

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Ashford Manor 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 shift in culture. There is a need for change and the potential benefits of growing the sport through more women and girls participating in golf at Ashford Manor Golf Club is key to the success of the club.
- 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 Ashford Manor 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 Ashford Manor 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 level with Ashford Manor 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 Ashford Manor Golf Club 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 General Committee by actively promoting these positions linked to appropriate role descriptors that are not gender specific.
5. To maintain being a Safe Golf accredited club and ensure policies and procedures remain up to date.
6. Appoint a designated Charter Champion/s within the club who can assist with the promotion and reporting of the charter.

Signed on Behalf of Ashford Manor Golf Club.

Club General Manager: B Chard Signed:

Date: 28th July 2021

Club General Manager: M O'Connell Signed:

Date: 25th August 2022

Charter Champion/s: M R Dowsett Signed:

Date: 28th July 2021

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 By;	Date/Progress/ Targets/Comments
1	To deliver a minimum of at least two/three initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns. <u>Core Areas;</u> Membership Opportunities. Recruitment & Membership Growth. Course Access.	Launched TH Golf Academy in 2021, it includes women, juniors, and men. The club will continue to support juniors and integrating them within the club. In 2024 introduced an adult & junior competition to the club diary. This is now being held annually during October half term. In 2024 re-introduced adult and junior evening competitions held during the summer. Men & Women have equal access to the course. From 2022 Mixed gender monthly competitions introduced and held at the weekend. This added to the existing 4 bank holiday mixed Board Competitions Each year the initiatives will be promoted through the appropriate social media & digital platforms to reach the target audience.	TH Golf Academy for women, juniors, and men. To approach local schools to encourage girls to join the junior section & academy Commencing Sept 2026 Adult & Junior evening competitions run during the summer. Member introduction with a women's 3 month trial. membership offer. Bring a Friend Day; Women members to invite female friends to experience the course & club with a view to membership. Scheduled for 28/7/26 Experience Golf Day; A golf taster session inviting women to experience the club & range prior to moving into lessons & a view to membership. Scheduled for 4/7/26 & 25/9/26 Partners Day; male members to invite a partner/friend to the club to experience golf on the range with a view to having lessons or joining the club. Scheduled for 15/7/26	Target 8 - 10 women onto the academy in year 2026/27. 2026/27 Year. Target to increase junior girl membership by 5 2026/27 Year Target to have a mix of men & women playing with juniors. 2026/27 Year. Target 10 women with 5 to take up a 3 month trial membership. 2026/27 Year. Aim to have 10 friends attend & 3 take up trial membership. 2026/27 Year. Target 10 member referrals to the session with 2 moving into lessons. 2026/27 Year. Target 10 partners to experience the day with 2 moving to lessons. 2026/27 Year

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2	Promote a membership pathway, for women/girls and families to progress within the club. <u>Core Areas;</u> Membership Opportunities. Recruitment & Membership Growth. Course Access.	Current Playing Membership; Total Men, Women & Juniors = 685 Women 7 day = 37 Senior & life 7 + 2 = 9 5 & 5 day + = 7 + 4 = 11 Temp/3 month Trial = 3 Total women = 60 Junior Girls 12 & under = 0 13 to 17 = 3 Total Girls = 3 Junior Boys 12 & under = 23 13 to 17 = 39 Total Boys = 62 Total Juniors 65 <u>Note:</u> <i>Playing Membership numbers as at 31/07/2026</i> TH Academy 7 women, 2 girls and 24 boys.	The academy will take women, juniors & men through a stepped progression from beginner to golfer. When appropriate the membership pathway will provide a structured introduction to the club combining coaching, on-course experience and social integration. Academy pathway to membership - To offer a 3 month trial membership with the view to becoming a full member. All new members will be invited to a new member welcome event where they can meet with members, be provided with support and give feedback to the club to obtain a greater understanding of their needs. Scheduled 11/5/2027 Maintaining a buddy process (see commitment 3).	Target 2 new women members to take up the trial membership from the academy. 2026/27 year. New member welcome event to be held. 2026/27 Year.
3	Have designated Champions/Mentors within the club who can assist and support new participants and members. <u>Core Areas;</u> Recruitment & Membership Growth.	The club has established a "Buddy" process to help all new members joining the club. The Buddy process was agreed, documented & in place by October 2021. All new women members are allocated a "Buddy". The process is subject to ongoing review and update with feedback sought from Buddies & new members in order to share experience, obtain greater understanding of the new member needs and identify the positive changes that will improve the new member experience.	Maintaining a team of voluntary buddies, who understand & are prepared to fulfil the responsibilities of being a "Buddy". New member process to ensure that all women joining the club are allocated a volunteer buddy. Ensuring that buddies provide a warm welcome, that they understand the new member needs and that they fully integrate the new member to the club.	The aim is to assign all new women members, once they have payed the appropriate fees, a Buddy within 7 days. 2026/27 Year. To undertake a review & obtain feedback with each new member & their buddy with the aim of improving the new member experience. 2026/27 Year.

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4	To achieving and maintaining 30% female representation on our General Committee/Board of Directors by actively promoting these positions linked to appropriate role descriptors that are not gender specific. <u>Core Area;</u> Governance & Volunteer Diversity. Club Infrastructure. Language & Imagery.	Our current committee consists of: 8 Men 3 Ladies General Manager The General Committee should normally include at least 2 men and 2 women members. Club Chairman, Club Captain, Club Treasurer & Club vice Captain are nominated by Members with at least 5 years standing. Those nominated must be 7 day members & been so for at least 3 years. The 5 remaining positions are nominated by members with at least 2 years standing. Members are elected to serve on the General Committee for 2 years & no more than 4 consecutive terms. The Club Chairman & Treasurer are elected for 3 years & no more than 2 terms. The election process takes place at the Annual General Meeting. The election of the Ladies' Captain and Ladies' vice Captain follows the same rules within the Ladies section and they are elected at the Ladies Annual Meeting. The Club President is elected at the AGM for a period not exceeding 3 years. Photos of the General Committee and staff are in the entrance lobby.	Prior to establishing the England Golf best practice Governance the club will promote the benefit of having women stand for election onto the General Committee. The club is looking towards establishing the England Golf best practice Governance model. During this process and as part of the communication to members the club will promote the benefit of having more women involved and participating within the club management activity. Both men & women will be sought for co-opt roles on sub committees. Currently co-opted; 1 women onto the Golf & Greens sub committee & in the voluntary role of Competition Secretary. In addition, 4 men have been co-opted onto various sub committees. 1 man on G&G 1 man on Finance 1 man on House 1 man on Membership To help improve language & imagery within the clubhouse will be incorporated within the clubhouse improvement plan.	To promote available roles to women members for General Committee elections. Target to maintain a good representation (30%) of women each year. 2026/27 Year. To promote involvement by members in sub committees through co-opt roles. 2026/27 Year To review the clubhouse improvement plan and what steps can be taken to make the clubhouse welcoming to women and girls. 2026/27 Year

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5	To maintain being a SafeGolf accredited club and ensure policies and procedures remain up to date. <u>Core Area;</u> Governance & Volunteer Diversity. Language & Imagery. Club Infrastructure.	Achieved the SafeGolf Accreditation 19/4/2021. by: a. Adopted the required club policies. b. Appointed Club Welfare Officer. c. DBS checks 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. July 2025 documentation updated for changes to legislation on “position of trust” Sexual Offences Act 2003, sections 16 - 19. June 2021 Equality & Diversity policy agreed. August 2023 Equality, Diversity & Inclusion policy agreed. Achieved “Respect in Golf” status.	The management team at the club have approved all the policies and procedures. All documentation is up to date and has been shared with the local England Golf Club Support Officer.	Going forward all documentation and practices will be reviewed on an ongoing basis with our next annual review date being April 2027. 2026/27 Year.
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.	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. 2026/27 Year.
		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. Report of club achievements since signing the charter communicated to members in Aug 2024 & Aug 2025	The club will formally display the charter commitments internally and externally – noticeboards, website, social media, membership packs and utilise the England Golf press release. Report to members on England Golf WiG re-launch & confirming continued commitment by the club. To include club achievements to date & club commitments for the coming year.	The Charter Champion to provide England Golf with an annual report on progress on commitments made. 2026/27 Year.