



**ENGLAND
GOLF**

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Patron: Her Majesty the Queen

Wednesday 6th October 2022

Dear Truro Golf Club,

Women in Golf Charter – Club Signatory

I was personally delighted to read the commitments that you have made as part of your contribution to the delivery of the Women in Golf Charter.

Truro Golf Club will be inspiring other clubs from across the country to develop a more inclusive culture within golf for more women and girls to develop across all levels of the sport. The commitments and targets you have set yourselves are ensuring we continue to develop as a sport and it's fantastic to see you are working on all aspects of the club from club governance to recruitment and retention.

Thank you to all those at Truro Golf Club who have worked to implement the Women in Golf charter to this point and we are looking forward to continuing to work with you to achieve your commitments.

I wish you all the very best for the remainder of 2022 and look forward to following your future progress.

Jeremy Tomlinson
England Golf CEO



WOMEN IN GOLF CHARTER

This is to certify that
Truro Golf Club

is a registered signatory of the Women in Golf Charter.

By working towards its Charter Commitments, this signatory is contributing towards creating a positive change in golf, one which will create a more inclusive culture that encourages more women and girls to thrive in the game.

Signed by:

Martin Slumbers
Chief Executive, The R&A

Signed by:

Jeremy Tomlinson
Chief Executive Officer, England Golf



The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Truro 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 Truro 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 Truro 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 Truro 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 Truro GC plan to achieve this

1. Promote a membership pathway, for women/girls and families to progress within the club
2. Formally promote inclusion to the wider community via the club website and social media accounts
3. Maintain being a SafeGolf accredited club and ensure policies and procedures remain up to date
4. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter

Signed on Behalf of Truro GC:

Club Manager/Secretary/ Chairman:

Date: 10/10/22

Signed:



Charter Champion:

Date:

Signed:

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	<p>Promote a membership pathway, for women/girls and families to progress within the club</p>	<p>Our club currently has around 60 lady playing members with approximately 30, on average, entering our weekly competitions. We also have 12 female social members. The majority of our female membership falls into the 'Senior' category (over 55).</p> <p>Our Club Pro runs regular coaching sessions for beginners which are very successful in encouraging new ladies into the sport and, as a result, bringing new full term members to the club.</p> <p>Re Juniors, although the section was in decline, especially during Covid, the Pro and Assistant Pro are working with juniors in four local schools and the Golf Access initiative is working well at Truro. From a zero starting base, we now have around 15 juniors engaged in weekly sessions (4 girls and 10/11 boys).</p> <p>After two years of membership, ladies are eligible to volunteer for places on the ladies committee and are encouraged to consider taking on further responsibilities as roles become vacant, eg Treasurer, Handicap Secretary, Vice Captain and ultimately Captain (or Seniors Captain).</p> <p>Volunteers are also sought for other positions, eg responsibility for arranging monthly mixed/social competitions.</p>	<p>The initiatives that the Club Pro and Assistant Pro are undertaking with ladies and juniors will be ongoing and these will be promoted further by giving more information and photos of these sessions on the website, as well as continuing the Pro's current advertising through social media.</p> <p>Beginner coaching for ladies is currently offered every Saturday during the winter (subject to weather conditions), with on course tuition once a month. This alters during the summer to every Tuesday (evening slot). Group coaching sessions are also available from the Pro on request.</p> <p>The Pro/Assistant Pro are currently in liaison with England Golf about promotion of initiatives to encourage more juniors into the game. Meetings will be held in September to further progress this with the Junior Development Officer at Cornwall Golf.</p> <p>Once ladies take up their new membership, the Lady Captain will be informed and will send them a welcoming email and information pack, advising them of the workings of the ladies section, and how to join the various communication groups, email/whatsapp etc, for sharing current information and updates as well as for finding playing partners to mark cards for handicaps etc.</p> <p>The Ladies section have recently introduced a comprehensive Induction Guide which will be issued to new members on joining and will be made available to all lady members when updated versions are issued.</p> <p>A social/informal meeting will be arranged (as and when</p>	<ul style="list-style-type: none"> From the Pro's ladies coaching sessions we will aim for between 4-8 new lady members in the first 12 months. Through the pathway being created for Juniors we will aim to engage with around 45 youngsters (30 boys/15 girls) through the summer. A family golf access day will be planned to take place in Autumn 2022 to encourage new members in all sections and this will be promoted through social media in advance. When new members sign up to join the club, they will be asked " where did you hear about us?" to help identify their route to joining Truro and evidence the effectiveness of the Club's promotional work on these coaching initiatives, as well as the website and social media enhancements in commitment 2. Halfway through their first year, a short survey will be undertaken by the Charter Champion to seek the ladies' views on their overall experience in joining the club

<p>2</p> <p>Formally promote inclusion to the wider community via the club website and social media accounts</p>	<p>In terms of careers for ladies in the club environment, although recently retired, our Club Office Manager for the last 15 years was female. The Bar Manager is currently female, as are a number of the hospitality staff at the club. There are female officers on both the Competition and Handicaps Committee and also the Golf and Social Committee.</p> <p>The Lady Captain attends the Club's main Board meetings by invitation though this is currently a non-voting position.</p>	<p>appropriate through the year) for new members to come along and ask questions of the Captain supported by the Vice and/or other committee ladies.</p> <p>There are a wide variety of opportunities for new players to start playing in competitions and formats are specifically arranged to encourage higher handicaps to take part without too much pressure, eg scrambles, 3 ball better balls with only 1 score to count, friendly matchplay played in pairs with a high/low mix.</p> <p>A new initiative is being looked into to allow new lady members to get out on the course on a monthly basis along with a mentor/experienced player to guide them on rulings/etiquette as well as marking cards for handicaps etc.</p> <p>Opportunities for lady members to get involved in committee work will be considered as vacancies arise. At the most recent AGM, an additional female was voted onto general committee, so, as well as the Lady Captain's role, we have ladies sitting on Greens Committee, Comps & Handicap Committee and also the newly combined House/Golf and Social Committee.</p>	<p>and their thoughts on how it might be improved.</p> <ul style="list-style-type: none"> The ladies' comprehensive Induction Guide will be reviewed on a quarterly basis for updates as necessary. Easy competition formats for new players will be advertised on noticeboards and social media groups to encourage their participation. We will aim to increase the average numbers of ladies entering weekly competitions from 30 to 35 in 2022. Monthly tee times will be arranged for beginners on a trial basis, and the success/take up will be monitored and if popular, will be expanded/set up as a regular feature for new members and advertised on the website/social media. Membership numbers across all categories will be monitored on a regular basis through the main office, to keep track of how effective these initiatives are on an ongoing basis.
<p>2</p> <p>Formally promote inclusion to the wider community via the club website and social media accounts</p>	<p>The current website has one small landing page with ladies information, listed within the 'Member' section. This just lists a few bullet points with no photos showing members (of any gender) using the facilities at the club. It would be more interesting for the viewer if there were a range of photos available to view in a gallery on our website.</p>	<p>More detailed information will be provided on the website about the Ladies Section and what they can get involved in at Truro GC; including the opportunities for friendly games, competitions within the club, all member events, mixed events and involvement of the ladies at a County level.</p> <p>Up to date photographs evidencing gender balance in club activities will enhance the website and promote inclusion of women and families at Truro GC.</p>	<ul style="list-style-type: none"> The Charter Champion will develop website content for the ladies section, research other sites, gather current photos of club activities showing female, male and junior interaction, including mixed events and club rollups open to all members etc..

	<p>Some but not all lady prize winners are occasionally featured on the Club's Facebook page. The Lady Captain usually congratulates winners on internal social media (if no actual presentation on the day) and she or Committee members share key updates via group messaging on Whatsapp. Monthly info on competitions is emailed as well as posted on the ladies noticeboards.</p> <p>Mixed social competitions are currently held approx monthly, (mentioned briefly under Ladies page on website) plus we have 2 or 3 mixed majors throughout the year. These could be promoted more through the website and club emails/social media notifications.</p>	<p>More regular postings from the Ladies section to be included on the Club's Facebook page and a new Ladies Section FB page to be considered. The Ladies representative will be given access direct to the Club's FB account rather than having to go through the Office Manager for posting competition results etc.</p> <p>Club Manager will also add key items of interest to the News section of the website on a regular basis.</p> <p>A gallery of good quality photographs to be embedded on the club website, and specific links added on the ladies landing page to connect to the information on social media accounts.</p> <p>General member information on the website will be reviewed and enhanced to promote gender equality along with details of the Women in Golf Charter status and the SafeGolf accreditation. This will also include more detail about mixed events and how to get involved.</p> <p>Other club websites will be researched to compare quality and content.</p>	<ul style="list-style-type: none"> The website content re ladies section will be updated in the first three months and thereafter updated regularly by the Charter Champion in order to ensure its accuracy and currency. More regular social media activity/postings to take place with immediate effect and monitored regularly by the Charter Champion for views/likes/shares. Instagram to be used as well as the current Facebook/Whatsapp as it is more popularly used. New items for website consideration will be added to the Ladies Committee Agenda on a quarterly basis, for review and discussion with the Club Manager as appropriate, (as the website 'owner'), though the main focus of marketing will be through social media.
<p>3</p> <p>Maintain being a SafeGolf accredited club and ensure policies and procedures remain up to date</p>	<p>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</p>	<p>The management team at the club has approved all the policies and procedures. All documentation is up to date and has been shared your local England Golf Club Support Officer.</p> <p>Our annual review date is 31.03.2023</p>	<p>Keep a register of when the key policies and documentation needs to be updated and when key members of staff and volunteers need to undertake relevant training.</p>
<p>4</p> <p>Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter</p>	<p>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. To appoint a charter champion utilising</p>	<p>Formally share progress and updates/changes to the charter with England Golf moving forward. If the Charter Champion role becomes vacant at any future point, the role will be allocated to a member of the Ladies Committee on a 12 month basis.</p> <p>The club will formally display the charter commitments</p>	<p>To provide annual measures to help determine the impact of the charter.</p> <p>The charter Champion to provide</p>

	the role description provided. The champion will be responsible for the promotion, activation and reporting on the progress of the charter.	internally and externally – noticeboards, website, social media, membership packs and utilise the England Golf press release.	England Golf with an annual report on progress on commitments made.
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