

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Swaffham 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 Swaffham 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 Swaffham 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 Swaffham 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 Swaffham GC Plan to achieve this

- To achieving and maintain 30% female representation on our Board of Committee Members by actively promoting these positions linked to appropriate role descriptors that are not gender specific
- Deliver a minimum number of 4 initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns
- Formally promote inclusion to the wider community via the club website, social media accounts and local community groups
- Promote a membership pathway, for women/girls and families to progress within the club
- Have designated Champions/Mentors within the club who can assist and support new participants and members
- Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter

Signed on Behalf of Swaffham GC:

Club Manager/Secretary: Rachel Clubb
Date: 27/10/2020.

Signed: 

Charter Champion: S. CLEMENTS. LADY CAPTAIN.
Date: 2/12/20.

Signed: S Clements

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	30% representation on the management committee.	The club constitution and rules state the ladies captain and vice-captain are officers of the club.	The Club Rules comply with the 30% minimum representation of women on the board. Any changes to the club rules in the future must comply with this.	The ladies champion and ladies committee to ensure continued representation at management committee level. The management committee and ladies committee fully accept this policy.
2	Promote a membership pathway for beginners, young girls and younger women.	Lady members encouraged through current ladies section and management committee. We have reduced membership fees for under 30's to promote beginner participation.	Ladies taster sessions and beginners coaching to be run throughout the Spring, Summer and Autumn through our Club Professionals. The Club Professionals have committed to running a minimum of 6 taster sessions over the course of the year. Use social media alongside current member communications to promote the sessions to the wider community.	Summer 2020 saw the first of the taster sessions with a cake and prosecco promotion. We achieved 1 new beginner member. Target for 2021: 12 participants Target of 4 beginner members.
3	Ladies tee time representation on Saturdays to ensure fair usage for working women.	Before 2020 ladies did not have fair tee usage at weekends. We have now ensured fair usage through a ladies specific tee time slot on Saturday mornings every week alongside the Wednesday ladies day.	The management committee have committed to ensuring the Saturday tee times for ladies are written in to this charter. The tee times are open for all ladies with 7 day playing allowance.	The Saturday ladies tee times started in July 2020. A lady member survey was distributed to the ladies after a short trial. This is now agreed and written in to this charter. The ladies Champion will ensure this is continued each year.
4	Deliver Coaching for Juniors in schools, and at the club promoting the game to Juniors and girls under 11 years old.	The Club has an up to date Safeguarding policy and Club Welfare Officer with relevant DBS and SafeGuarding Certification.	Ensure both Professional and Assistant Professional are SafeGolf Registered. Offer both weekend and in school golf coaching opportunities through links with the local schools and the Golf Foundation. Use Social Media to promote the sessions and engage with the local community.	Target of 6 juniors to Club Junior Coaching sessions. Target of 3 girls per sessions. Target of converting 2 girls to Junior membership.
5	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
6	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