

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, The South Staffordshire 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, The South Staffordshire 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 The South Staffordshire 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 The South Staffordshire 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 Staffordshire 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 maintain 30% female representation on our Board of Directors by actively promoting these positions linked to appropriate role descriptors that are not gender specific.
5. To maintain a SafeGolf accredited 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 South Staffordshire Golf Club:

Club Manager – Sue LeBeau	Signed	Date
Club Chairman – Philip Sims	Signed	Date
Charter Champion – Denise Aston	Signed	Date

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	Deliver a minimum number of two initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns	Our club currently runs regular New Members Open Days to attract New Members. But, so far, these have only been successful in attracting male Members in substantial numbers. We will now focus on the recruitment of female Members. We have in previous years held several female only open days, these were driven by the Lady Captain at the time very successfully and resulted in 30 ladies attending of which 10 new lady members signing up, which is a conversion of 1 in 3	By running two New Members Open Days each year commencing in Spring of 2021 aimed specifically at Women and Girls. This will be expressly stated on all promotional literature and on social media. The pathway we intend to have will be after attending an open day to be offered group lessons with the pro if they can't already play followed by individual lessons if they wish. This will include playing several holes on the course, by this time a mentor will be assigned to ensure a smooth introduction into golf club life.	The first of these new members open days will be held in the spring of 2021 (Covid restrictions permitting) success would be the attraction of 10 or more ladies enquiring about membership.
2	Promote a membership pathway, for women/girls and families to progress within the club	All new lady members are assigned a mentor to assist in their integration within the club. Previously we offered financial incentives for the first two years of membership; but this no longer forms part of our strategy. At present we have 10 ladies who have acted as mentors, they range in age, ability, and length of service at the club (see attached)/ This could increase (the ladies are very willing to help) if we had a larger number of applicants.	1 We have formed a partnership with a local award winning teaching facility. Ladies/girls who approach them for an introduction to golf will in due course be referred to us (and other partner clubs) when they are ready to venture onto the golf course. In the meantime, the coaches from that facility are welcome to bring such ladies to our course for tuition by prior arrangement and without charge. 2 Where a lady/girl approaches us; for example, at one of our open days, if that lady already plays golf and is ready to venture onto the course immediately she will be assigned a mentor within the club to assist in her integration; to ensure that she has playing partners; and to ensure that she understands how to use the booking system. 3 The open days will be attended by coaches from the teaching facility to which we have referred. Any lady who is new to golf will be introduced to teaching staff from the facility and encouraged to join their programme. Whilst following the programme, the lady will be assigned a mentor from within the golf club who will keep in touch and make regular enquiries as to progress .Some of our ladies will attend group	We intend to hold the first of our Open Days in the Spring of 2021 and would hope the ladies attending on that day will be ready to join the golf club either as a full members or as a flexible members within 12 months. We believe that this year we would be content to remain the same as we are aware we have a number of elderly ladies who potentially will finish playing golf. At present we have 60 playing ladies but over the next five years we would aim to increase this by 10 per year to approx 100.

			<p>sessions at the teaching facility so as to maintain face-to-face contact with our new ladies.</p> <p>4 When such ladies wish to venture onto the course (other than with a coach), they will be welcome to play with existing ladies - even if it is only a case of playing a few holes; and this will be without charge so long as they are following the introductory program at the teaching facility.</p> <p>5 Such ladies will be offered complimentary social membership of the golf club and encouraged to attend and meet other members.</p> <p>6 Ladies then wishing to progress into membership will be offered the opportunity to join as full members or as flexible members (paying a reduced subscription for a limited number of playing opportunities) - but flexible membership scheme does enable members to obtain a handicap and play competitive golf.</p>	
3	Have designated Champions/Mentors within the club who can assist and support new participants and members	All new lady members are assigned mentor. This scheme is administered by the Ladies Captain and the Ladies Committee.	We will assign mentors to ladies before they become members whilst they are following the introductory programme at the aforementioned teaching facility.	We want to achieve 20 New Lady Members by Spring 2022.
4	To achieve 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	<p>Our current Board consists of:</p> <p>8 Directors.</p> <p>6 Men</p> <p>1 Lady</p> <p>1 Vacancy</p> <p>Implementation and maintenance of this Charter is the responsibility of the membership director who will work closely with the charter Champion.</p> <p>None of our role descriptors are gender specific</p>	There are two vacancies to be filled at the 2021 AGM. Efforts will be made by publicity and personal approaches to encourage ladies to stand for election to the vacant posts. If we are successful the gender split on the board would then be five men and three ladies.	We acknowledge that this achieving the 5/3 split by 2021 is ambitious; even a 6/2 split would be significant progress. The key to achieving greater gender balance on the board is to significantly increase the number of lady members. Ladies currently make up less than 20% of the total membership.

5	To maintain a SafeGolf accredited club and ensure policies and procedures remain up to date	<p>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</p>	<p>The management team at the club has approved all the policies and procedures. All documentation is up to date and has been shared with your local England Golf Club Support Officer. This was achieved December 2020</p>	<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</p>
6	Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter	<p>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.</p>	<p>Formally share progress and updates/changes to the charter with England Golf moving forward. The club will formally display the charter commitments internally and externally – noticeboards, website, social media, membership packs and utilise the England Golf press release</p>	<p>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</p>