

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, SOUTHPORT OLD LINKS 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 SOUTHPORT OLD LINKS GOLF CLUB 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 SOUTHPORT OLD LINKS 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 SOUTHPORT OLD LINKS 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 SOUTHPORT OLD LINKS GOLF CLUB plan to achieve this

1. Appoint a Charter Champion to be the key leader, promoter and reporter on our Charter.
2. Recruit, develop and train a Charter Team, to help plan and work towards our commitments.
3. Formally promote inclusion to the wider community via the club website, social media accounts and local community groups
4. Arrange, promote and co-ordinate a series of Get into Golf taster sessions, aimed at women/girls to get the first steps taken by trying golf in a fun and social environment.
5. To provide individual and group support to new and existing women and girls to aid retention within the club
6. Promote a membership pathway, for women/girls and families to progress within the club
7. To become a SafeGolf accredited club and ensure policies and procedures remain up to date.

Signed on Behalf of SOUTHPORT OLD LINKS GOLF CLUB:

Council Chairman: Paul Rosenthal Signed:

Charter Champion: Dot Vickers Signed:

General Manager: Andrew Kenyon Signed:

Date:

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	Appoint a Charter Champion to be the key leader, promoter and reporter on our Charter.	No Charter Champion in place. Council asked to provide ideas and suggestions on who could lead on this.	Meeting and discussions with shortlisted candidates. The charter champion role descriptor to be utilised to produce a Role Profile that defines what their roles and responsibilities will be.	Appoint by January 2021 Explain Role Profile to the volunteer & get feedback on resources and support needed
		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
		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
2	Develop and Train a Charter Team to oversee and carry out the commitments	This is a new group and so recruitment and initial orientation will be carried out to work with our Charter Champion, to discuss issues and put our aims into practice.	Share these commitments with all existing lady members, to encourage ownership by all. Personality, skillsets and willingness to be identified via one to one chats, newsletter recruitment and social media internal promotion.	Appoint team by the end of January 2021. Approx 5 people desired. Hold initial meetings by beginning of February 2021 to consider the commitments and objectives as required.

			<p>Support and guidance from our CSO once the Charter Team are assembled.</p> <p>Specialist skills and training to be sourced to help the Charter Team excel in their objective of success via the charter.</p>	<p>Identify training and other support needed to fulfil our commitments successfully.</p>
3	<p>Formally promote inclusion to the wider community via the club website, social media accounts and local community groups</p>	<p>We use various social media, websites and other communication avenues to promote the club.</p>	<p>A protocol for style of communication will be produced. This will clearly state when and where we plan to carry out promotion. E.g. Social Media post – picture and positive statement, Website, Club News article re-Junior Girls performance results.</p> <p>A calendar of activity to be produced.</p> <p>Regular promotion of the club’s charter aims and especially women and girls golf within the club.</p>	<p>Initial Charter promotion to commence in February 2021.</p> <p>Ongoing, at least every quarter, updates on the Charter progress to be promoted.</p> <p>At least once per month, a specific women and girls communication to be produced.</p>
4	<p>Arrange, promote and co-ordinate a series of Get into Golf taster sessions, aimed at womens/girls to get the first steps taken by trying golf in a fun and social environment.</p>	<p>See 4a and 4b for different approaches</p> <p>We currently have 48 playing lady members and 11 junior girls.</p>		<p>Overall Aim is to get 50 different women / girls to attend at least one of the taster sessions.</p> <p>If from the sessions we could get 10 to continue with us in some capacity and work along a pathway into playing membership. 5 adults into</p>

				actual membership by end of the year
4a	Endeavour to introduce & host a minimum of 3 'on course' introductory taster session for wives / partners / family of current members.	No process currently in place to tap into this potential source of new members for the sport or the Club other than a twice yearly 6 person team 'fun comp'	The Club will allocate 3 specific dates and allocate tee times when current members will be encouraged to bring their partners onto the course for a 9-hole taster round. This will be published / promoted internally at the Club and via the Clubs website.	Commence with 1 session per month from May 2021 aiming at 10 new faces per session. Monitor / report on numbers achieved and collate feedback from participants.
4b	Endeavour to introduce & host a minimum of 3 introductory taster sessions for newcomers to the sport.	Introductory membership offers are available for those who approach the Club	Advertise in the local press and on social media. In conjunction with the Club Pro and members initially provide 3 structured 1 hour 'Get into Golf' taster sessions.	Commence with 1 session per month from May 2021 aiming at minimum of 6 new faces per session. Monitor / report on numbers achieved and collate feedback from participants.
5	To provide individual and group support to new and existing ladies and girls to aid retention within the club	New members have a proposer and a seconder, who we encourage to mentor the person and oversee their first steps as a member. Our ladies section are asked to make new ladies and girls feel welcome by inviting them to play golf with them	Formalise some existing practice such as encouraging existing lady members to become 'buddies' to play with new ladies. Continue to encourage ladies to take part in our many social events (add other ideas such as coffee and chattering's, open to House members as well)	The Aim will be to get as many buddies as required to assist with demand. Hopefully a group of 6 minimum would be collated. Some buddy training / guidance to be given to these volunteers to maximise their support given to new and potential members.

		We include Social / House lady members in some of our activities (Dinners / Bingo / Race Days)		
6	Promote a membership pathway, for women/girls and families to progress within the club	<p>Currently there is only really a path straight into full golfing membership.</p> <p>Although we have recently taken on Play More Golf and we have run a trial membership offer for people to test our course / club.</p> <p>These are only really aimed at current golfers though and not for new to the game / potential members.</p>	<p>Look to working towards having coaching sessions with new and existing members both on and off the course.</p> <p>Creation of an 'Academy status'. This would be to get some course experience, ongoing lessons and introduction into competitive golf.</p> <p>Work with our Junior Organiser, Committees and our Pro Shop to offer initial coaching, staged progress structures and developing involvement in different games of golf.</p> <p>Promotion will work hand in hand alongside our taster sessions, communications output and alongside female golf participation events from the NGB and or County etc.</p>	<p>Propose to have the academy / trial status in place by May 2021, therefore works as a next stage to the introductory sessions.</p> <p>The aim is to work with 50 new intro to golf ladies / girls. From these, if we can get 10 academy ladies, that would be seen as a great success.</p> <p>From this, look to promote 5 of these academy into a form of full membership by the end of the year.</p>
7	To become a SafeGolf accredited club and ensure policies and procedures remain up to date.	Previously held Clubmark and Golfmark accreditations. However, changes within the junior section and committee positions has meant this had fallen from being achieved recently.	GM to work with Junior Organiser and Council Member D Ross, in order to complete the required personnel training, procedures processed, policies' adoption and information availability for ongoing administration.	Completion date of the 31 March 2021. To be reviewed annually by the club with the support of our England Golf CSO.