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

A commitment to a more inclusive culture within golf

We, Stanedge 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 Stanedge 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 Stanedge 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.

**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 by the management at Stanedge 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 Stanedge GC plan to achieve this**

1. Deliver the Girls Golf Rocks programme in 2021, targeting beginner girls aged between 7 and 14 years to learn golf in a fun, friendly and safe environment.
2. Formally promote inclusion to the wider community via social media accounts and local community groups.
3. Promote a membership pathway, for women/girls and families to progress within the club.
4. Increase the overall women’s and girl’s membership at the club.
5. Actively promote careers for women in the golf industry.
6. Maintain our non-gender specific club members competitions.
7. Maintain the SafeGolf club accreditation, ensuring all 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.
9. Measure the impact and actively promote the Charter and all of the pledges made.

**Signed on Behalf of Stanedge GC:**

Club Director & Owner: Fame Tate Signed:

Date: 11/12/2020 Fame Tate

Charter Champion: Jane Staniforth Signed:

Date: 11/12/2020 J Staniforth

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 the Girls Golf Rocks programme in 2021, targeting beginner girls aged between 7 and 14 years to learn golf in a fun, friendly and safe environment. | Due to COVID, our Girls Golf Rocks programme for 2020 has been delayed until 2021. | Deliver two blocks of six weeks consecutive girls only coaching sessions targeting girls aged between 7 and 14 years.  Dates are yet to be set however, potentially between May and October with the final session being delivered out on the golf course.  The programme will be promoted using the agreed marketing collateral and through all Stanedge GC social media platforms. Targeting the local community, in particular local schools and children’s community groups. | All dates and group sizes are yet to be decided due to the current COVID situation.  However, once the session dates are decided and the coaching is underway, as per the signed SLA, we are committed to share the data monitoring for the programme. |
| **2** | Formally promote inclusion to the wider community via social media accounts and local community groups. | Since taking over the club in 2019 all of our marketing has strongly focussed on accessibility and inclusivity. This has been through press coverage, adverts and all of our social media platforms; Facebook, Twitter and Instagram. Market segmentation and demographic research has been scrutinized. | This is something that is done on a regular basis and will continue. As the membership has increased at the club it is noticeable that the female section is lacking. We will focus on female only marketing, targeting females through paid social media adverts and local community groups. | Algorithms and data results will be investigated through the social media results, from the initial post, to the likes, clicks, entry onto the SGC website and whether this leads to any enquiries via email or calls. |
| **3** | Promote a membership pathway, for women/girls and families to progress within the club. | In 2019 regular ladies only coaching sessions were ran on a weekly basis for beginner ladies and the more progressive lady golfer. These were extremely popular. However, given the COVID situation, no sessions have taken place this year. No girls only sessions have been run as we find that mixed sessions have worked incredibly well. | We will continue to provide ladies group and individual sessions with myself as the female pro and potentially with the addition of another professional. This is obviously dependant on demand and group size. The focus will be heavily on promoting learning golf in a friendly, fun and welcoming environment. With a general emphasis on promoting female golf as a whole not only for the benefit of Stanedge GC but for other clubs within the locality. | Aim to convert 3 complete beginners from the coaching sessions into members of SGC. |
| **4** | Increase the overall women’s and girl’s membership at the club. | We currently have 21”Full” female members and 2 junior girl members. | A continuation of the coaching programmes for ladies and girls that will be put in place for the year; individual, group and Girls Golf Rocks. The possibility for female/junior girl members to “bring a buddy.” This is something that will need further exploration. | Deliver a plan for the continued implantation of this initiative. Full support of this will be given by myself and my assistant manager, both administratively and financially. A target to increase both female and junior girl membership by 10%. |
| **5** | Actively promote careers for women in the golf industry. | We currently employ 4 female members of staff. Fame Tate, Director & Owner, Claire Scharschmidt, Assistant Manager and 2 further members as part of the kitchen, bar and catering team. I myself am a regular and active participant of the GCMA, attending regional and national meetings and part of a “Women’s Leadership Group” for the GCMA. I also sit on the UKGF Board and an active member of the PGA. | Financial support to be provided for funding for further education, training and time away from the business. Promoting women in golf through work with the GCMA and the PGA. | Both the manager and assistant manager will attend relevant training courses provided by the GCMA with the potential to join the assistant manager to the GCMA.  CPD to be carried out by Fame Tate through the PGA. |
| **6** | Maintain our non-gender specific club members competitions. | All members competitions at SGC (including club majors) are non-gender specific. | This is something that we feel hugely passionate about and it is for the benefit of everyone. As there are no day/time restrictions for any member to play, whereby everyone is equal, this format works incredibly well and it gives all members the opportunity to mix, play with their friends, partners, spouses etc. | There is currently no mixed pairs competition at the club, which is due to the low number of female members in comparison to the male section. The target is that as the number of female members increases, this is something that will be eventually introduced. |
| **7** | Maintain the SafeGolf club accreditation, ensuring all policies and procedures remain up to date. | We are SafeGolf accredited with a club Welfare Officer in place. | All of our documentation is currently up to date.  The policy has been communicated to all of our members and staff. Our certificate is visible at the golf reception.  Fame Tate and Claire Scharschmidt, have both completed their Safeguarding Training, DBS checks and are both booked on to a TTL course. | Fame Tate and Claire Scharschmidt to complete their TTL the first week in December 2020. There will therefore be then three members of staff fully trained at SGC. |
| **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. |
| **9** | Measure the impact and actively promote the Charter and all of the pledges made. | 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.  From the Charter date onwards. |