

## The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, at South Herefordshire 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 at South Herefordshire 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 South Herefordshire 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 South Herefordshire 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 South Herefordshire Golf Club Plan to achieve this**

- To achieving 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
- Deliver a minimum number of 4 initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns
- Formally promote inclusion to the wider community via the club website, social media accounts and local community groups
- Promote a membership pathway, for women/girls and families to progress within the club
- 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 South Herefordshire Golf Club:**

Club Manager/Secretary:  
Date: 17<sup>th</sup> December 2020

*Sarah Creighton*

Signed: *S Creighton*

Charter Champion:  
Date: 17<sup>th</sup> December 2020

*Paul Middleton*

Signed: *P Middleton*

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/Targets/Comments
1	Equal access membership for both men & women	All categories of membership are currently open to both men & women equally. Number of women in each category for 2020 is: Full Member 30, 5 Day Member 16, 18 – 21 Yrs Of Age Member 2, 12 – 17 Yrs of Age Member 1, 6 – 11 Yrs of Age Member 1	Continue to promote our membership packages via our Club Website, social media etc to reach a wider community.	During 2021, advertise and promote new initiatives aimed at Ladies & Girls. We currently have 617 followers of our Facebook page and we hope to increase this by 10% annually.
2	Deliver a minimum of 2 x recruitment initiatives each year targeting women/girls and families that are aligned with key England Golf Campaigns	We are already holding weekly Womens coaching sessions over one hour, which are predominantly attended by women who are non-members of the Club, looking to get into the game. We currently have on average 8 ladies who regularly attend the Tuesday night coaching. These sessions are structured around the driving range to learn the basics and improve on skills already learned during the winter months and then putting and chipping, playing our 9 hole Par 3 course and 3 holes of the 18 hole course is incorporated during the summer months.	Continue to promote the Womens Coaching Sessions where all the balls are provided and any equipment for those just starting out. Arrange 2 taster sessions per year delivering Get Into Golf and encourage existing members to bring along a friend. Organise coaching using the Toptracer Range modules. Arrange a Par 3 Academy day for beginners.	A timetable will be put together at the start of the year with dates throughout the season. Our aim is to increase our membership by 10% by the end of 2021.

3	To maintain inclusion of women on the Club Committee	We currently have a 43% female representation on the Club Committee. The Club has recently restructured the Committee and it has been agreed that post Covid-19 the Club will adopt the policy of having a Club Captain with section sub committees operating under a Club Committee.	The first Club Captain will be a lady who has already served a year as Vice Captain to the Ladies Section.	To implement and put in place at the earliest opportunity in 2021 and review annually prior to the Club AGM.
4	Make the course more accessible to new golfers and those of greater years who struggle with the severity of some holes.	We currently have 2 courses measured over 9 holes, front & back for the purposes of introducing new players to the game and also providing longevity to those of more senior years who can no longer play 18 holes.	Introduce more 9 hole competitions and social fun events on both courses for both men & women throughout the year. This also assists those members who have time constraints on them. The competitions will comprise of qualifying stablefords together with various fun formats eg Texas Scramble, Yellow Peril, Best 2 out of 3 Scores to count.	These are all officially measured courses so introduce more competitions into the fixture list and also encourage players to use them for the purposes of general play
5	Promote a pathway for women and girls to become integrated as members of the Club. (Initiative 3)	We currently have a casual Thursday morning roll up for ladies new to the game or those thinking about membership. We have on average up to 16 taking part each week.	Existing ladies are currently paired up with the new ladies to show them around and give them support and guidance to help build confidence.	This will start again after Covid-19 restrictions have ended. Our aim will be to get 3 new ladies during 2021.
6	To encourage junior girls to start playing golf (Initiative 4)	We have 2 junior girls at present who have attended junior coaching during the summer on a Thursday evening. These coaching sessions use various resources from Golf Foundation/Young Masters Skill Tests & will now incorporate Toptracer as a training aid.	To encourage members to bring their children and grandchildren to take part in a series of 4 lessons with a competition on our 9 hole Par 3 course at the end. We hope that by involving our existing members this will assist & provide a Pathway into membership.	To get more girls involved in golf by targeting local schools to inform the children and parents about the summer sessions. Our target is to get 2 new girls joining by the end of 2021.

7	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
8	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. They will be working closely with the Ladies Section & Committee to provide Buddies to new Members.	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.
9	To become a SafeGolf accredited club and ensure policies and procedures remain up to date	<ul style="list-style-type: none"> <li>a. Adopted the required club policies</li> <li>b. Appointed a Club Welfare Officer</li> <li>c. DBS checks are obtained for relevant club personnel</li> <li>d. Club staff and volunteers have obtained any required qualifications</li> <li>e. PGA Professional(s) are included on PGA SafeGolf Coaches Register</li> </ul>	<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>We expect to complete by 31<sup>st</sup> December 2020</p> <p>Our annual review date is 1<sup>st</sup> December.</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