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

A commitment to a more inclusive culture within golf

We, Woodhall 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 Woodhall Hills 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 Woodhall Hills 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 Woodhall Hills Golf Cub
* 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 Woodhall Hills 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. Formally promote inclusion to the wider community via the club website, social media accounts and local community groups
3. Ensure that women and girl participation and development sit firmly and highly within the club’s strategic plan by extending the Get into Golf offer, providing a clear structure/pathway for beginner women and girl golfers in addition to attracting more families
4. Have designated Buddies/Mentors within the club who can assist and support new participants and members
5. Ensure that all aspects of the club’s Governance structures are inclusive, looking to achieve a x% female representation on our **Committee** by actively promoting these positions linked to appropriate role descriptors that are not gender specific
6. Work alongside England Golf and the Local Education Authority to educate, inform and encourage school pupils in the locality to get involved in golf to ensure development and growth
7. To become a SafeGolf accredited club and ensure policies and procedures remain up to date
8. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter

**Signed on Behalf of Woodhall Hills Golf Club:**

G Boldy

President

Date: 17th Feb 2021

Charter Champion: Sarah Hutcheon

Date:  *17th Feb 2021*

These objectives will be embedded into the club business/operational 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** | 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**    Previous delivery of 2 x Get into Golf campaigns for female members which were of differing levels of success.  Membership currently stands at:  34 Junior Boys  8 Junior Girls  Men Members Total        419  Men Members active:     395  Lady Members Total          41  Lady Members active:       33 | **By**   1. Woodhall Hills doesn’t have their own dedicated professional but plan to engage with PGA professionals to provide free/ part funded coaching for Juniors using a recently secured grant. We would look to provide basic equipment where needed and run these sessions at the club. 2. Facilitate an Open Day for Parent/Guardian + Child to encourage non-golfers and families to participate. This will be aligned with Women and Girls Golf week to attract more female participants. 3. Explore how Woodhall Hills can provide their facilities for the use of Golf development events such as Yorkshire/Bradford Girls development clinics, competitions or any activity aimed at growing the game for women, girls and families. 4. Explore creation of a generic competition, 1 a week. Looking to use ability based tees rather than Ladies/Men’s. Need to identify a club that has already tried this approach and gather feedback. 5. Explore how competitions could eb extended over a few days rather than having to complete on a given day. Precedent set in other clubs. | **Q1 2021 –** Approach Bradford/Yorkshire Girls for potential development clinic opportunities in school holidays with potential to run an event each school holiday commencing Easter 2021.  **Q1 2021 –** Engage with PGA professionals to establish calendar of events, linked in with above.  **Q2 2021 –** Promotion ofOpen/family Day to be held in Q3 (summer holidays). Targeting social media and local schools, with an aim to attract 25 number of families (There are 24schools in our local catchment area)  **Q3 2021 – Host Family/Open day –** Promotion of family membership/pathway on the day with a view to securing 10?? new family memberships.  Increase the number of Junior Girls actively playing by 50% in 2021.  Increase the number of Lady members actively playing by 20% in 2021. |
| **2** | Formally promote inclusion to the wider community via the club website, social media accounts and local community groups | Currently promoting course work, society days, membership opportunities, charity events and competitions.  Facebook  Website  **Facebook followers**: 754  **Facebook Reviews**: 12  **Facebook Check ins**: 2122  **Social media conversion:** we currently have approx. 80% of new members from social media. 2020 was an exceptional year for us due to Covid  We average 40 society days? | 1. Promotion of social golf opportunities i.e. Buddy/Mentor not just competitions 2. Promotion of female and family imagery across social media and within the club utilising posters and TVs 3. Junior blogs and content promoted 4. Increased ladies section promotion on social media 5. Ensure events are advertised as events on facebook to allow people to check in, therefore providing additional marketing to family and friends. 6. Encourage people to check in at the club | Increase facebook followers to 1000+ by Q2 2021  Increase number of reviews regarding the course to 60+ by end 2021  Increase number of people checked in at the course to 3000+ by end 2021  Provide offers/vouchers as a promotion on facebook for Parent/guardian and junior round or a Family round.  Increase number of referrals from social media from x to x.  **Q1** – Create a timeline of publicity for Social media for 2021  **Q1** – Support someone from each section, each month to write a blog/review on a recent game/practice/competition for promotion on social media. |
| **3** | Ensure that women and girl participation and development sit firmly and highly within the club’s strategic plan by providing a clear structure/pathway for beginner women and girl golfers to progress within the club in addition to attracting more families | **Our club currently**  Junior Membership is currently:  34 Junior Boys  8 girls  Ladies Membership is currently:  41  Woodhall Hills is currently offering free Junior Membership which has seen an uptake by 30 new members in 2020 | **By**  Continue to provide free Junior memberships  Explore the option of providing a family membership through either:  First 108 holes of golf  6 month membership  Summer membership  School holiday options  Or a pathway of different membership options where one progresses onto the next  Look to do a development scheme from beginner to support progression through the club i.e bade/certificate/wristband etc of different colours to show they’re making progress and give something to work towards. | **Q1** – Scope out development options,speak to current Juniors and those new to golf to gain ideas and input. Get them to help shape and design what this should look like.  **Q1** - Depending on scheme proposed scope out conversion rates for the membership pathway. What % would progress to each memebership option? What does good look like?  **Q1** – Speak to members who joined in 2020 and 2019 (different perception due to Covid) What is their feedback? How would they like to see the scheme developed? What would support them further?  **Q1** – How can we ensure retention of those who joined in 2020 and 2019 due to Covid? Link these people up with Buddies. |
| **4** | Have designated Champions/Mentors within the club who can assist and support new participants and members | Develop a buddy scheme to support new members on their journey through the membership pathway. | **By**  Utilise the tools available through the Golf Hero’s E-Learning -  <https://www.englandgolf.org/club-support/membership-growth-retention/your-volunteers/golf-buddies/> | **Q2** - Have a buddy in place for each new member by Q2.  **Q2** – Host a training session for buddies  **Q2** – Host a rules night/quiz for new members (potential for separate Junior session) |
| **5** | Ensure that all aspects of the club’s Governance structures are inclusive, looking to achieve a 30% female representation on our Exec Committee by actively promoting these positions linked to appropriate role descriptors that are not gender specific. | **Our current Exec committee consists of:**  4 x elected individuals with a 3yr term  2 x honouree individuals the secretary and the treasurer.  There is 1 vacancy at present  There are no female representatives on the Exec committee at present.  There are sub committees including a ladies committee and Junior Committee | **By:**  Complete a skills matrix of the existing committee to ascertain gaps in current skills  Formulate role profiles and overviews to attract more interest  Promote the need for more women to stand for election at AGM in monthly club news and the impact they can achieve by sharing roles and responsibilities | At the next election (2023) aim to have increased from a 0% representation on the exec board to 30%  Q4 2020 – Skills matrix complete  Q1 – Promote Social media/advertising/marketing role for Exec committee |
| **6** | Work alongside England Golf and the Local Education Authority to educate, inform and encourage school pupils in the locality to get involved in golf to ensure development and growth | Currently looking to create a Junior Academy and social area for Juniors to meet.  Junior Membership is currently:  34 Junior Boys  8 girls | 1. Approach local schools through contacts within club i.e Farsley Farfield, Priestthorpe, Crawshaw to promote coaching and opportunities for Juniors especially girls. 2. Woodhall Hills doesn’t have their own dedicated professional but plan to engage with PGA professionals to provide free/ part funded coaching for Juniors using a recently secured grant. We would look to provide basic equipment where needed and run these sessions at the club. | Q1 – Engage with local schools to promote holiday coaching opportunities (dependant on Covid restrictions for Easter)  Q2 – Shape and promote summer school offering  Q3 – Facillitate Summer school |
| **7** | To become a SafeGolf 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 SafeGolf 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 your local England Golf Club Support Officer. We expect to complete by XXX.  Our annual review date is XXX | 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 |
| **8** | Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter | 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 |
| 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 |