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

A commitment to a more inclusive culture within golf

We, Oundle 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 Oundle 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 Oundle 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 committee/board level with Oundle 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 Oundle Golf Club Plan to achieve this**

* To become a SafeGolf acredited Club and ensure policies and procedures remain up to date
* To achieve and maintain 30% female representation on the Management Council by actively promoting these positions linked to appropriate role descriptors that are not gender specific
* To deliver a minimum number of 4 initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns
* To formally promote inclusion to the wider community via the club website, social media accounts and local community groups
* To 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
* Impact Measures
* Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter

**Signed on Behalf of Oundle Golf Club:**

Club Administrator:Lesley White Signed: Lesley White Date: 23/06/20

Charter Champion: Veronica Lyon Signed: Veronica Lyon Date: 23/06/20

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

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|  | **Commitment**  | **Current Situation** | **How this will be achieved** | **Date/Progress/Targets/Comments** |
| **1** | To become a SafeGolf acredited Club and ensure policies and procedures remain up to date | Adopted the SafeGolf Safeguarding policy and England Golf Safeguarding Adults policy and communicate this to our members, visitors, staff and volunteers. A Club Welfare Officer has been appointed with the relavant Qualifications and training | The Management Council at the Club have approved all policies and procedures.All documentationis up to date on the Golfmark portal and notify our local England Golf Support Officer | Keep a register of when the key policies and documentation need to be updated and when key members of staff and volunteers need to undertake relevant training |
| **2** | To achieve and maintain 30% female representation on the Management Council by actively promoting these positions linked to appropriate role descriptors that are not gender specific | Lady Chairman already a voting member of the Management CouncilLady Administrator- on the Management Council but in a non-voting position No Lady Captain or lady representative on Management Council | Chairman to appeal to ladies Committee at next meeting. Remind them that it is written in the Constitution already that the Lady Captain has a vote on the Management Council.In the event, of the Chairman not being a lady (as at present) another female representative would be sought to make up the 30%Check job description wording to ensure that they are not gender specific | Lady representative (or lady Captain) at Management Council meetings from August onwards and this represenatation to be maintained in future. |
| **3** | To deliver a minimum of 4 initiatives each year year targeting women/girls and families that are aligned with key England Golf campaigns | 36 lady members | Targeted Marketing – England Golf’s “Get into Golf” project and “Women On Par” project4 Taster sessions specifically for ladies and junior girlsGolf Academy membershipPar 3 course on front 9 as introductionBirdie membership – pathway into full membershipIntroduction to 9-hole course with Tuesday ladiesIn line with our youth development programme working with 6 local schools we will devlop this to work with more senior girlsCreating a more lady-friendly course with more plants and flowers | To grow lady membership by 10% by end of March 2021Further growth of 8% a year |
| **4** | To formally promote inclusion to the wider community via the club website, social media accounts and local community groups | We have employed a stand alone Marketing Assistant, Helen Austen, who is responsible for driving forward all our initiatives through a variety of methods. Now that the systems to promote and evaluate are fully in place the focus on targeted campaigns were set out at the start of the year. Women in golf being a primary focus. Please see Power point report attached. | Further promotion of ladies events at the Club – well-being days, fashion shows etcPromotion of ladies taster sessionsPromotion of “Get Into Golf” and “Women On Par” projects through local advertising and articles – eg article from Lady ChairmanPresentation to local WI and advert in their magazineAdvertise taster sessions to other womens network groups ie Slimming WorldEncourage greater participation in golf from ladies in Oundle U3A To ensure ladies are shown on promotional material | An increase in followers on social media – Facebook, Twitter and Instagram especially by ladies and junior girlsPositive responses to specific projects such as “Get Into Golf” and “Women on Par” leading to lessons being taken up with professional and Academy membership.[See Power point report attached](file:///C%3A%5CUsers%5Cmatthew.draper%5COneDrive%20-%20England%20Golf%5CWiG%20Charter%5COundle%20GC%5CFINAL%20-%20Appendix.pptx) |
| **5** | To promote a membership pathway, for women/girls and families to progress within the club | Golf Academy through lessons with ProfessionalBirdie membership | Taster sessionsGolf Academy membershipPar 3 course on front 9Birdie membershipEagle membership Full Albatross membership | 8 ladies at each taster session leading to lessons with Professional and Academy membership |
| **6** | Have designated Champions/Mentors within the club who can assist and support new participants and members  | We have one lady member who meets any new lady members and arranges games for them so they get integrated into the Ladies section | Make this scheme more official with more than one lady helping with this task | Regular contact with new ladies from the mentorsMentors attend taster sessionsMentors help with promotion of projects as above |
| **7** | Impact measures | 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  | 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  |
| **8** | Appoint a designated Charter Champion within the club who can assist with the promotion and reporting 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.  | The club will formally display the charter commitments internally and externally – noticeboards, website, social media, membership packs and utilise the England Golf press release | The Charter Champion to provide England Golf with an annual report on progress on commitments made |