

	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>Like other golf clubs the demographic of the ladies section is ageing. The charter champion and the board are keen to address the challenges this demographic poses for the future of our ladies' section.</p> <p>We have attracted 15 new lady members this year so far with a discount scheme, by marketing, and by word of mouth</p> <p>We wish to integrate new and current lady members and ensure our longer standing members feel appreciated</p>	<p>The current discount scheme will be continued until June 2025 and maybe beyond. This is a 4-year package offering 50/40/30/20% discount on full playing membership. We will continue our marketing campaign and encourage new joiners to tell their friends about the offer.</p> <p>We continue to offer House/playing membership for those who can only play a limited amount of golf</p> <p>Our coaching team has increased in size enabling us to provide group coaching for both beginners and improving ladies on Wednesdays and Fridays in addition to the current group coaching sessions provided currently on Tuesdays and Sundays.</p> <p>This year we have built a new block of covered bays for teaching and practice purposes so this will enable us to keep our commitment to the sessions in any weather.</p> <p>This year we have introduced several social events for all ladies both golf and non-golf related and the feedback from these has been very positive</p> <p>During competition season there will be a 9-hole competition every time there is an 18 hole comp with allocated tee times. This will help both new and declining golfers as well as those who are time limited to be involved in competitions.</p> <p>We will continue to offer alternate day competitions on a Saturday to accommodate those unable to play on a Tuesday</p> <p>In wintertime there will be a programme of 9/12 hole fun comps to integrate all members, including improving and declining golfers. It is important to keep ladies playing together in these types of events as it is essential to the wellbeing of the ladies' section.</p>	<p>Our target is to attract 15 more new ladies by the end of 2025</p> <p>There is a plan to make the covered bays a floodlit area thus appealing to working people and extend coaching sessions into the evenings.</p> <p>The head pro is planning to convert a disused storage area into swing studio again offering evening opportunities and more in-depth coaching.</p> <p>An ongoing programme of social events to help integration of the section</p> <p>A full programme of 9 hole competitions in the diary for 2025</p> <p>We will have specific tee times for 9 hole competitors to avoid confusion or the need for people to walk in after 9 holes leaving 18 hole competitors as a 2 ball</p> <p>A full programme of fun comps scheduled for winter 2024/25</p>

		<p>Communication between the club management and the ladies' section is regular and ongoing.</p> <p>We have had success in attracting ladies with male husbands/partners who wish to join as a couple due to our fast-track policy, which allows men to join as full playing members if their female partner joins as a full member. In some cases, this has been extended to families</p> <p>Currently there are fewer girls than boys in our Junior Section of 39 youngsters. This figure will change in June when the 18yr olds become adults.</p> <p>We engage with the wider community to promote inclusion of youngsters.</p>	<p>Communications are usually formally via email, but we have now introduced a very well used what's app group where information is posted, and ad hoc messages are circulated</p> <p>We will continue the fast track of male members joining with female partners. We will continue to provide mixed gender competitions to encourage women to play more frequently.</p> <p>Our junior organiser is undertaking an analysis of how other clubs attract new junior girls and will report her findings to feed into a marketing initiative to help grow this section. She will compare our membership fees with those of other clubs.</p> <p>We have formed links with 5 local schools to provide coaching and it is hoped that all these sessions will encourage the take up of golf and perhaps membership of South Staffs.</p> <p>We offer coaching sessions for all juniors on Sundays.</p> <p>An induction pack in the form of a Handbook for Juniors has been developed to help all new junior members settle in.</p>	<p>Invite all new ladies to join the what's app group</p> <p>We need to look at recruiting more junior girls and the target is at least 4 by the end of 2025.</p> <p>A regular report should be submitted by the junior organiser regarding numbers involved.</p> <p>We need to provide activities on junior competition days for those youngsters who do not yet have handicaps. The junior organiser has plans for this.</p> <p>This is updated regularly.</p>
2	<p>Have specially designated Mentors within the club who can assist and support new participants and members</p>	<p>Our club currently offers all new lady members an assigned mentor Additionally, some of our current lady members support new starters by organising groups to play and socialise together.</p>	<p>Our mentoring programme has been very well received with many positive comments from the new joiners. This will be continued with all new ladies being assigned a mentor – additionally we will have a recognised mentor co-ordinator who will be responsible for the allocation of mentors and monitoring of this programme. Mentor checklists have been developed and will be</p>	<p>With immediate effect and ongoing Having a nominated mentor co-ordinator in place by end Jan 2025</p>

			<p>updated regularly.</p> <p>As further support to new members and new starters we have planned a programme of formally recognised social golf. It is proposed that this takes place on a Monday and is called F.R.O.Gs (Friendly Round of Golf) We would like 3 pre booked tee times under this name and a formally recognised FROGs organiser with a list of volunteers to assist.</p> <p>Ladies will play a few holes and then meet in the clubhouse for coffee and discussion of any rules and etiquette matters that arise as well as a getting to know each other event.</p> <p>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.</p> <p>We also have a junior England golf appointed ambassador to encourage and mentor the junior girls</p>	<p>Introduce "FROGs" and formally recognise the group. Have 3 allocated tee times on a Monday at 1200</p> <p>Appoint a recognised FROGs coordinator who will recruit a team of helpers</p> <p>This has now been approved by the board and will be implemented from April 2025</p>
<p>3</p>	<p>To achieve and maintain female representation on our Board of Directors by actively promoting these positions linked to appropriate role descriptors that are not gender specific</p>	<p>Our current Board consists of 8 Directors.- 7 Male and 1 Female as has been the case since the introduction of a board structure.</p> <p>Implementation and maintenance of this Charter is the responsibility of both the charter champion and the board who will work together to achieve this</p> <p>None of our role descriptors are gender specific</p>	<p>We would like to at least maintain if not 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.</p> <p>Each Director has a subcommittee and we are working to achieve at least 1 female member on each subcommittee in order to have female involvement in the running of the club. Currently we have ladies on all but 1 sub committees and wish to increase this to at least 1 lady on each subcommittee where realistically possible</p>	<p>Our AGM is April 2025 when our directors are voted in so we will continue with 1 lady on the board.</p> <p>New sub committees will be formed if required after that date if required</p> <p>We would would like each Director to ensure their subcommittee selection process allows for the inclusion of at least 1 female to achieve a good gender balance and ensure ladies have a representative voice in all areas of running the club. Sub committee membership should be displayed on relevant notice boards to assist members to raise issues to the relevant person.</p> <p>Hold subcommittee meetings at regular intervals throughout the year</p>

4	<p>To maintain our status as a Safe Golf accredited club and ensure policies and procedures remain up to date</p> <p>EDI Policy</p>	<p>In accordance with national guidelines the club has:</p> <ul style="list-style-type: none"> 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 <p>An EDI policy has been adopted as of 2024</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.</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> <p>Regularly update this policy</p>
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>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 – notice boards, website, social media, membership packs and utilise the England Golf press release The charter group will provide relevant notes to the ladies about discussions and recommendations</p> <p>We have had the same Charter Champion since being awarded the charter. She has established a group of ladies and a male board member (currently the Chairman) who now meet to review progress, make suggestions and highlight any areas of concern in relation to the ethos of the charter. Two emails have been sent out inviting other ladies to come forward to take over the role but to date no one has responded</p>	<p>To provide annual measures to help determine the impact of the charter To update England golf, the South Staffs board and the ladies section</p> <p>The charter Champion to provide England Golf with an annual report on progress on commitments made</p> <p>The charter will be displayed on relevant notice boards and on the website.</p> <p>Going forward the charter champion to provide a report to both the ladies and the board reflecting progress and discussions.</p>
6	<p>Equality and Inclusivity</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 ladies scratch 36 hole competition which was moved to a weekend and run over 2 days will revert to 36 holes in one day in 2025 and will take place on a Tuesday – the ladies’ main competition day.</p> <p>This is to encourage participation which dropped as a result of moving to a 2 day weekend comp. It is intended that we can rebuild the event and then move it back to a weekend the following year keeping to 36</p>	<p>Monitor the entries of the 36 hole competition this year and review</p>

		<p>Currently South Staffs has both a men and ladies president. The men's president is in post for 1 year, the ladies for 2 years</p>	<p>holes in one day</p> <p>We will continue gender inclusive competitions at weekends when no specific men's or /ladies' comp is being played. We also continue mixed social golf events and the club invitational open to both genders</p> <p>The charter group would like the board to debate the terms of office for the Ladies President</p> <p>Currently the yellow course is only rated for men and we would like to see this rated for women so we can hold competitions from these tees</p>	<p>Both Presidents serve the same time in office</p> <p>The board have approved this and it will take place next time the course is measured which should happen shortly</p>
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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 Chairman:- Alan Chapman
Date: 24/03/2025

Signed: Alan Chapman

Charter Champion – Denny Aston:
Date: 24/03/2025

Signed: Denny Aston