

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Stoke by Nayland Golf 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 Stoke by Nayland 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 Stoke by Nayland 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 Club Committee level with Stoke by Nayland 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 Stoke by Nayland GC Plan to achieve this

- We have achieved and will maintain 30% female representation on our Club Committee by actively promoting these positions linked to appropriate role descriptors that are not gender specific
- To achieve an increase in actively playing members of the Ladies Section
- Promote a membership pathway, for women/girls and families to progress within the club
- To develop an inclusive approach with female imagery displayed throughout the facility
- Have designated Champions/Mentors within the club who can assist and support new participants and members
- Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter

Signed on Behalf of Stoke by Nayland GC:

Golf Manager: **Karl Hepple**

Date: **26/3/2020**

Charter Champion: **Lesley Garnett**

Date: **26/3/2020**

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 / Comments |
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| 1 | To continue and maintain current Club structure which facilitates 30% female representation throughout the club | Current Club President is female and chairs Club Committee. Successor will be male, but Club Treasurer is currently female with further two years to run, which will maintain the targeted 30% Professionals are currently all male | Club Committee to maintain status quo and to consider amending club constitution to further strengthen female positions within management structure of the club. Golf Manager actively looking to recruit female professional to correct gender imbalance Appointment of Charter Champion to monitor and review female representation throughout the club | President and Golf Manager to assume responsibility of maintaining minimum of 30% females within Club Committee and management roles. Charter Champion yet to be appointed, likely to be current Lady President |
| 2 | To achieve an increase in actively playing members of the Ladies Section – target 80 | Jan 2019 the section had 63 active members and during the year 7 new members were recruited from the 'Get into Golf' section and 'Fortnight on the Fairways' a Stoke By Nayland club initiative | Professionals to launch new 'Get into Golf' scheme each half year, using local advertising and personal recommendations to aid recruitment. Re-launch the 'Peake Performance' initiative where an experienced player gives on course guidance on rules and etiquette to new or less experienced golfers. Continue with 'Buddy' system to successfully integrate new ladies into the section Offer taster session to local girls hockey club | March 2020 – 'Get into Golf' recruitment completed. 'Peake Performance' in place to run weekly from April until September, advertised to members and beginners – numbers to be monitored by LC Buddy system to be managed and monitored by LVC Number of members to be monitored by LC and action accordingly if behind target. Target of 80 to be achieved within two years |
| 3 | Implement a pathway for women and girls to enter golf | Get into Golf 2019 has achieved good success rate of ladies progressing to playing qualifying golf. 2020 Get into Golf – recruitment under way. 2019 Fortnight on Fairways attracted new lady members – Date agreed for 2020 Girl's Golf Rocks planned for summer 2020 Summer Golf Week – events include non-playing guests | Route 1 – New to golf Get into Golf scheme/Women on Par Leading to Peake performance and Blue Tee competitions Route 2 – New to SbN Meet with LC/LVC appoint suitable 'Buddy' Peake Performance Blue/Yellow Tee competitions Head Professional organising Girl's Golf Rocks Golf week to continue to offer competitions for members to bring family and friends to try golf. | Monitor and review 6 monthly, first review July 2020. LC/LVC work with professionals to integrate 'new to golf ladies' into section. Target – 25% successfully transitioning to ladies section LVC to monitor Buddy system and time taken to fully integrate within section Target – Fully integrated within three months |
| 4 | To develop an inclusive | Male Captains have photographs | Discussion with both Club Committee and Ladies | Discussion of parity on agenda for |

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| | approach with female imagery displayed throughout the facility | displayed in main Clubhouse Bar. Lady Captains displayed in Ladies changing rooms Predominantly Male and Mixed Trophies on display, ladies trophies displayed in changing room Letas winners displayed separately | Committee to achieve parity in displays of both Past Captains and Trophies Actively promote greater use of female imagery on club and corporate websites. | March 2020 meetings. Target date of June 2020 to make decision on display of Past Lady Captains Target date of November 2020 (post AGM) for re-designation of trophies |
| 5 | 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 |
| 6 | 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 |