

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Greenmount 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 Greenmount 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 Greenmount 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 Greenmount 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.

1. Deliver at least two initiatives annually targeting women/girls and families that are aligned with key England Golf campaigns.
2. Promote a membership pathway for women/girls and families to progress within the club.
3. Have designated Champions/Mentors within the club who can assist and support new participants and members.
4. To achieve and maintain 30% female representation on our Board of Directors by actively promoting these positions linked to appropriate role descriptors that are not gender specific.
5. To become a SafeGolf accredited club and ensure policies and procedures remain up to date.
6. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the Charter.

Signed on Behalf of Greenmount GC:

Club Manager/Secretary/ Chairman: Lynn Stevens

Date: 4/12/20

Charter Champion:

Carol Kevan

Date: 4/12/20

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.

	Commitment	Current Situation	How this will be achieved	Date/Progress/Targets/Comments
1	Deliver a minimum of two initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns.	Taster days currently held each year for Men, Women and Juniors with discount incentives on membership Consisting of a short introduction and outline of the day which is 3 half hour sessions on Driving Pitching and Putting followed by a short talk on the benefits of golf and Greenmount Golf Club then refreshments provided. Taster Day joining forms handed out and details taken. Coaching sessions offered to Ladies each Tuesday evening for Taster members.	Develop a recruitment plan stating how to attract new members. Look at England Golf initiatives such as Girls Golf Rocks and Get into Golf sessions. Engage with CSO for support and advice on which initiatives to enter into. Continue with Taster Days targeting junior girls and women under 50. To consist of "meet and greet" followed by tour of course then practice on chipping area and putting green, possibly running a fun putting competition. Help from Pro affiliated to club. Refreshments provided and short talk on membership.	Season 2021 and ongoing. Spring taster day for junior girls to be held by May 2021-Covid restrictions permitting. May have to limit numbers depending on restrictions. Target is to achieve 5 girls. Work with CSO from England Golf to introduce "Get into Golf" in June/July for women under 50 Taster day targeting women under 50 to be held in June
2	Promote a membership pathway for Women/girls and families to progress within the club.	Golf partner WhatsApp group set up for Taster ladies enable them to be taken out onto course. Mini competitions for Taster ladies added to LP, LC and LVC day to encourage participation. Fun Texas Scrambles set up with 2 lady members, 1 2nd year member and 1 Taster lady in team to help them get to know members and learn course etiquette. Taster ladies encouraged to attend dinners and Social events. Currently 70 full membership and 18 Taster ladies.	Develop a club retention policy. Look at retention policies published on line from England golf together with MMU and Golf Club Marketing for ideas. Conduct a members satisfaction questionnaire focusing on the course, the clubhouse, competitions and overall to gain feedback from all lady members and thus ascertain how they feel about the Club and their golf and how we can address any shortcomings. Set up a buddy scheme for new members and look at training offered by England Golf.	To recruit at least 50% from Taster members to full membership in their 2nd year. To recruit at least 10 buddies for season 2021.
3	Have designated Charter Champion/Mentors within the Club who can assist and support new members	Only 3 Junior members, 2 of which are 17 and will leave for University next season. Charter Champion is a new post in the club and they will work, together with a small team of Mentors, to recruit new members and support and retain existing ones.	Work within local schools to promote golf. Run specific Taster days targeting Junior girls. Work with Regional Development Officer for Golf Foundation to promote junior golf and work towards becoming a HSBC Golf Roots Centre	Season 2021 and ongoing. Advertise the Golf club and its benefits within local schools and run introductory sessions on Sunday, culminating in Taster day in May. Run fun competitions for new members on Sundays with drinks in clubhouse after play (Covid restrictions permitting) Target is to achieve 5 girls.

4	To achieve and maintain at least 30% female representation on Board of Directors by actively promoting these positions linked to appropriate role descriptors that are not gender specific.	Currently 18 on Council two of which are Mr President and Lady President who don't have voting rights. Remaining 16 made up of 7 ladies and 9 men.	Complete a skills matrix of existing Board to ascertain gaps in current skills. Promote any vacancies to women members with job descriptions to encourage them to	Season 2021 and ongoing New vacancies filled at club AGM which is late February/early March
5	To become a SafeGolf accredited club and ensure policies and procedures remain up to date.	Club Welfare Officer newly appointed and will undertake Safeguarding training. She is working towards getting the Club accredited	Club will become a SafeGolf accredited Club A junior organiser is looking to be appointed early in New Year to enable necessary training to take place before commence of season.	By March 2021 at the latest in line with affiliation requirement and R&A funding.
6	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