/EIBA)	April 2019
<p>Long Term:</p> <ul style="list-style-type: none"> • Ensure all bowls clubs committees meet the requirements identified in 2.1 • Work with bowls clubs to ensure they communicate their commitment to equality and diversity on their committees 	Bowls club's committees to submit details on the make-up of their committees Statements to be shown on all club websites	NGB (BE/EIBA) Each individual club	April 2021 April 2021

<h2>Engagement</h2> <p>Ensuring that your organisation's commitment to diversity is communicated through internal practices and externally</p>		Code for Sports Governance				
Objective: To widely publicise the organisations commitment to diversity						
Priorities	Actions	Person(s) Responsible		Completion Date		
Short Term: <ul style="list-style-type: none"> Evidence commitment to the Diversity Action Plan Evidence commitment to diversity and inclusion in all activities 	Develop a Governance Section on the BDA website which identifies the members of the Board, displays the statement of commitment to diversity and the Diversity Action Plan Ensure all activities are advertised as being inclusive to all	CP/AH/JS BDA Board		Nov 2017 Nov 2017		
Medium Term: <ul style="list-style-type: none"> Promote diversity on all publications 	The BDA and NGB partner organisations to ensure all publications evidence the commitment to diversity through us of appropriate images along with a statement of intent	CP/AH/SR		April 2019		
Long Term: <ul style="list-style-type: none"> Ensure diversity is embedded into the culture of the sport from board level through to local bowls clubs 	The NGBs to work with their boards to ensure they are committed to inclusion by providing diversity training	NGBs		April 2021		

Progressing talent from Within		Code for Sports Governance				
<ul style="list-style-type: none"> A focus on developing a strong internal pipeline of diverse talent to populate decision making and other structures. 	Adopt a target of, and take all appropriate actions to encourage, a minimum of 30% of each gender on its board	Demonstrate a strong and public commitment to progressing towards gender parity and greater diversity generally on its board	Demonstrate a strong and public commitment to progressing towards achieving greater diversity (including but not limited to BAME, disability, LG&T and socio-economic)	Each organisation shall identify proportionate and appropriate actions to be taken to support and/or maintain (as appropriate) the diversity targets set out in Req 2.1	The board shall ensure that the organisation prepared and publish on its website information (approved by the Board) about its work to foster all aspects of diversity with its leadership and decision making)	The board shall ensure the organisation prepared and publishes on its website information (approved by the Board) including an annual update on progress against actions identified
Objective: To expand the pool of talent across all three organisations making equality and diversity a major focus.	✓	✓	✓			
Priorities	Actions			Person(s) Responsible		Completion Date
Short Term: <ul style="list-style-type: none"> To gain a clear picture of the current make-up of the workforce across all three organisations To identify gaps in skills/talent across the current workforce Take the talent/skills gap and use in future recruitment advertising across a variety of platforms. 	Survey of present workforce			BDA/BE/EIBA		March 2018
	Skills matrix of current workforce			BDA/BE/EIBA		March 2019
	Produce a matrix of future skills/talents required by the organisations			BDA/BE/EIBA		March 2019
Medium Term: <ul style="list-style-type: none"> Extend the current recruitment panel to include members of partner 	Identify additional members from key partner organisations to sit on a recruitment panel.			BDA		April 2019

<p>organisations that will provide a more diverse panel</p> <ul style="list-style-type: none"> To extend current recruitment avenues to ensure opportunities are visible to all 	<p>Work with recruitment agencies to ensure the recruitment process is as diverse as possible</p>	<p>HR</p>	<p>April 2019</p>
<p>Long Term:</p> <ul style="list-style-type: none"> A diverse workforce across all three organisations 	<p>Ensure that all three organisations recruit through a range of organisations that will ensure a diverse workforce</p>	<p>HR</p>	<p>April 2021</p>

Key Questions

How does this feed into our broader governance plan?

This action plan will satisfy the criteria 2.1 to 2.3 as laid out in the Governance Code for Sport It will form an integral part of the plan

Who are the key people responsible for the delivery of this plan?

The key people responsible for delivering the plan are the BDA Board of Directors. They will produce an update on the action plan quarterly which will be made available on all three partner organisation websites as the plan develops ownership will also include that of the NGB's Board of Directors and further down the line the bowls club committee members themselves.

How will we measure overall success?

Success will be measured by the attainment of or exceeding of the target of 30% of each gender on the boards of all three of the organisations as well as greater diversity within those boards to include but not limited to, Black, Asian, minority ethnic and disability

How does your Diversity Action Plan (DAP) cross-reference other parts of the code or other relevant equality or diversity monitoring standards/framework?

Cross reference : 1.10 2.4 2.6 3.1