

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	Encourage more women, including working to play golf	<p>We have an ageing membership with no members between the ages 15-39, 11 aged 40-59, 45 aged 60-70 and 91 aged 70+</p> <p>Recently the club has moved forward in line with equality to create a membership for all, Platinum or gold with no gender specific barrier.</p>	<p>Sales and Marketing group to do a Promotional campaign aimed at women who are working</p> <p>Promote the Platinum intermediate membership (England Golf Initiative) to allow the younger members a lower membership rate on a sliding scale based on age</p> <p>Eg aged 22 start at £385 (as at May21)</p> <p>Explore re-introduction of late tees for mid-week competition</p>	Target is 10 women by April 2022
2	<p>Increase women members using the "Get into Golf scheme"</p> <p>Formalise the "Buddy" scheme</p>	<p>2013 saw the introduction of the get into golf scheme by the Lady Captain at that time and the Club Professional. This has been ongoing and resulted in a number of full members. There was an approach to the local WI to start the scheme last year but due to the pandemic this was put on hold.</p> <p>We are a friendly club and arrange a buddy to any new member but this is informal and lacks any effective process or means of measurement</p>	<p>Revisit the WI, hold a taster day to introduce golf as a new activity with a clear pathway set for lessons, off peak membership, handicap achievement leading onto becoming full members of the club</p> <p>Do a calendar of ongoing taster days and a list of target specific groups</p> <p>Appoint a lead to create a formal Buddy system with existing members mentoring new members coming through the get into golf scheme and open days. This will help them feel at ease, introduce to other, members, aware of booking system, competitions, informal roll ups and social events/activities</p> <p>Explore workshops/E-learning via England Golf</p>	<p>Taster day planned</p> <p>Target - 12 to attend</p> <p>Target 20% to become off peak members</p> <p>Marketing plan to be completed</p> <p>LVC to take on role</p> <p>Team of 5 volunteers</p>
3	Increase number of juniors and families playing at the club Passport to golf scheme	<p>The Club is SafeGolf registered and we will renew and maintain the SafeGolf accreditation accordingly</p> <p>One organiser has achieved a golf coaching qualification</p>	<p>6 week free coaching with a complimentary 12 month membership</p> <p>Need to consider additional volunteers to assist and these volunteers to be "DBS" cleared</p> <p>Explore additional coaching qualifications for the volunteers</p>	Target 2 additional volunteers volunteers to have current DBS

S. Hutter

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