

R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Trentham Park Golf Club call on everyone involved in golf to play their part in developing a culture that values women's involvement in every aspect of the sport, from participating to pursuing a career.

- Our aim is to increase the number of women and girls playing and working in golf.
- To achieve this goal and to enable women to flourish throughout golf, we recognise the need for a fundamental shift in culture. There is a clear ethical need for change and the potential economic benefits of growing the sport through more women and girls playing are substantial.
- The R&A commits to playing a leading role in this process and to working with affiliates, partners and the wider golf industry towards achieving this goal.
- In signing this Charter, we Trentham Park Golf Club commit to making tangible efforts to develop a welcoming and inspiring environment for women. We will do more to attract women into golf, to remain, and to have rewarding careers.

The Charter:

- Is a statement of intent from the golf industry and Trentham Park, to unite and to focus gender balance at all levels
- Commits us all to supporting measures to increase the number of women, girls and families playing golf
- Calls for positive action to encourage women to pursue careers in all areas of the sport
- Recognises the need for change that creates an inclusive environment within golf and our golf club

Signatories commit to activate this Charter by:

- Developing and implementing an internal strategy for enhancing gender balance at every level.
- Establishing senior management responsibility and accountability for gender balance and inclusion, which is discussed and reviewed at committee/board level with Trentham Park Golf Club
- Strongly advocating more women and girls playing and working in golf.
- Working with key stakeholders to develop and embed a more inclusive culture.
- Promoting the Charter and our goal of encouraging more women and girls to play and work in golf.

How we at Trentham Park Golf Club Plan to achieve this:

- The club will aim to maintain current levels of female representation on the Board of Directors by actively promoting these positions linked to appropriate role descriptors that are not gender specific
- Strongly advocating for more women and girls playing golf through the minimum delivery of two initiatives
- Actively encourage existing female staff with ongoing training opportunities through relevant partners
- Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter

Signed on Behalf of Trentham Park Golf Club:

Club Manager/Secretary:

Date:

Signed:

Charter Champion:

Date:

Signed:

These objectives will be embedded into the club business plan and reviewed on an annual basis, to ensure that this inclusive commitment remains robust.

	Objective	Action	How this will be achieved	Date / Progress / Comments
1	Female representation on the Board of Directors and other committees.	<ul style="list-style-type: none"> • Encourage ladies to become officials of the club, have a least one female Captain / president by 2021 • Prior to the AGM specific role descriptions will be advertised which will be entirely gender neutral. Candidates must be elected by the membership based on an individual's ability to provide the relevant skills required not their gender. 	<ul style="list-style-type: none"> • If none elected, then co-option onto the committee/board. Target will be a 20% representation by 2024. The Ladies Captain already invited to Committee meetings. • Create a formal pathway for prospective new board members that will support and encourage applicants from both sexes equally • Senior management would be accountable and hold responsibility for gender balance and inclusion for the club. This would be discussed and reviewed by the committee/ board level. 	<p>By April 2020 at least two females sitting on the board or general committee</p> <p>By 2021 first female official as club captain or president</p>
2	Strongly advocating for more women and girls playing golf through the minimum delivery of two initiatives	<ul style="list-style-type: none"> • Promote via junior coaching session for mums/ sisters and friends to take up an indoor coaching program • Promote a spring / autumn family comp aimed at mums & sisters. • Promote via social media our Girls Golf Rocks & Safe Golf accreditation to increase participation • Promote golf in local school coaching programme as being accessible for all • Promote a way into membership for women and juniors who attend activities 	<ul style="list-style-type: none"> • Deliver a minimum number of 2 initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns. • We would like to commit to a 15% conversion into membership pathway. • Approximately 10 new junior girls per annum and 5 adult members per annum. • Golfers who attend weekly "get into golf" coaching sessions to convert into initially Warren Membership then onto full membership. PGA team assess monthly and convert to full membership over time. 	<p>Approximately 10 new junior girls per annum and 5 adult members per annum.</p> <p>Get into Golf campaigns offering women/girl only group coaching.</p>
3	Actively encourage existing female staff ongoing training EG: GCMA or equivalent management training, same for green keeping, catering PGA etc.	<ul style="list-style-type: none"> • For the board to discuss and implement new initiatives and to track the progress of those initiatives. This to be placed on the agenda at monthly board meetings on a quarterly basis. • The Charter Champion to meet with the PGA team and membership manager to deliver results on progress and put in place further deliverables to ensure ongoing inclusivity 	<ul style="list-style-type: none"> • Regular communications along with invites to seminars • Charter champion to encourage seminar visits to GCMA, PGA, BIGGA 	<p>Overall staff split currently equates to one third women and with one third of senior management female</p>

4	Promoting the Charter and our commitments of encouraging more women and girls to play golf and work in golf	<ul style="list-style-type: none"> • To display the Charter on the website and notice boards. • Designate a Charter Champion(s) Lady Captain who promote the charter internally and work with marketing to promote externally. 	To work with the Heads of Department to develop new initiatives	Through our junior program continue to allow bring a friend, mum daughter fun comps and mums coaching
5	Share results of progress with England Golf	<ul style="list-style-type: none"> • Update CSO on progress • Update club business plan to reflect ongoing progress using the Women In Golf Charter 	<ul style="list-style-type: none"> • Business plan and members core area to be reviewed by Club Committee to measure success • Club to use charter in marketing mix to ensure success 	Start from March 2020 after Clubs AGM, Charter champion to report at each months committee meeting