

## The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Sand Moor 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 Sand Moor 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 Sand Moor 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 Sand Moor 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 Sand Moor GC plan to achieve this**

1. Deliver two initiatives annually targeting women/girls and families that are aligned with key England Golf campaigns
2. Formally promote inclusion to the wider community via the club website, social media accounts and local community groups
3. Promote a membership pathway, for women/girls and families to progress within the club
4. Have designated Champions/Mentors within the club who can assist and support new participants and members
5. To achieve 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
6. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter

### **Signed on Behalf of Sand Moor GC:**

Club Manager/Secretary/ Chairman:  
Date:

Signed:

Charter Champion:  
Date:

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 this will be achieved	Date/Progress/Targets/Comments
1	Formalise our induction process for new Lady golfers to enhance the new member experience	Informal system of mentoring by current lady members for new members to play golf with new members, introduce them to fellow members and answer any queries they may have.	Formal system to be drafted by the Charter Champion and approved by the General Committee	Target date of 1 March 2021 to be approved.
2	Regular surveying of new members to get feedback on their experiences in the first year of membership.	Annual survey of the whole membership currently takes place.	Template for targeted surveying of new members to approved by General Committee	Target date of 1 March 2021 to be approved.
3	To have an annual targeted campaign to recruit new lady members	We have at least one initiative a year to target new lady members.	Through social media and 'member get member' initiatives.	On going.
4	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
		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