**The R&A Women in Golf Charter**

A commitment to a more inclusive culture within golf

We, Sand Moor 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 Sand Moor 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 Sand Moor 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 Sand Moor 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 Sand Moor GC plan to achieve this**

1. Formalise our induction process for new Lady golfers to enhance the new member experience.
2. Regular surveying of new members to get feedback on their experiences in the first year of membership.
3. To have an annual targeted campaign to recruit new lady members.
4. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter.
5. To become a SafeGolf accredited club and ensure policies and procedures remain up to date.

**Signed on Behalf of Sand Moor GC:**

Club Manager/Secretary/ Chairman: Alistair Cook Signed: AC

Date: 7 January 2021

Charter Champion: Sue McMeeking Signed: SM

Date:

7 January 2021

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

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|  | **Commitment** | **Current Situation** | **How this will be achieved** | **Date/Progress/Targets/Comments** |
| **1** | Formalise our induction process for new Lady golfers to enhance the new member experience | Informal system of mentoring by current lady members for new members to play golf with new members, introduce them to fellow members and answer any queries they may have. | Formal system to be drafted by the Charter Champion and approved by the General Committee after the undertaking of a competitive analysis with what other clubs are doing.  We will carry out a competitive analysis to work out what other clubs have in place to ensure what we produce is effective in membership retention.  We will look to develop a team of 8 amount of members to support the induction process. | Target date of 1 March 2021 to be approved. |
| **2** | Regular surveying of new members to get feedback on their experiences in the first year of membership. | Annual survey of the whole membership currently takes place but no specific survey directed to new members. | Template for targeted surveying of new members to approved by General Committee. Working group to be established to review the outcomes and implement any changes. | Target date of 1 June 2021 for mid-year survey. |
| **3** | To have an annual targeted campaign to recruit new lady members | We have at least one initiative a year to target new lady members.  Previous member get member initiatives. Members get a swipe card payment if they introduce a new member. Last year 4 Lady members recruited.  We to date have 62 lady members at Sand Moor Golf Club. | Our working group will work with club committee, professionals, and ladies’ section to create a campaign designed to bring in new lady members.  We plan to use social media and ‘member get member’ initiatives alongside traditional marketing methods to give Sand Moor GC the best opportunity of recruiting new members.  We do currently have a marketing budget which is designed for campaigns such as these.  We will look at developing our website to include further female information such as course details for the ladies and more images on our website and on social media of a female friendly environment. | Campaign to start on 1 April. Target of six new lady golfing members. |
| **4** | Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter | 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 |
| 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 |
| **5** | To become a SafeGolf accredited club and ensure policies and procedures remain up to date | a. Adopted the required club policies  b. Appointed a Club Welfare Officer c. DBS checks are obtained for relevant club personnel d. Club staff and volunteers have obtained any required qualifications e. PGA Professional(s) are included on PGA SafeGolf Coaches Register | The management team at the club has approved all the policies and procedures.  All documentation is up to date on the England Golf portal and notify our local England Golf Club Support Officer.  We expect to complete by 31st March 2021  Our annual review date is 31 March 2022 | Keep a register of when the key policies and documentation needs to be updated and when key members of staff and volunteers need to undertake relevant training |