

### The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Shifnal 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, Shifnal 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 Shifnal 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 within Shifnal 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 Shifnal 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 then maintain a fair balance of male & female representation on our Management Board by actively promoting these positions linked to existing role descriptors that are not gender specific
5. To maintain the SafeGolf accreditation of the club and ensure policies and procedures remain up to date
6. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter

#### Signed on Behalf of Shifnal Golf Club:

Club Chairman: *N. P. EVANS*  
Date: *9/8/21*

Signed: *[Signature]*

Charter Champion: *D. P. MILLER*  
Date: *9/8/2021*

Signed: *D. P. Miller*

*Charter last updated Sept 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>
1	Deliver a minimum number of <b>two</b> initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns	<b>Our club ( Pre-Covid ) runs:</b> 1.a Recruitment Day each Spring = local adverts to attract girls & ladies, session with the Pro using loaned equipment, refreshments with Lady Captain & other ladies in Clubhouse, then series of follow up lessons. i.e. for those new to golf. Attended by 6 ladies in 2019. 2. Autumn special membership offer = reduced fees from September to March i.e. for existing or lapsed players. Taken up by 6 ladies in 2018, 7 ladies in 2019.	<b>By:</b> 1. Hosting a “Get into Golf” Taster session targeting women & girls in the local area. This will involve an introduction from the Club Pro with loan of all golf equipment, “meet & greet” with the Lady Captain & other club members, with refreshments provided. Packs will be provided detailing the next stages on offer & other relevant information. The Pro will offer a 4 week course of lessons for beginners, leading on to improvers lessons, at prices part subsidised by grant. . Buddies to be involved from early on (see item 3) 2. Repeat Autumn special membership offer.	1. Needs to be post-Covid. Date will be promoted via social media, current members & local links well in advance of event. How to register interest will be clearly shown. Introductory questionnaire used where possible to aid planning. Target of 20 to attend, with 50% progressing on to lessons with the Pro. 2. Special membership offer to run from Sept.
2	Promote a membership pathway, for women/girls and families to progress within the club	<b>Our club currently</b> Supports new ladies via our Buddy scheme (see item 3) & new junior girls via the Jr Organiser. Has 108 ladies + 9 girls. In 2019-20, this was 118 ladies + 11 girls. NB in 2019 -20, the majority of the 118 would participate in comps or social golf.	<b>By</b> Promoting a limited Academy membership = playing a short course on holes 1-9, with a suitable buddy from the Ladies section, using golf equipment loaned or on hire from the Pro shop. “Women on Par” Challenge scorecards to be used. Management Board to set fee for 3 months, to include some group lessons & social benefits, to encourage use of Clubhouse. After 3 months players move to Autumn special offer or full membership. NB Academy membership already covered by Club rules 4.17 Lifestyle membership category.	Management Board to agree fee for Academy membership, ready to promote to possible new members at Taster session. Aim for 50% of improvers to take up Academy membership, and majority of these to move on to full membership. Feedback sought at each stage to check pathway is meeting expectations of those involved.
3	Have designated Champions/Mentors within the club who can assist and support new participants and members	<b>Our club currently</b> Operates a successful Buddy scheme, run by a member of the Ladies Committee. Ladies new to SGC are paired with a suitable buddy, who offers social golf & team competitions, widens their social circle & explains all relevant rules. Currently there are 9 active buddy pairs, with some ladies who started the season with a buddy but now no longer need that support. There are more ladies on the “Willing to be a buddy” list.	<b>By</b> Maintaining & improving the current scheme, making the lady i/c the scheme one of our Charter Champions. Continuing to review the ladies who may benefit from a buddy, assessing their progress at intervals. Repeating the ( pre-Covid ) Q & A meetings held for buddy pairs, when feedback was sought and any issues clarified e.g. new golf rules. Giving all lady members the opportunity to join the register of buddies, by email & poster advertising at the start of the playing season.	<b>We want to achieve</b> A consistent high quality buddy scheme, with all buddies supported with access to the England Golf- Golf Hero’s E-Learning ( 40mins, free on-line course ). Feedback will be actively sought from buddy pairs to improve the scheme. Post- Covid, aim to host an England Golf 2 hour Buddy Workshop for all those interested.

4	To achieve and then maintain a fair balance of male & female representation on our <b>Management</b> Board by actively promoting these positions linked to existing role descriptors that are not gender specific	Our current Management Board consists of: Chair + 7 directors. There are currently 2 women in post, holding the positions of House Director & Admin Director. There are role descriptions for all director posts, all are gender neutral.	By: The Management Board to actively promote, to the membership, the need for the Management Board to be open to both male & female representation. The Management Board to encourage lady members to stand for election as Club officials, as well as within Ladies section.	Targets: To continue to maintain a fair balance of male & female representation on the Management Board. To encourage all full members having the desired attributes ( & qualifications where required ) to apply for positions on the Board.
5	To maintain the SafeGolf accreditation of the club and ensure policies and procedures remain up to date	We have: a. adopted the required club policies b. appointed a Club Welfare Officer c. ensured that DBS checks are obtained for relevant club personnel d. ensured that Club staff and volunteers have obtained any required qualifications e. checked that the PGA Professional is included on the PGA SafeGolf Coaches Register	The Management team at the club has approved all the policies and procedures. All documentation is up to date and has been shared with our England Golf Club Support Officer.  Our next review date is <b>11/2021</b>	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
6	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	Formally share progress and updates/changes to the charter with England Golf moving forward. The club will formally display the charter commitments internally & externally – via noticeboards, website, social media, membership packs and utilise the England Golf press release.	To provide annual measures to help determine the impact of the charter. The Charter Champion to provide England Golf with an annual report on the progress made on all commitments.
		We have appointed our Club Charter Champion, using the role description provided. They are a member of the Management Board. The Club Charter Champion will be responsible for the promotion, activation and reporting on the progress of the charter.	A working group has been set up to assist the Club Charter Champion, including the current Lady Captain, the Ladies County Delegate ( to link with the County Charter) & the person i/c SafeGolf for the Club. A member of the Marketing Committee is also involved.	The future working group to include the outgoing Lady Captain, for continuity, & the Lady Captain for that year. Also the Lady Vice Captain where appropriate. A member from the Marketing committee will also be involved.