

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Druids Heath Golf Club Ltd 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 Druds Heath Golf Club Ltd 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 Druds Heath Golf Club Ltd, 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 Druds Heath Golf Club Ltd.
- 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 Druds Heath Golf Club Ltd plan to achieve this

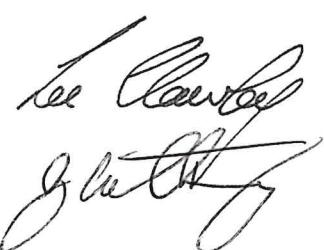
1. Deliver one initiative annually targeting women/girls and families that are aligned with key England Golf campaigns
2. Formally promote inclusion to the wider community via the club website, social media accounts and local community groups
3. Promote a membership pathway, for women/girls and families to progress within the club
4. Have designated Champions/Mentors within the club who can assist and support new participants and members
5. To achieve a 20% female representation on our committees by actively promoting these positions linked to appropriate role descriptors that are not gender specific- generally 1 in 7 which is proportionate to the number of ladies playing but can be more.
6. The General Manager will act as Charter Champion within the club who can assist with the promotion and reporting of the charter
7. Open up the facilities to non-members and encourage a more inclusive atmosphere.
8. Provide inclusive competitions and events for all levels of golfer
9. Provide individual support to new members to aid retention within the club

Signed on Behalf of Druds Heath Golf Club Ltd:

Club Chairman: Lee Clawley
Date: 10/6/21

Charter Champion: Gareth Anthony
Date: 10/6/21

Signed:



Signed:



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. Lady representation on the Board of Directors and sub committees. The Sub Committees are made up of a cross section of the Membership and must include a Lady, Gent, Senior & Junior. Currently 62 Lady Members out of 540 Members. Ladies represent 12% of the Membership.		Each year the vacant Board positions are advertised to all Members. In 2020 the Ladies Competition Secretary sat on the Board. The Sub Committees are made up of a cross section of the Membership and must include a Lady, Gent, Senior & Junior. Currently 62 Lady Members out of 540 Members. Ladies represent 12% of the Membership.	Advertised and communicated regularly that Druids Heath Golf Club Ltd is an inclusive Golf Club. Role descriptors are available for each vacant position and they are not gender specific.
2. We run our own get into golf programme for potential new Lady Members.		Our PGA Professional delivers a range of lessons to these beginners over a length of time. Once the Ladies are developing then our current Lady Members get involved by taking them out onto the golf course. We have a pathway programme whereby we are growing our Membership numbers. Current numbers are at 62 and our intended aim is to increase this to 100 as a minimum.	Through word of mouth, social media & our website we communicate our proposition. We offer group lessons to start off with and as the players confidence grows we encourage our Mentors to step in and take the new ladies onto the golf course. These new Lady Members benefit from our value proposition of 'by becoming a Member of Druids Heath you will make friends for life'.
3. Maintain our SafeGolf accredited club and ensure policies and procedures remain up to date		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	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. Our completion date was 06/11/2020. Our annual review date is 06/11/2021
4. Club Mentors		We have 15 long term Members we can call on to Mentor new Members at our Club. Most of our Members have sat on a Committee or have been a past Captain/Officer. The Lady Captain and the Ladies Committee especially look after new Ladies.	Our Pathway programme lead by our PGA Professional we gather information about the players needs and wants. From here we ascertain the players strength & weaknesses and find out what interests the new Members has by identifying their preferred playing times. We then provide a Mentor to guide them through the Golf Club. This



Druids Heath Golf Club Ltd is an inclusive Golf Club and the Executive Board regularly review our Governance and ensure there is sufficient Lady Members on the Executive Board or Sub Committees. Whilst we would prefer to have a Lady member sit on the Executive Board it is upto each individual Member to decide whether they can make that commitment or not. 15% is the minimum target number for lady representation on the Board.

In 2020 we have grown our Lady Membership by 25 new players through this pathway programme and will continue in the short to medium term.

This is regularly reviewed by the Membership Sub Committee. Aim to get Lady Memberships up to 100

representing 15-20% of the Membership. Expectation is to grow Membership numbers at 6 players per year over 5 years.

Safegolf policies and records are reviewed annually. 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

Matching is done by the GM or PGA Professional. Our retention rates have increased since introducing this initiative and 15 mentors are perfect number for matching.



5.	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. 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	Ensures the new Member feels included in their new club.	Retention rates of ladies on the pathway programme is 80%.
		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.	The charter Champion to provide England Golf with an annual report on progress on commitments made
6.	Actively promote careers for women in the golf industry	Female Employees are encouraged to attend Regional GCMA courses & presentations to widen their knowledge base.	Financial support to encourage further development within the Golf Industry by attending GCMA events.	40% of our Senior Management team is made up of Ladies.
7.	Include the wider community.	We use our club website, social media accounts to target the benefits of the course and club to local community groups	Regular marketing on a daily & weekly basis through Facebook, Instagram, Twitter, LinkedIn and our website www.druidsheathq.co.uk	The Covid-19 lockdown has allowed us the opportunity of widening our communication efforts through social media thus becoming an attractive way of providing regular hot meals to the community.