

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 accredited 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.

	Commitment	Current Situation	How this will be achieved	Date/Progress/Targets/Comments
1	To become a SafeGolf accredited 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 relevant Qualifications and training	The Management Council at the Club have approved all policies and procedures. All documentation is 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 Council Lady 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 representation to be maintained in future.
3	To deliver a minimum of 4 initiatives each 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” project 4 Taster sessions specifically for ladies and junior girls Golf Academy membership Par 3 course on front 9 as introduction Birdie membership – pathway into full membership Introduction to 9-hole course with Tuesday ladies In line with our youth development programme working with 6 local schools we will develop this to work with more senior girls Creating a more lady-friendly course with more plants and flowers	To grow lady membership by 10% by end of March 2021 Further growth of 8% a year
4	To formally promote inclusion to the wider community via the club	We have employed a stand alone Marketing Assistant, Helen Austen, who is responsible for driving	Further promotion of ladies events at the Club – well-being days, fashion shows etc Promotion of ladies taster sessions	An increase in followers on social media – Facebook, Twitter and

	website, social media accounts and local community groups	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.	Promotion of “Get Into Golf” and “Women On Par” projects through local advertising and articles – eg article from Lady Chairman Presentation to local WI and advert in their magazine Advertise taster sessions to other womens network groups ie Slimming World Encourage greater participation in golf from ladies in Oundle U3A To ensure ladies are shown on promotional material	Instagram especially by ladies and junior girls Positive 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
5	To promote a membership pathway, for women/girls and families to progress within the club	Golf Academy through lessons with Professional Birdie membership	Taster sessions Golf Academy membership Par 3 course on front 9 Birdie membership Eagle 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 mentors Mentors attend taster sessions Mentors 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