

A commitment to a more inclusive culture within golf

We, DYKE 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 DYKE 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 DYKE 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 DYKE GOLF CLUB
- 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 DYKE GOLF CLUB Plan to achieve this

- 1 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
- 2 Deliver a minimum number of 4 initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns
- 3 Formally promote inclusion to the wider community via the club website, social media accounts and local community groups
- 4 Promote a membership pathway, for women/girls and families to progress within the club
- 5 Have designated Champions/Mentors within the club who can assist and support new participants and members

Signed on Behalf of DYKE GOLF CLUB:

Club Manager/Secretary: Martin Yeates
Signed: 
Date: 26/11/2020

Charter Champion: Carol Duncumb (Ladies Section Representative)
Signed: 
Date: 26/11/2020

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 / Comments
1	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	Our board of directors is currently 1 x Chairman + 4 x Directors. At present we have 2 female directors which equates to the percentage of female representation at 40%.	<p>We will continue to actively promote the inclusion of lady members on the Board. By targeting lady members that currently stand on the committee to be future directors at the club; using our 'buddying' system with directors.</p> <p>All directors have a 'deputy' which come from the Captains Committee. At present we have one lady deputy director.</p> <p>The current ladies on the Board have been on the Board since April 2017 and were re-elected for a further three-year term April 2020.</p>	<p>We will aim to achieve 30% representation on the board over a rolling period of 5 years.</p>
2	Deliver a minimum number of 4 initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns	As at 13/11/2020 we have 75 Lady Members at the Dyke, comprising of: 7-Day Lady = 46 5-Day Lady = 4 Flexible = 18 Juniors = 5 Student = 1 Academy = 1	<p>Our yearly Initiatives include:</p> <ul style="list-style-type: none"> - All playing members of the Dyke are encouraged to introduce family to the game of golf. We offer free junior membership to under 14's. This initiative is promoted to our general membership via newsletters and externally via social media. - At least one 'open day' to a local school to promote golf to all. We will link to 1 or 2 local schools to promote free junior lessons at their school fete; using the tri-golf equipment. 	<p>We aim to increase our overall participation in our ladies section by 2.5% nett year on year.</p> <p>This initiative has been running for a few years. It generally generates 3 – 4 new junior members per year. With the introduction of the junior passport, we will look to develop their skills each year.</p> <p>We visited a school in 2019 and this led to a group of 6 school children undertaking beginner lessons free of charge. In this group were 2 girls. This is our target for the coming season. We will work harder on the 'after sales' to keep them interested in extra lessons/participation.</p>

			<ul style="list-style-type: none"> - All new female members to the Dyke receive a 'buddy' from the ladies' section. On joining the club, the ladies section will make contact with the new lady member (and provide a welcome pack) which will develop a pathway to making the most of their membership. - Continued promotion of our Academy membership which includes our 'Passport to Golf' and 'Get back into Golf' promotions. This initiative is promoted to our general membership via newsletters and externally via social media and on our website. - We will also introduce and run the following England golf initiative: :Girls Golf Rocks This initiative is promoted to our general membership via newsletters and externally via social media and our website (front page). 	<p>We aim to gain at least 1 lady member to the club per year on our academy membership. The membership is designed to bring complete beginners to the game or golfers that used to play and are nervous about joining a club again due to a lack of ability.</p> <p>This is the first year we will be championing 'girls golf rocks'. We are targeting at least 1 or 2 lady golfers from this initiative.</p>
<p>3</p> <p>Formally promote inclusion to the wider community via the club website, social media accounts and local community groups</p>	<p>Our current website is a key tool in promoting our activities for members and guests to the club. However, a greater resource we use to 'spread the word' about golf and our initiatives is social media. We use:</p> <ul style="list-style-type: none"> - Facebook - Twitter - Instagram 	<p>The club will be promoted on our website and all our social media streams. We hope to increase awareness of the Dyke across different sporting streams eg. Women's Local Hockey Teams etc... so that they are aware of all initiatives that the club run and of the back of these promotions, we can get regular interaction and involvements from a variety of avenues.</p>	<p>Our initiatives throughout the year will be promoted on our website and all our social media streams. We hope to increase awareness of the Dyke across different sporting streams eg. Women's Local Hockey Teams etc... so that they are aware of all initiatives that the club run and of the back of these promotions, we can get regular interaction and involvements from a variety of avenues.</p>	<p>Create a systematic approach to record when, where and how new enquiries have come to the Dyke Golf Club which in turn will ensure we utilise the best avenues going forward.</p> <p>We will review social media insights into the success of all promotions.</p>
<p>5</p> <p>Have designated Champions/Mentors within the club who can assist and support new participants and members</p>	<p>The current club secretary and lady's secretary look after the initiation of new members to the club.</p>	<p>The club will create a new 'membership pathway' for all new members to follow. This pathway will be developed early 2021 and in conjunction with the lady's section and the champion to the carter, will cover all aspects of a new member joining the club and to help them feel at home at the Dyke.</p>	<p>All new members will obtain a handicap and play in at least 1 x friendly competition in their first year of membership.</p>	<p>All new members will obtain a handicap and play in at least 1 x friendly competition in their first year of membership.</p>

			The champion of the women's charter will take ownership of all new lady members.	
6	'Tees for all'	Currently we have the Red & blue tees available for ladies to play from.	Instruct the Sussex County Golf Union to 'rate' all tees for both men and ladies.	Dependent on how and when the Sussex county Golf Union can visit us, hopefully we can get these rated by the end of 2021
7	Increase female participation in our mixed singles/team competitions	Several events throughout the year are open all members at the club. Disappointingly the uptake from the lady's section is low.	Promotion of these events amongst the lady's section. We actively promote these competitions/activities in the members handbook.	To be able to provide statistics that uptake has increased year on year.
7	Become a Safe Golf accredited golf club	Going through the process	With support from our local regional England golf representative	Completed early 2021
8	Impact measures	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
9	Promotion 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. Our charter Champion for 2021 is Ms Carol Duncumb who is the current Ladies Captain for 2020/21.