

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Wilpshire 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 Wilpshire 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 Wilpshire 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 Wilpshire 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 Wilpshire GC plan to achieve this

- Continue to run our Annual Get into Golf Open Day(s)
- To promote a membership pathway to encourage family and youth membership including providing an opportunity for youngsters from disadvantage backgrounds to have the opportunity to learn and participate in golf.
- To become a Safe Golf accredited club and ensure our policies and procedures remain up to date.
- To encourage and maintain current female representation on our current Management Board.
- To appoint a Charter Champion who will be responsible for supporting and monitoring the club's Charter commitments, enhancing our recruitment and marketing strategies and making sure our targets and actions within the Charter are carried out.

Signed on Behalf of Wilpshire GC:

Club Manager/Secretary: Ian Procter
Date: 4th January 2021

Charter Champion: Joyce Newton
Date: 4th January 2021

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	Continue to run our Annual Get into Golf Open Day(s).	<p>Since 2018 we have recruited 35 new female members wishing to learn to play golf. The Scheme has also attracted a total of 15 male members wanting to learn to play golf. Due to Covid we had to cancel our 2020 event.</p> <p>One of the key successes has been to ensure all new members are fully integrated into the Club through the help and support of our Recruitment Group. Initiatives have included;</p> <p>(a) One to one support on and off the course. (b) New recruit meetings and social events keeping in touch via email and phone to make sure new recruits are satisfied and immediately resolve any issues. (c) Organisation of mixed fun competitions. (d) Welcome letters to all new members. (e) Surveys and feedback on how we are doing and what else can we do to ensure our new recruits are supported and retained. An example being reserving tee times for new members to meet and play/practice followed by a social gathering in the club. Encouraging new Get into Golf recruits to make friends, as once friendships are established there does appear to be more motivation to carry on learning and staying at the Club.</p>	<p>To continue with our annual, Get into Golf Open Day and Program.</p> <p>An example of the day is as follows:</p> <p>Advertising via social media and local radio. An informal open day supported by Captains and Presidents of the club and our recruitment group members all of whom meet and greet the interested parties.</p> <p>Potential members are given a tour of the course and clubhouse; meet the Professional, do some putting and swing clubs in the swing studio. All receive a 'goody bag' which includes two golf balls, tee pegs, a copy of our Club Magazine and the Get into Golf Pathway detailed below.</p> <p>Stage 1: Six taster coaching sessions for £25.00 Stage 2: Join as a full member club for £99.00 from May to September to include 6 further coaching sessions and reduced fees for one to one sessions with the Professional if required. Stage 3: A further discounted two-year membership deal (year 1, £250.00 year 2, £445.00). Normal fees currently £890.00. During this time our recruitment group and club Professional are committed to keep</p>	<p>For 2021 our target for Get into Golf membership is 15 women.</p> <p>As at December 2020 we already have 10 women registered for our April 2021 Get into Golf Open Day.</p> <p>The program and its methodology has been proven to be successful. The above figures are achievable.</p>

		<p>(f) Tailored coaching sessions with our Professional to meet the needs of new beginners and progression. Examples being an educational approach to learning golf through providing lesson handouts, refresher sessions on and off the course; reduction in fees for one to one coaching lessons with the Professional. Members of the recruitment team attending the coaching sessions and taking out new recruits to practice what has been learnt in the coaching session.</p>	<p>members motivated and support their progress including obtaining a handicap.</p> <p>The club has also introduced a Lifestyle Membership aimed at those who want to continue or play the sport but are unable to devote as much time as they would perhaps like. This is an annual points based membership costing £250.00.</p>	
<p>2</p>	<p>To promote a membership pathway to encourage younger women, girls and families to join the Club.</p>	<p>We feel it is important to focus on family membership if we are to achieve success in improving the recruitment of younger members. In addition we recognise that attendees at our Get into Golf open days attracted the 45 to 65 age group. There is a need to organise a separate/different event/approach in order to attract a younger audience.</p> <p>The current membership pathways include the traditional 5, 6 & 7 day memberships. There are age related categories up to age 35 and reduced rates for couples. As a registered CASC we offer reduced subscriptions for those on lower incomes. Free junior membership is available to the children and grandchildren of current members. A points based Lifestyle Membership is also available.</p> <p>The current female membership category breakdown;</p>	<p>Building on our success of our Get into Golf strategies, organise a free Invitation Golf Fun Day aimed predominantly at families.</p> <p>To promote family membership via the club website and social media channels.</p> <p>Engagement with local schools and colleges.</p> <p>To hold an Open Day tailored specifically for CANW and those they support and work with. This is a unique partnership and will help to breakdown perceived cultural barriers associated with the sport and golf clubs in particular.</p>	<p>A working party has been established to implement by July 2021.</p> <p>To reduce the age demographic of female membership.</p> <p>Increase female membership by 20% measured in September 2021.</p> <p>To re-engage with schools and colleges.</p> <p>To have in place early 2021 a Memorandum of Understanding with CANW.</p>

		<p>7 day 41 members 6 day 3 members 5 day 17 members Lifestyle membership 1 member Junior 3 members</p> <p>The club recently entered a strategic partnership with local charity Child Action North West (CANW). The aim is to explore opportunities for shared working to improve outcomes for disadvantage children, young people, carers and families through the game of golf.</p>		
<p>3</p>	<p>To become a SafeGolf accredited club and ensure policies and procedures remain up to date by January/March 2021.</p>	<p>Policies and procedures have been approved by the Club Council and a Club Welfare Officer appointed. These will be forwarded to the England Golf Club Support Officer for approval and final submission in January 2021.</p> <p>We have established a register identifying when key policies and documentation require review including a DBS register.</p>	<p>To communicate internally and externally our Policies and Procedures for ensuring SafeGolf .</p> <p>To inform and introduce our Club Welfare Officer via invites to Council Meeting and Ladies Committee, staff meetings and where appropriate recruitment events.</p>	<p>January-March 2021 to become a SafeGolf Club accredited by England Golf.</p> <p>31st December 2020 to have promoted all our safe golf policies and procedures to all staff, members, visitors and informing same that we are seeking England Golf Accreditation by March 2021. To include introduction and information regarding the Appointment of the Club Welfare Officer.</p> <p>The Club Manager and a member of Council have been given the responsibility to update DBS records where applicable.</p> <p>From 2021 Safe Golf will be a standing agenda item at meeting of Council.</p> <p>The Club Manager and Club Welfare Officer to meet on a regular basis.</p>

4	<p>To maintain current level and encourage more female representation on the Club Management Board/Council.</p>	<p>The current Board consists of 7 (seven) Directors, one of whom is female. The Lady Captain, Captain and President and the Club Manager also attend Board meetings but do not have voting rights. Directors are elected for up to a maximum of three years.</p> <p>Female representation is therefore 18% of those present.</p> <p>Currently female playing members represent 15% of the total playing membership.</p>	<p>The current female representation on the Club Board adequately reflects the gender balance of the club membership at the current time.</p>	<p>To ensure female representation on the Club Board does not fall below the percentage of female playing membership.</p>
5	<p>To appoint a Charter Champion responsible for supporting and monitoring the club's Charter commitments; enhancing recruitment, marketing strategies and ensuring targets and actions within the Charter are carried out.</p>	<p>Charter Champion now in post.</p>	<p>The Charter Champion will be responsible for the promotion, activation and reporting on the progress of the charter; capture and record a baseline of all the key measures we are committing to within the charter.</p> <p>Formally share progress and updates/changes to the charter with England Golf.</p> <p>The club will display the charter commitments internally and externally – noticeboards, website, social media, membership packs and utilise the England Golf press release.</p>	<p>January 2021 to confirm the name of the Charter Champion to members and all relevant committees within the club.</p> <p>To provide annual measures to help determine the impact of the charter.</p> <p>The Charter Champion to provide England Golf with an annual report on progress on commitments made.</p>