

## The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Skipton GC 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 Skipton 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 Skipton 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 Skipton 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 Skipton GC plan to achieve this**

1. Deliver a minimum of two initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns.
2. Promote a membership pathway, for women/girls and families to progress within the club.
3. Have designated Champions/Mentors within the club who can assist and support new participants and members.
4. To become a SafeGolf accredited club and ensure policies and procedures remain up to date.
5. To achieve and maintain 30% female representation on our Board of Directors by actively promoting these positions linked to appropriate role descriptors that are not gender specific.
6. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter.

### **Signed on Behalf of Skipton GC:**

**James Fox**

Club Manager/Secretary/ Chairman:

Date: 15.12.2020

Signed:

**Dagmar Hecker-Woodhead**

Charter Champion:

Date: 15.12.2020

Signed:

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.

	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 runs a promotion around Christmas time for a "Get into Golf" package of 8 group lessons throughout spring. This is open to men and women but mainly women have signed up. It is run by the Lady Captain & Vice Captain. From our first group in 2018 we have 3 full members with handicaps, regularly competing in club competitions. We also have 2 flexi members looking to gain a handicap in 2021.	We aim to re-introduce taster session at specific times of the year. School holidays will be suitable to attract more girls. We aim to link our events to England Golf events for better marketing. Women and Girls Golf Week. Our local Boys' Grammar School is promoting golf. We are looking to build up links with our local Girls' Grammar School to encourage girls to play golf.	Target to sign up one group of Get Into golf by April 2021  Taster Session for Girls & Women by July 2021  Build up contact with local Girls' Grammar School by July 2021
2	Promote a membership pathway, for women/girls and families to progress within the club	In 2019 we introduced a "Pathway into Golf". In 2020 we signed up our first 4 ladies in our newly created Academy Membership. This consists of a 3 months membership with 6 lessons and full club access. After that an extended membership of up to 18 months is offered at 50% of the fees. In 2020 we have 49 lady members, which represents around 15% of our membership. In our ladies section there is a trend towards flexible membership; we have very few weekend players.	We will promote our "Pathway into Golf" at all our Opens, taster sessions and family events. We have family events planned at Easter and in Summer holidays. We will advertise the events in the local press, schools, club's twitter and facebook pages.  For 2021 we are promoting a family discount, as well as our 6 categories of "intermediate" membership, covering the age groups from 19 to 35 years.	Target to sign up one group of Get Into golf by September 2021.  Target to convert our 4 academy members into full members by June 2022.
3	Have designated Champions/Mentors within the club who can assist and support new participants and members	In our small ladies section, we have a dedicated group of helpers who support new participants.	We will appoint a designated Champion within our club.  We will nominate mentors within our club who will look after the new golfers. For women and girls we will involve the "newer" members who have recently experienced the journey into golf themselves.  In 2021 we are promoting the recruitment of new members with a "credit incentive" – this is conditional on the member "mentoring" the new recruit.	Target to have a list of mentors and new recruits established by April 2021.  Target for the champion to set up a regular catch-up with all mentors by July 2021.

4	To become a SafeGolf accredited club and ensure policies and procedures remain up to date	<p>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</p>	<p>The management team at the club has approved all the policies and procedures.  All documentation is up to date on the England Golf portal and notify our local England Golf Club Support Officer. We expect to complete by 31 March 2021.  Our annual review date is 30 June.</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>
5	To achieving and maintain 30% female representation on our Board of Directors by actively promoting these positions linked to appropriate role descriptors that are not gender specific.	<p>Our current Board consists of 8 Directors and 3 observing members. The 2 female members are gender specific as they represent the ladies section. Female board representation is therefore at 18%.</p> <p>Elections are open to all members, male and female.</p>	<p>In 2021, for the first time in the Club's history, our Club President will be female.</p> <p>Review of the skills base on the Board of Directors prior to any vacancy arising, identifying any gaps.</p> <p>Promoting future vacancies to all sections of the club.</p>	<p>Keep a register of the Board of Directors' skills base and review annually.</p>
6	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