

Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Hawkstone 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 Hawkstone 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 Hawkstone Park Golf Club, 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 Hawkstone 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 golf and work in golf

How we at Hawkstone Park golf club will achieve this:

- The club will aim to achieve 30% (*3 elected members*) female representation on the Board of Directors/Management Committee as a priority, by actively promoting these positions linked to appropriate role descriptors that are not gender specific
- Deliver a minimum number of 2 initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns
- Promote a membership pathway, for women/girls and families to progress within the club
- Have a designated Champion/Mentor within the club who can assist and support new participants & members

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

Signed on Behalf of Hawkstone Park Golf Club:

	Action	Current Situation	How this will be achieved	How will this be measured
1	Promote inclusion of Women with nominations to the Golf Club Committee – by achieving 30% (3 elected members) female representations on the Committee.	6 lady committee members on aboard of 12 delegate members In total. This equates to 50 % representation.	By actively promoting these positions linked to appropriate role descriptors that are not gender specific. Formally advertise via club newsletter to members prior. Have a formal pathway in place for any new committee members that will support being a decision maker at the club with appropriate role descriptors in place. The AGM will be the point in which we will be able to measure our success annually. We will work alongside the women who have expressed an interest and will support them becoming a decision maker at the club with appropriate role descriptors in place.	This will be reviewed at the AGM. Women will be encouraged to apply for any committee role including those that are already held by woman.
2	Deliver a minimum number of 2 initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns Utilise any guidance from England Golf to arrange a Family Fun golfing challenge at the Weston Village Fete and arrange Get into Golf sessions for women/girls.	We currently deliver get into golf initiatives for women which have successfully lead to memberships in the past. In 2019 the ladies section grew from 33 to 42. We also deliver in local schools, colleges and at festivals including 'Shropshire Kids Fest' and will look to sustain this in 2020. We deliver a 6 week upskilling coaching model to schools by where the first 4 sessions are delivered by PGA Golf coach, then the 5 th week is delivered by the teacher with the PGA Professional assessing and making notes for Ofsted filing, the 6 th week all children (class of 30) are invited for a session at the golf club. Local college has signed up to 14 week delivery which includes 2 hours per week	Delivery plan for initiatives to be implemented and a delivery team appointed with key roles and responsibilities highlighted to execute successfully. To review the impact of each initiative and to support the subsequent delivery of future initiatives. Utilise England Golf initiatives and guidance. Continue Marketing relationship with Shropshire Festivals. Relationship with local schools and college already exists and will be retained.	Delivery Plan to be in place by march. Success to be measure in January 2021. Target will be above 50 lady members in total by 2021. Class of 30 children at least on the 6 week upskilling model from school to golf club in week 6

3	Promote a membership pathway for women/girls and families to progress within the club	We currently have a successful pathway to get into golf using the 6 hole short course, shortened course, Academy Membership and Ladies group lessons.	We will implement a 2 year ladies academy membership when launching the Charter, this will include use of 6 hole short course, group coaching and a discounted green fee. This will also include themed open days.	There will be an offer for 20 ladies per year to have a 2 year membership. January 2022
4	Impact measures	We capture and record figures in line with yearly targets. 2019 saw 15 ladies attend get into golf sessions of which 9 converted in to membership. Growing the ladies section from 33 to 42.	Formally share progress and updates/changes to the charter with England Golf moving forward.	Communicate updates with England Golf and Hawkstone Park Golf Club Association – so that participation & membership levels can be monitored at least every 6 months
5	Promotion of the charter/pledge	We are working towards the women in golf charter and have discussed the role of charter champion.	The club are to formally display the charter details and commitment internally and externally – (notice boards, website, social media, membership packs, England Golf press release) The club will also support the county association women in golf charter initiative by holding open days and continue promotion. Continue to work with our marketing partner Shropshire Festivals to ensure the widest reach for the charter locally.	This will be measured on reviews from Shropshire Festivals on engagement on social media etc. To appoint a charter champion who will provide England Golf with an annual report on progress of the commitments made.

