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

#FOREeveryone





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**BACKGROUND**



# What is The R&A Women in Golf Charter?

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Launched in May 2018, The R&A Women in Golf Charter

- Is a statement of intent from the golf industry to unite and to focus on gender balance
- 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

**Ultimately the charter aims to increase the number of women and girls playing and working in golf**

Shortly after launch The R&A called upon Federations, industry partners, sponsors and stakeholders to commit their support to the charter. England Golf were one of the first to pledge their support.

# England Golf's Role

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## Our Role:

- To support affiliated clubs and counties work towards the aims of the charter where collective we can drive change
- To implement and manage a process for clubs and counties to follow, supported by the delivery team to enable them to become a charter signatory
- Conduct annual reviews with signatories to support the continued activation of their charter
- Work with The R&A to promote the #FOREeveryone campaign and provide feedback/best practice



# The #FOREeveryone Campaign

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Launched in November 2020 #FOREeveryone builds upon The R&A Women in Golf charter by providing clubs and counties with a range of information and resources through an online resource portal to support the activation of their chosen commitments.

#FOREeveryone looks to change the culture of golf, challenging some of the prevailing stereotypes and behaviours, which could safeguard the game for future generations through increased participation and improved operations.

# What are we asking clubs to do...

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- All clubs are provided with a template action plan and guidance notes on how to implement
- We provide suggestions on the types of commitments that can be made, the quantity and type of commitment is ultimately determined by the club/county
- The template suggestions align to our England Golf pledge thereby ensuring collectively working on the same commitments so we can bring about change

## For example

1. Deliver two initiatives annually targeting women/girls and families that are aligned with key England Golf campaigns
2. 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

# What we provide to signatories



- All clubs and counties are supported by the delivery team
- Clubs are requested to upload and share on their own club website demonstrating their commitments to women and girls
- We provide a personalised signed letter from Jeremy, certificate co-signed from Martin Slumbers and Jeremy plus signatory logos for clubs to upload to their website. We then list all official signatories on our EG website



# Charter Champions

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The charter champion is responsible for supporting and monitoring the clubs charter commitments, ensuring they are carried out within the agreed timescales and act as the main point of contact.

Whilst the champion assumes this role it is a commitment of the women's section and club as an entirety if they really want to drive meaningful impacts

Appointment of a charter champion is a standardised commitment for all signatories. Ideally, they would sit on the board or committee so progress can be reported against

Currently there are over 440 charter champions in England





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# Progress to Date



# Current Signatories

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## 423 Club signatories and 6 Counties

Yorkshire 68 clubs – Harrogate was the 3<sup>rd</sup> nationally and 1<sup>st</sup> in Yorkshire to make their pledge

- 44 clubs were in receipt of R&A Fund
- 9 clubs were in receipt of the EG fund
- 15 clubs are charter signatories that haven't been funded clubs

# Analysis of types of Commitments

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Analysis of commitments made by clubs is currently being conducted. So far commitments are aligning to the following 8 core themes;

- **Recruitment** – initiatives
- **Retention** – membership categories, surveys
- **Governance** – female board representation
- **Infrastructure** – on course toilets
- **Workforce/Volunteers** – buddy programme
- **Accessibility** – ability tees
- **Image/Perception** – female and family imagery on website and social media campaigns
- **Other** – this is capturing standardised commitments such as appointment of charter champion and monitoring of impacts/reporting



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**For more information and further support please email**

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**Or Women in Golf Charter**

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