

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

A commitment to a more inclusive culture within golf

We, Ashford Manor 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 shift in culture. There is a need for change and the potential benefits of growing the sport through more women and girls participating in golf at Ashford Manor Golf Club is key to the success of the club.
- 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 Ashford Manor 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 Ashford Manor 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 Ashford Manor 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 Ashford Manor Golf Club plan to achieve this**

1. Deliver 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 General Committee by actively promoting these positions linked to appropriate role descriptors that are not gender specific.
5. To maintain being a Safe Golf accredited club and ensure policies and procedures remain up to date.
6. Appoint a designated Charter Champion/s within the club who can assist with the promotion and reporting of the charter.

### **Signed on Behalf of Ashford Manor Golf Club.**

Club Manager/Secretary/Chairman: B Chard

Signed:

Date: 28th July 2021

Charter Champion/s: M R Dowsett

Signed:

Date: 28th July 2021

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

	<b>Commitment</b>	<b>Current Situation</b>	<b>How this will be achieved</b>	<b>Date/Progress/ Targets/Comments</b>
<b>1</b>	Deliver a minimum number of two initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns	We plan to put in place during 2021 at least two/ three initiatives that will promote women/girls & families to the club.	<p><b>By</b> Launching our Golf Academy in 2021, which will include an Academy for Women, Juniors, and Men. This will provide a pathway for women, girls, and families to become involved at the Club.</p> <p>We plan to hold an Open Day in 2021 and having recently updated our digital content we intend to use this to promote the Open Day to Women.</p> <p>We are planning a club celebration day of golf to include fun activities on the practice areas for Academy and club members to experience and to promote women, juniors &amp; families.</p>	<p>Target 8 - 10 Ladies onto the academy in year 1.</p> <p>Target 5 - 6 ladies for the Open Day.</p>
<b>2</b>	Promote a membership pathway, for women/girls and families to progress within the club	<p>Current membership; Women - 7 day = 34 Senior &amp; life = 12 5 &amp; 5 day + = 20 Girls = 15 Academy = N/A The club will be looking at having a staged progression through the academy to membership.</p> <p><i>Note: Membership numbers as at 25/5/21.</i></p>	<p><b>By</b> The academy will take women, juniors &amp; men through a stepped progression from beginner to club member.</p> <p>New members will be invited to new member welcome events where they can meet with members, be provided with support and give feedback to the club to obtain a greater understanding of their needs.</p> <p>Launching a buddy process (see commitment 3).</p>	Target 4 - 5 new ladies joining the membership every year from the academy.

	<b>Commitment</b>	<b>Current Situation</b>	<b>How this will be achieved</b>	<b>Date/Progress/ Targets/Comments</b>
<b>3</b>	Have designated Champions/Mentors within the club who can assist and support new participants and members	The club is in the process of establishing a buddy mentor programme.	<p><b>By</b>            Launching an initiative to set up a team of voluntary buddies consisting of new and established members.</p> <p>Bringing the team of volunteer buddies together to share experience, obtain a greater understanding of new member needs and identify the positive changes that will improve the new member experience.</p> <p>By allocating a volunteer buddy to new members.</p>	<p>Target of 6 active playing lady members to act as a Buddy which is 12% of the active (playing) membership.</p> <p>We are targeting an agreed process by January 2022.</p>

	Commitment	Current Situation	How this will be achieved	Date/Progress/ Targets/Comments
4	<p>To achieving and maintaining 30% female representation on our General Committee/Board of Directors by actively promoting these positions linked to appropriate role descriptors that are not gender specific.</p>	<p><b>Our current Board and/or committee consists of:</b>            Current breakdown is            7 Men            2 Ladies</p> <p>The General Committee should normally include at least 2 men and 2 women members.</p> <p>Club Chairman, Club Captain, Club Treasurer &amp; Club vice Captain are nominated by Members with at least 5 years standing. Those nominated must have been 7 day members for at least 3 years.</p> <p>The 5 remaining positions are nominated by Members with at least 2 years standing.</p> <p>Members are elected to serve on the General Committee for 2 years (&amp; no more than 4 years)</p> <p>The election process takes place at the Annual General Meeting.</p> <p>The election of the Ladies' Captain and Ladies' vice Captain follows the same rules within the ladies section and they are elected at the Ladies Annual Meeting.</p>	<p><b>By:</b>            Prior to establishing the England Golf best practice Governance the club will promote the benefit of having women stand for election onto the General Committee.</p> <p>The club is looking towards establishing the England Golf best practice Governance model. During this process and as part of the communication to members the club will promote the benefit of having more women involved and participating within the club management activity.</p>	<p>To promote available roles within the ladies section for General Committee elections. Target date April 2022 to achieve 30% representation.</p>

	<b>Commitment</b>	<b>Current Situation</b>	<b>How this will be achieved</b>	<b>Date/Progress/ Targets/Comments</b>
<b>5</b>	To maintain being a SafeGolf accredited club and ensure policies and procedures remain up to date	Achieved the SafeGolf Accreditation 19/4/2021. by: 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.	<b>By</b> The management team at the club have approved all the policies and procedures.  All documentation is up to date and has been shared with the local England Golf Club Support Officer.	Going forward all documentation and practices will be reviewed on an ongoing basis with our next annual review date being 18.04.2022.
<b>6</b>	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.	<b>By</b> 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