



## The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Wyke Green 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 Wyke Green 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 Wyke Green 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 voluntary positions and 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 and board level with Wyke Green Golf Club
- Strongly advocating more women and girls playing, volunteering 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 volunteer and work in golf.

### **How we at Wyke Green Golf Club plan to achieve this**

1. Implement a Business/Strategic Plan to incorporate and support the Women's Charter.
2. Have an Equality, Diversity and Inclusion Policy in place.
3. Raise the profile of Wyke Green Golf Club's women and girls, including members, staff, professional staff, volunteers and committee members.
4. Promote volunteering opportunities for women and girls.
5. Increase visibility of female and family-oriented imagery within club communications.
6. Implement recruitment initiatives targeting women and girls.
7. Understand current membership satisfaction levels.
8. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the Charter.

### **Signed on Behalf of Wyke Green Golf Club:**

Club Manager/Secretary/ Chairman:  
Date:

Signed:

Charter Champion:

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 will this be achieved/Plan	KPIs	Date/Progress/Targets/Comments
<p>1. Promote Women Membership through a focussed marketing campaign including holding an Open Day and encouraging a pathway to membership for our Academy players</p> <p>Outline a strategy that promotes the changes WGGC is making with the Women in Golf charter – what it is and why it matters and how is going to be rolled out.</p>	<p>Important to audit where we are now as a golf club in order to benchmark progress; number of women and girls members; screenshots of the website; social media metrics and analysis of how often women and our diversity represented</p> <p>69 Women members; 67 of whom are playing; 2 Academy members as this has just started with new Pro.</p> <p>Currently not integrated with Women membership</p> <p>No Open Days held</p> <p>No specific Women &amp; Girls membership marketing</p> <p>Club’s Marketing budget determine annually; not decided yet for 2023.</p>	<ol style="list-style-type: none"> <li>1. Club Pro and Membership Manager Link the Women Academy players through a social event with the main Women membership</li> <li>2. Post Academy set up an afternoon where a Woman member plays with 2 Academy players on the course to encourage pathway to membership working with the Membership Manager</li> <li>3. Membership Manager and GM Plan an Open Day in the Spring, supported by the Women’s Committee</li> <li>4. Market this through social media, local community advertising at tube stations and local shops like garden centres and attractions; What’s app messages and emails from current members to friends. Bring a Friend promotion.</li> </ol>	<ol style="list-style-type: none"> <li>1. 1 Academy player joins as a full member each year</li> <li>2. Held every 3 months: taken up by 6 Academy players, supported by 3 existing Women members</li> <li>3. Deliver a successful open Day with 25 people attending and supported by the current membership, both Women’s and Men’s membership</li> <li>4. Produce Women &amp; Girls specific marketing material for use in promoting WGGC</li> <li>5. Club Diary features the Open Day</li> <li>6. Evaluate social media metrics and how many memberships resulted</li> </ol>	<p>.</p>

<p>2. Review current Ladies Captain, engage with Women Membership, Board and broader membership and move towards a Club Captain who can be either male or female</p>	<p>A male Club Captain selected through personal approach.</p> <p>A Ladies Captain representing the women membership who chairs the women's committee and attends Match and Handicap as Women's delegate</p>	<ol style="list-style-type: none"> <li>1. The Board review and approve the selection of the club captain to be either male or female and change this by end of 2023</li> <li>2. The Board establish a selection process with committee, including a women member</li> <li>3. Women's committee has an equal profile within Club, including adding committee dates to diary and all Women events, including matches (as happens with Foxes section, for example)</li> <li>4. Women's committee Terms of Reference to be drafted and approved at AGM; has designated roles and outline of committee purpose and this is published by the club</li> </ol>	<p>New process formally adopted for selection of either male or female club captain by 2023</p>	<p>Forum held with Women's GOLF and it was agreed to move towards a club wide policy where club captain can be either male or female. It was agreed that there should be no future Lady Captain.</p> <p>One of the Women's Committee was asked to sit on the selection committee for Club Captain.</p>
<p>3. Hold more golf events at the club where women and men players play in the same competition, and for the same prizes, known as</p>	<p>In recent years, many events to which the women have been invited to play in, have allocated a tee time to the women, rather than women playing with the men. The prizes have</p>	<ol style="list-style-type: none"> <li>1. Match and Handicap to introduce more mixed competitions through 2023.</li> </ol>	<p>Measure the numbers taking part in these events, with a view to increasing each event.</p>	<p>Ward Cup held in October 2022 as a mixed competition.</p>

<p>mixed events. These are separate from competitions such as the McConchie and the Bennett Bowl</p>	<p>also been significantly different.</p>			
<p>4. Commit to increased social events to encourage inclusion, and a whole club feel, including Family events</p>	<p>There are very few social events where whole membership attends, and this year, our one great club social event – Diwali – was cancelled.</p>	<ol style="list-style-type: none"> <li>1. The Club/GM/House manager commit to organise two inclusive, accessible (in terms of cost) events next year for all members</li> <li>2. Club Pro to organise a Sunday afternoon Family golf event for juniors and families to play together. Juniors without golf playing parents to play with existing members (the way the junior section used to run under Chris Hamilton and Jenny Wile)</li> <li>3. Women’s committee to organise with support from pro and GM/House Manager, a Nine and Wine evening on two Friday evenings next year. Social and informal.</li> <li>4. Match &amp; Handicap and GM/Club House Manager commit to hold a formal and inclusive Presentation</li> </ol>	<p>Two successful club social events with 50 people attending from across the membership.</p> <p>Major Presentation Evening held at Club and included in the club diary each year</p>	

		<p>evening to be held when trophies of all the membership are awarded. This event should be for whole club, including junior trophies (maybe presented earlier</p> <p>5. Club Honours Boards to be updated to present day. GM to find out how much this costs and implement</p>		
<p>5. Formally promote Diversity, Equity and Inclusion (DEI) of WGGC to the wider community via the club website, social media accounts and through our marketing</p>	<p>Although a naturally diverse golf club, this is not reflected on our social media accounts or most importantly on our website. There is a DEI policy</p>	<ol style="list-style-type: none"> <li>1. GM, Membership Manager review club website and ensure representation reflects the diversity of our current membership</li> <li>2. Add stories about our successful women and girls stories with photos e.g. We are the home of the current Middlesex 5 aside Champions</li> <li>3. Add a page about the Women in Golf charter and publish it on the website</li> <li>4. Use Instagram stories to highlight and wish good luck to teams playing that day</li> <li>5. Use the hashtag #WomeninGolf every post</li> </ol>	<ol style="list-style-type: none"> <li>1. Increased engagement metrics with our social media accounts</li> <li>2. Measure the clicks through to the club website</li> </ol>	<p>It was agreed at the Women's AGM that the club now transition to Women &amp; Girls, rather than Ladies.</p>

		<ol style="list-style-type: none"> <li>6. Tag @middlesexgolf and @englandgolf each post</li> <li>7. Link social media posts to the Club diary</li> <li>8. Change all references throughout the club of Ladies/Lady to Women.</li> <li>9. DEI policy to be updated by the GM and approved by Board</li> </ol>		
<ol style="list-style-type: none"> <li>6. To actively promote representation of Women on WGGC Board of Directors and all Club Committees, and increase the number of women on these committees and the Board</li> </ol>	<p>The Lady Captain attends Match and Handicap Committee meetings, as the Lady delegate.</p> <p>We have one Woman currently on our Board of Directors</p>	<ol style="list-style-type: none"> <li>1. The Board undertakes to encourage Women members to take up positions on the Board of Directors as they become available and all Club Committees including Match and Handicap</li> <li>2. Board and all Committees to be featured in clubhouse on boards and kept updated to show the diversity and inclusion of women</li> </ol>	<ol style="list-style-type: none"> <li>1. Increased representation by 10% on Board and Match and Handicap committees</li> </ol>	
<ol style="list-style-type: none"> <li>7. Appoint a designated Charter Champion who will assist with the promotion, updating and implementation of the Women in Golf Charter</li> </ol>	<p>No current Charter or Champion in place.</p>	<ol style="list-style-type: none"> <li>1. To capture and record a baseline of all the key measures WGGC commits to within the Charter (KPIs) including membership data for the club to evaluate the impact</li> </ol>	<ol style="list-style-type: none"> <li>1. The Charter Champion will be appointed at the Club's AGM in December 2022.</li> <li>2. The charter Champion will provide England Golf with an annual report on progress and KPIs within the WGGC Women in Golf Charter.</li> </ol>	

		<ol style="list-style-type: none"> <li>2. To appoint a Charter Champion utilising the role description provided by England Golf.</li> <li>3. WGGC will formally display the charter commitments internally and externally: noticeboards, website, social media, membership packs and use of the England Golf press release.</li> <li>4. Women in Golf Charter published and put up in the clubhouse and formally adopted at the Club AGM</li> </ol>		
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