

	Commitment	Current Situation	How this will be achieved	Date/Progress/Targets/Comments
1	Promote and market membership for ladies/girls and families to build our ladies section and make it future proof	<p>Current analysis shows that 60% of our membership is over 70 and both the charter champion and the board are keen to address the challenges this demographic poses for the future of our section.</p> <p>We have attracted some new members through open days and have had success with attracting junior girls</p> <p>We have established ladies and juniors group coaching programmes with one of our professionals</p> <p>An additional challenge we face is that our men's membership is full with a waiting list. Therefore if couples who are 1 male and 1 female or families wish to join we have welcomed the lady and juniors but not allowed the man to join at the same time</p>	<p>We are starting a new link with a local coaching facility and this together with our own coaching programme is designed to help ladies learn golf and encourage membership to our club with a clear route to achieving this as follows:</p> <p>From coaching to Pathway membership – this is a new membership category for beginners on a monthly rolling basis. It provides vouchers for 9 hole play on our academy course to enable ladies to get used to playing on the course but on a less challenging layout than our 18 hole tees</p> <p>From this they may want to move to House Playing membership which again is voucher based but an annual commitment to membership with play from our red tees</p> <p>Full membership – we are offering 50% discount on year one to those who wish to progress straight to this category</p> <p>For those wishing to join us who can already play golf the 50% discount in year one is also available and if they are moving from another club we will offer free golf for up to 6 months until their current clubs subscription year ends</p> <p>We are also offering a 1 month try before you buy to these golfers</p> <p>We will be running a marketing campaign covering both of the above offerings</p> <p>We will fast track a male member who is joining with a female partner/female partner and juniors</p>	Commencing April 2023 with initial targets to attract 10 new ladies and 10 new juniors by the end of this year

			Induction packs are being developed for all new joiners to welcome familiarise them with our club	
2	Have designated Champions/Mentors within the club who can assist and support new participants and members	Our club currently offers all new lady members an assigned mentor. This scheme is administered by the Ladies Captain and the Ladies sub Committee.	We will assign individual mentors to ladies when they become either full or house playing members. Mentors will also be available for those taking up the new academy membership and we are establishing a pool of volunteers to accompany all new players on their first outing on the academy course A mentor checklist is being developed Our junior organiser acts as a mentor to our new juniors and is encouraged to form a group of helpers to do this as the section grows We also have 2 junior ambassadors Ryka Verma and Kennedy Murphy to encourage and mentor the junior girls	With immediate effect and ongoing
3	To achieving and maintain female representation on our Board of Directors by actively promoting these positions linked to appropriate role descriptors that are not gender specific	Our current Board consists of 8 Directors. 6 Men 1 Lady1 Vacancy Implementation and maintenance of this Charter is the responsibility of the membership director who will work closely with the charter Champion. None of our role descriptors are gender specific	We would like to increase female representation on the board but with a much smaller membership base than the men it is a challenge. Maintaining at least one lady member on the board is a realistic aim at the moment. 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. Each Director has a subcommittee and we are working to achieve at least 1 female member on each subcommittee. Currently we have ladies on 4 sub committees and wish to increase this to all each sub committee	Our AGM is April 2023 when our directors are voted in so we will continue with 1 lady on the board. New sub committees will be formed after that date and by mid 2023 we aim for at least 1 lady on each sub committee
4	To become a Safe Golf 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 Safe Golf 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 with your local England Golf Club Support Officer.	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

5	<p>Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter</p>	<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</p>	<p>Formally share progress and updates/changes to the charter with England Golf moving forward We have had the same Charter Champion since being awarded the charter and Denny Aston is continuing in this role. She has established a group of ladies who now meet to review progress, make suggestions and highlight any areas of concern</p>	<p>To provide annual measures to help determine the impact of the charter</p>
6	<p><b>Equality and Inclusivity</b></p>	<p>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>The club will formally display the charter commitments internally and externally – notice boards, website, social media, membership packs and utilise the England Golf press release</p>	<p>The charter Champion to provide England Golf with an annual report on progress on commitments made</p>
6	<p><b>Equality and Inclusivity</b></p>	<p>When appointed, the Charter Champion was also asked to identify areas in the club where there was a need for change to help us to be more equal and inclusive We have had many successes to date and wish to build on these</p>	<p>The men and ladies 36 hole trophy competitions will be held in one playing field this year over 2 days instead of the ladies playing separately on a weekday and the men on a weekend We will continue gender inclusive competitions at weekends as we have all winter when no specific men's/ladies comp is being played</p> <p>Any rules or articles of the club that are outstanding for review in terms of equality or inclusivity will be identified to the board for discussion and change as will any customs or practices</p>	<p>Ongoing</p>

These commitments will be embedded into the club business plan and reviewed on an annual basis, to ensure the charter remains robust.

**Signed on Behalf of South Staffordshire Golf Club:**

Club Manager/Secretary/Chairman:  
Date:

Signed:

Charter Champion:

Signed:



Date:



ENGLAND  
GOLF