

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Goswick 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 Goswick 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 Goswick 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 Goswick 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 Goswick GC plan to achieve this

1. Deliver two initiatives annually 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 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
5. To become a SafeGolf accredited club and ensure policies and procedures remain up to date
6. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter

Signed on Behalf of Goswick GC:

Club Manager/Secretary:
Date: 10th February 2021

Signed: Rory Davidson



Charter Champion:
Date: 2nd February 2021

Signed: Sandra McGonigle

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	Deliver a minimum number of two initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns	<p>Our club currently <i>Due to this year's global pandemic, the club has not delivered any initiatives related to ladies and junior girls.</i></p> <p><i>5 years ago, the club offered a small group of ladies a coaching and 9-hole membership package which resulted in 3 ladies joining and retaining a full membership</i></p>	<p>Delivering two 'Get into Golf Taster Sessions' one targeting ladies and the other junior girls in the coming season</p> <ul style="list-style-type: none"> <i>Promoting the sessions through the club website, Twitter and Facebook pages local sports, and social venues, schools, word of mouth from current members and employees using England Golf Marketing materials</i> <i>Establishing commitment from the club pro to attend and offer introductory coaching</i> <i>Secure team of support from lady members to help with the running of the event</i> <i>Secure sponsorship for the events</i> 	<p>March 2021 – Ladies Taster Session</p> <p>Up to 10 Attendees</p> <p>Easter School Holidays – Junior Girls Taster Event</p> <p>Up to 10 girls with chaperone</p> <p>Target of 50% take-up to Goswick GC first steps on pathway</p>
2	Promote a membership pathway, for women/girls and families to progress within the club	<p><i>Currently, the Lady Club Captain is obliged to contact new members to welcome them to the club and offer to have an introductory round of golf</i></p> <p><i>All new ladies are personally invited to the Club Opening Day</i></p> <p><i>The Lady Captain produces a monthly newsletter which is shared by email with all lady members</i></p> <p><i>A WhatsApp group established in 2019 is now used to help engage new members into regular play in planned 'rollups' two days a week. This has proved to be successful</i></p> <p><i>The current membership split by gender is 85% men and 15% women (550 members -70 women)</i></p> <p><i>Currently we have 22 9 Hole Members, 7 Country Members, 6 Distance Country, 22 Full Members, 1 Intermediate 18-21, 3 Junior 12-17, 1 under 12, 1 Professional, 2</i></p>	<p>Establishing a Membership Pathway:</p> <ul style="list-style-type: none"> <i>Carry out membership questionnaire to inform planning</i> <i>Secure a member to lead the organisation of the buddy system</i> <i>Create a buddy system for new members</i> <i>Plan monthly buddy get togethers i.e. small groups with linked members</i> <i>Establish follow on coaching sessions for groups, pairs and / or individuals e.g. £25 for 5 lessons with equipment supplied</i> <i>Develop more flexible membership routes e.g. 3-hole post coaching evening golf.</i> <i>Secure a Lady member to the position of Junior Girls' Officer and establish key roles and responsibilities in accordance with Safe Golf and Northumberland Ladies' Golfing Society Pathway</i> <i>Establish and maintain a Lady Members and Junior page on the club's website.</i> 	<p>Success Criteria</p> <p><i>50% take up to step 1 of Membership pathway</i></p> <p><i>40% retention throughout coaching sessions</i></p> <p><i>25% conversion to membership</i></p> <p><i>Increase of 20% in Junior Girl Membership</i></p> <p><i>Increase of 10% for those with Handicaps</i></p> <p><i>Junior girls playing in Junior and Club Competitions</i></p> <p><i>Junior Girls engaged in county coaching and competition</i></p> <p><i>Junior girls playing as part of the Lady's Shield team</i></p>

		<p><i>Senior 65-75, 3 Senior 76-80, 4 Winter 5 Day</i> <i>Out of these numbers, discounting the juniors, there are only 4 Members under 50, 13 50-60, 26 60-70 & 25 70+</i></p> <p><i>Junior membership is free up to the age Of 12 then £50 annually 12 -17 years.</i></p> <p><i>Junior girls are invited to attend coaching sessions on a Monday night during the summer months at a fee of £1 weekly unless a paying junior member</i> <i>Weekly junior competitions are held throughout the summer season for juniors with handicaps and can be played for on a Saturday or Sunday</i></p>		
<p>3</p>	<p>Have designated Champions/Mentors within the club who can assist and support new participants and members</p>	<p>Our club currently <i>A tentative arrangement has been started with a current lady member to act as a buddy to 3 of our new members. It is hoped that this can be built on</i></p>	<p>Secure roles:</p> <ul style="list-style-type: none"> • Women in Golf Champion (1) • WIGC Buddy Manager (1) • WIGC Buddies (6) • WIGC Junior Girls' Officer (1) • WIGC Assistant Marketing Director (1) <p>Individuals may volunteer to provide more than one role</p> <p>Use materials from the following to help motivate and 'train' volunteers</p> <p>-</p> <p>https://www.englandgolf.org/club-support/membership-growth-retention/your-volunteers/golf-buddies/</p>	<p>We want to achieve <i>BY Mid-2021 season have formalised roles and responsibilities and evidence of practice being carried out by individuals</i></p> <p><i>By End of 2021 Season have established succession / retention strategy</i></p>

<p>4</p>	<p>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>	<p>Our current Board consists of:</p> <p>5 Directors (chairman, Finance, Marketing, Course, House) currently the House Director is female however the constitution does not state the requirement for female representation. The Club's men's captain also attends Board meetings</p> <p><i>Our Captains' Committee consists of</i></p> <p><i>8 members which includes the Lady Captain and Vice-Captain</i></p>	<p>By:</p> <ul style="list-style-type: none"> <i>Implement role descriptors for Board of Management</i> <p><i>Create sub-committee to draft proposals of roles and responsibilities</i></p> <p><i>Submit to Board and Captains' Committee for inspection / approval</i></p> <p><i>Completing a skills matrix of the existing board/ committee to ascertain gaps in current skills</i></p> <p><i>Promoting the need for more women to stand for election at AGM in monthly club newsletters and impact they can achieve by sharing roles and responsibilities</i></p> <ul style="list-style-type: none"> <i>Review and amend the club's constitution</i> <p><i>Appoint key member/s of board to research constitutions from range of other golf clubs and Draft key amendments</i></p> <p><i>Consider advicer from England Golf resources – see below#</i></p> <p><i>Present suggestions to Board and Captains' Committee</i></p> <p><i>Post proposed amended constitution to members for consideration in line protocols for AGM Agenda items</i></p> <p><i>Adopt new constitution</i></p> <p><i>For further support please refer to the Governance Guide https://www.Englandgolf.org/wp-content/uploads/2019/10/England-Golf-Club-</i></p>	<p><i>Reaching 30% might take a couple of years to achieve</i></p> <p><i>Early 2021 have established subcommittee and key members to research constitutions</i></p> <p><i>Mid 2021 Have created draft roles and responsibilities for consideration and completed skills matrix</i></p> <p><i>By September have redrafted constitution and presented to Board and Captain's committee</i></p> <p><i>By end of September have finalised constitution and be ready to share with members</i></p> <p><i>Canvas ladies' section re Board membership</i></p>
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			Governance-Guide-2.0.pdf and Governance pack to access these resources https://www.EnglandGolf.org/download/governance-pack-2019/	
5	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 on the England Golf portal and notify our local England Golf Club Support Officer. We expect to complete by 31 st March 2021. Our annual review date is March 2022.	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
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	Prepare and conduct customer satisfaction survey amongst Lady members Use results to inform adaptations and inclusions 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