

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Nelson GC 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 Nelson GC 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 Nelson GC, 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 Nelson GC
- 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 golf and work in golf.

How we at Nelson GC Plan to achieve this

- To increase the number of lady members actively playing golf here at Nelson Golf Club. Particularly, trying to attract new members under the age of 60.
- Promote and deliver a pathway for ladies new to golf.
- Promote inclusion within the golf club and to the community.
- To raise awareness and inclusivity within the community via social media in relation to what can be accomplished, achieved, and enjoyed through the game of golf.
- To run a monthly mixed fun competition to unite the golf club.
- Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter

Signed on Behalf of Nelson GC:

Club Manager/Secretary: Geoff Southern
Date: 20/01/20

Signed: *Geoff Southern*

Charter Champion: Michelle Pickup
Date: 20/01/20

Signed: *Michelle Pickup*

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

	Commitment	Current Situation	How this will be achieved	Date/Progress/Targets/Comments
1	To increase the number of lady members actively playing golf here at Nelson Golf Club. Particularly, trying to attract new members under the age of 60.	As previously indicated, we have a strong male membership here at Nelson Golf Club, and we have seen over 60 new members join so far in 2020. However, only two of which were new lady members. Alarming only 26% of our lady members are under the age of 60, and only 13% are under the age of 50.	At present whether joining Nelson GC as a male or female, fees do not differ. It is recognised however that as a club we do need to run some form of promotional new membership offer to attract more lady members to the club. Furthermore, this has become more common at several golf clubs and NGC needs to align. NGC aims to offer 3 years membership for the price of 2 across all its female membership categories for new members.	Target: To increase the ladies' membership numbers by a further 25% before 2023. To have a ladies' membership of which 40% are under the age of 60 by 2023. Target: Targeted marketing to working age women, and those from other sports in the local area.
2	Promote and deliver a pathway for ladies new to golf.	At present Nelson GC has a trial membership category option for both male and females new to golf. There is a big divide financially between the trial membership and full membership categories. We have a strong male membership representation within the club, but female membership appears to be on the decline.	Nelson Golf Club alongside the professional plan to promote 'get into golf classes' to the local community at the start of next spring/summer if feasible. To run alongside that for any ladies who complete the classes the club aim to offer a first year 'academy membership'. This membership category will bridge the gap financially in relation to joining as full member. It will also offer a mentoring scheme, further development, and the opportunity to take part in club 'fun' competitions.	Target: To transition throughout the 2021 year a minimum of 3 ladies new to golf onto the 'Academy Membership'. Comments: At the end of the 'Trial Membership' the goal is then to progress the ladies on to full membership here at the golf club.
3	Promote inclusion within the golf club and to the community.	Previously up until this season tee sheets and competitions have been set up specifically for either gents or ladies. Thursday at Nelson GC was set out as ladies' day and only ladies could take part in competitions on that day. And although Nelson GC offered a 7-day lady membership category, ladies could not enter the Saturday competitions nor could they enter any Tuesday gents' competitions either.	This season for the first time in the club's history we have integrated all competitions and tee sheets. Regardless of gender, competition days are open to all and operate neutral booking availability. On a Saturday and Tuesday, a lady's subsidiary competition runs alongside the gents whilst on a Thursday visa-versa. Gent and lady members can also play alongside each other in the same tee time if they so wish.	As a club we aim to promote this on or website and social media as part of women's membership marketing and to promote inclusion within the local community.

4	To raise awareness and inclusivity within the community via social media in relation to what can be accomplished, achieved, and enjoyed through the game of golf.	At present there has been limited promotion and engagement in relation to promoting women's golf within Nelson GC.	Nelson GC will plan to get involved in the Women and Girls Golf Week and align social media promotions to that of England Golf themes.	To run a lady's golf event that week dedicated to the theme and to also ensure staff and members engage in a positive way throughout the week. This will be promoted in house and across our social media platforms.
5	To run a monthly mixed fun competition to unite the golf club.	Besides our standard competitions there are very little events planned that can integrate a mixed participation of staff, current members, new members, and officials.	Nelson GC will aim to run a monthly 9-hole fun competition whereby participation and groups consist of a mix of staff, new members, beginners, long standing members, and officials.	To be ran Tuesday evenings once a month through April until October. The goal is to provide a relax, fun and sociable atmosphere on the golf course followed by food in the clubhouse. The target is to ensure all new members male or female, beginner or advanced can actively get involved and are made to feel welcome amongst the staff and members.
6	Impact measures	To capture and record a baseline of all the key measures we are committing to within the charter including membership data for our club to determine the impact of the charter	Formally share progress and updates/changes to the charter with England Golf moving forward	To provide annual measures to help determine the impact of the charter
7	Promotion of the charter	To appoint a charter champion utilising the role description provided. The champion will be responsible for the promotion, activation and reporting on the progress of the charter.	The club will formally display the charter commitments internally and externally – noticeboards, website, social media, membership packs and utilise the England Golf press release	The charter Champion to provide England Golf with an annual report on progress on commitments made