



## **The R&A Women in Golf Charter**

### **A commitment to a more inclusive culture within golf**

We, Wolstanton 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 Wolstanton 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 Wolstanton 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 board level with Wolstanton 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 Wolstanton GC Plan to achieve this**

- By trying to achieve a minimum of 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 2 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 Wolstanton GC:

Club Manager/Secretary: Signed: Date:

*Swath* 26/1/21

Charter Champion: Signed:

*Swath*

Date: 08/01/2021



These objectives will be embedded into the club business plan and reviewed on an annual basis, to ensure that this inclusive commitment remains robust.

	Commitment	Current Situation	How will this be achieved	Date/Progress/Target/Comments
1	Promote inclusion of Women with nominations to the Golf Club Board – by achieving 30% (3 elected members) female representations on the Board	2 lady board members, from a total of 9 board member positions, there are currently 2 vacancies.  Currently there are 40 lady members from a total of 440 Wolstanton GC members. Also, at present, the article states that only shareholders can be elected to be a member of the board, hence 35 ladies are currently eligible.	By actively promoting these positions linked to appropriate role descriptors that are not gender specific. Formally advertise via club newsletter to members prior. Have a formal pathway in place for any new committee members that will support being a decision maker at the club with appropriate role descriptors in place. The AGM will be the point in which we will be able to measure our success annually. We will work alongside the women who have expressed an interest and will support them becoming a decision maker at the club with appropriate role descriptors in place. Plan to propose an amendment to the article to raise it from 2 to a minimum of 3 lady members. Identify key skills of current lady members who could potentially become a board member.	This will be reviewed at the AGM and Ladies Section Monthly Committee meetings. Women will be encouraged to apply for any committee role including those that are already held by women.  We will aim to amend the club's articles to raise the number of potential women on the board by the 2022 AGM
2	Deliver a minimum number of 2 initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns Utilise any guidance from England Golf to arrange Family Fun golfing and arrange Get into Golf	No current programme. Very limited promotion of WIG. There is a focus of raising the awareness of Golf to new junior members	Delivery plan for initiatives to be implemented and a delivery team appointed with key roles and responsibilities highlighted to execute successfully. To review the impact of each initiative and to support the subsequent delivery of future initiatives.	Dates TBC and agreed by the board & general management.  Minimum of 15 ladies to attend the events.  Complete the marketing plan by the end of Feb, and start to deliver the first actions in March

	sessions for women/girls.		<p>Target clubs and establishments with a high % of lady members and try to forge partnerships(eg..Slimming World, Local Salons, Gyms..)</p> <p>Reach out to the management of the establishments.</p> <p>Social media posts.</p> <p>Leaflet drops.</p>	
3	Formally promote inclusion to the wider community, via the club website, social media & local community groups	<p>No formal social media campaigns and no proactive networking to local community groups or other sports clubs.</p> <p><u>Current data</u></p> <ol style="list-style-type: none"> <li>1. Website Analytics..TBC</li> <li>2. FB 544 follows, 519 likes, 2 events posted since 2019</li> <li>3. Twitter 90 followers</li> <li>4. Insta 168 followers, 24 posts 2020</li> </ol>	<p>Target clubs and establishments with a high % of lady members and try to forge partnerships(eg..Slimming World, Local Salons, Gyms..)</p> <p>Also network with local winter sports clubs (eg.Hockey..)</p> <p>Reach out to the management of the establishments.</p> <p>Social media posts.</p> <p>Leaflet drops.</p> <p>Frequent promotion via the website and social media networks.</p> <p>Monitor the social media and website activities.</p>	<p>Complete the marketing plan by the end of Feb, and start to deliver the first actions in March.</p> <p>We aim to increase the club's following across social media platforms by a minimum of 10% for each of the next 3 years, starting in 2021. This target will be in the marketing plan.</p>
4	Promote a membership pathway for women/girls and families to progress within the club	No current membership pathway that is specifically for ladies/girls/family of females	<p>Work with the board and general management to outline the potential structure of such Memberships.</p> <p>Potentially implement a ladies academy membership when launching the Charter, this could include use of a shorter 9 hole round, group coaching and a discounted green fee.</p>	<p>Ideas to be discussed in Q1 (Jan - March) and deployed by 1st June</p> <p>Potential offer for 10 ladies per year to have academy membership.</p>

4	Champions & Mentors	No Champion and no formal mentor structure to welcome & promote WIG	Appoint a Champion and formalise a mentoring team and identify responsibilities from the lady's and men's sections. Deliver a process and how the new/potential members would be onboarded into the club if they a) became a full member b) became an employee c) potential to become a new member. Utilise the support from England Golf on any training initiatives.	Mentoring team to be appointed by the end of March, with an aim to onboard a minimum of 4 mentors. April-June the team to establish the key requirements and responsibilities of this function for roll out at the end of June.
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5	Promotion of the WIG 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	Conclude by 20th Nov 2020.  Emma Ainsworth, current lady member of WGC appointed on 17th Nov 2020.  Co-opt on to the ladies section committee to progress the plan stated in this Charter
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