



The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Crosland Heath 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 Crosland Heath 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 Crosland Heath 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 Crosland Heath 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 Crosland Heath GC Plan to achieve this

- To achieving 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
- 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
- Address the issue of an ageing female membership
- Promote a membership pathway for women / girls and families to progress within the club, allowing equal access to tee times and competitive golf
- Have designated Champions/Mentors within the club who can assist and support new 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 Crosland Heath GC:

Director with responsibility for Policy and Compliance: Sue Kaye

Signed:

Date: 10/12/20



Charter Champion: Trish Holt
Date: 10/12/20

Signed:



These objectives will be embedded into the club 5 year strategic plan and reviewed on an annual basis, to ensure that this inclusive commitment remains robust. The references shown in [] are as in the club 5 year strategic plan as it stands at the moment, but this is currently under annual review so these reference links may well change.

	Commitment	Current Situation	How this will be achieved	Date/Progress/Tar-gets/Comments
1	To achieving and maintaining 30% female representation on the Board of Directors and generally Increasing and maintaining the involvement of females in Governance of the club	<ol style="list-style-type: none"> 1. Board members are elected at the club AGM, after being proposed and seconded by individual members. The posts are open to any full, 5 & 6 day members. 2. We currently have 2 female Directors on a Board totalling 9 members. 3. The Governance structure of the club currently uses sub committees, chaired by various Directors. e.g Golf, Greens etc. These sub committees are operational in nature, but do make recommendations of a strategic nature to the Board. 4. All members of the Board currently have clear role descriptors 	<ol style="list-style-type: none"> 1. Conduct a skills matrix to identify any skills gaps on the Board, and actively encourage any members, especially females identified with those skills, to stand for Board. 2. Ensure all vacancies and role descriptors are described in gender neutral terms. 3. Ensure that all sub committees have at least one female member. 4. Encourage the use of shadowing for these positions 	<ol style="list-style-type: none"> 1. The Director with responsibility for Policy and Compliance to carry out the skills matrix . 2. The Director with responsibility for Policy and Compliance to ensure the descriptors are suitable before the posts are published. Target 3 female Board members (30%). 3. To be emphasised at the beginning of each new Board, and annually, before sub committees are established. This may well encourage female members to have the confidence to contribute to the governance of the club. At the moment we have an ageing population of lady members, and a small section, so every encouragement needs to be given to ladies to see this as a valuable activity. 4. Committee chairs to note and act upon at appropriate times.



2	<p>Deliver a minimum of 4 initiatives per year targeting women/girls and families. Increase the number of female playing members [as in club strategic plan ref F1.2 and M1]</p>	<p>We currently have only 54 female playing members, of which an average of 36 play on a regular basis. Full (7day) membership is full, with a waiting list. There are restrictions on the number of 5 & 6 day memberships available (at the moment only 5 places remain, but this fluctuates). However, in an effort to increase the number of female members no restrictions currently exist for female applicants.</p>	<ol style="list-style-type: none"> 1. Club is signed up to run Ladies Love Golf. The Pro is committed to being responsible for this, and a group of ladies have volunteered to support this scheme by mentoring, befriending etc Ladies Love Golf is a Community where ladies of all ages & abilities can get into golf and existing golfers can improve their game through quality coaching in a relaxed, sociable environment, without the initial No restrictions on new 5 day membership applications from ladies of membership. Community groups will be approached, as well as a targeted marketing scheme. Coaching sessions with a qualified professional. 2.No restrictions on new 5 day membership applications from ladies 3. Other targeted initiatives are outlined in more detail, as shown in commitments 3 - 7 below 	<p>1.Target increase of 3 new playing ladies each year converted from Ladies Love Golf Programme 2021 - 2025.</p> <p>2. Agreed at Board 2019, and incorporated into club 5 year strategic plan, monitored and reviewed annually</p>
3	<p>Formally promote inclusion to the wider community</p>	<p>The club has previously attempted to work with community groups but this has not happened for the last few years The club has an active website, Facebook, Twitter and Instagram accounts</p>	<ol style="list-style-type: none"> 1. As above, Community groups, school groups etc will be approached, with a view to introductory familiarising and coaching sessions. 2. Run a family fun day to encourage female family members to experience CHGC 3. Increase the targeted messages and positive examples of the gains from being a female member of Crosland Heath GC 	<p>1.Target for Pro / Assistant Pro to work with 2 community groups each year 2021 - 2025</p> <p>2. Golf committee to organise each year 2021 - 2025</p> <p>3. Admin staff with responsibility for marketing / Pro to actively sound out positive female articles - aim for at least one per month - and post on social media</p>



<p>4</p>	<p>Address the issue of an ageing female membership Give confidence to new players and those struggling to play the red course</p>	<p>We currently have only 1 lady under 50, 13 ladies between 51 - 60, 20 between 61 - 70, 12 between 71 - 80 and 5 over 81 years of age. We have 3 junior girls, of whom 2 are active</p> <p>We currently offer 5 green course Acceptable Competitions during the year, these run alongside our Medal competitions. These could be increased in number. The green course is a measured shorter course than red, ideal for beginners.</p>	<ol style="list-style-type: none"> 1. Ladies Love Golf scheme (see 2 above) 2. Strategic Plan has a commitment to involvement with community groups, schools etc so we commit to maintaining these involvements (see 3 above) 3. The club had a healthy Junior coaching and playing section, though girls are poorly represented at the moment, with only 2 girls involved. Club involvement with school groups to encourage younger female golfers. 4. Ladies Competition Secretary to introduce 4 more Green Course Acceptable competitions into the diary from 2022 onwards (one per month) 	<p>(An ageing female membership impacts upon the number of ladies prepared to take on Senior management / strategic responsibilities. Attracting younger ladies to the game both ensures the health of the sport going forward, and addresses the often stuffy image which the game still has.)</p> <ol style="list-style-type: none"> 1 & 2. Target to attract 2 new ladies under 60 each year for the life of the Ladies Love Golf scheme 3. Target 2 new junior girls each year 2021 - 2026 4. Golf Charter champion to monitor and evaluate their impact, by analysis of number participants and surveying opinion. Results to be passed on to the Ladies committee and Board of Directors
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5	<p>Promote a membership pathway for women / girls and families to progress within the club. Maintain equal access to tee times for female golfers. Encourage lady golfers to feel confident playing amongst much bigger groups of male golfers</p>	<p>1.We currently have equal access to all tee times. Tee times are booked via the BRS system. Ladies play their competitions on Wednesdays as all but 8 ladies are 5 or 6 day members. 2.We currently have very few competitions open to both ladies and men. The few we have tend to be on Saturdays in the winter, which restricts the number of ladies able to enter to 8 (most ladies are 5 or 6 day members).</p>	<p>1. Monitor access to tee times by running and evaluating reports on BRS Monitor and limit the number of times the course is closed to ladies e.g Captain's Day. Ensure Ladies competitions can be accessed with the same ease that mens competitions are. At present only 8 ladies play on Saturdays (men's main competition day) whereas all men have access to tee times on Wednesdays (ladies main competition day). At present this is not a problem, ladies are able to obtain tee times, but it is important that this is monitored regularly. 2. Golf committee to introduce more competitions where ladies can compete on equal terms to men. Continue to offer coaching sessions aimed specifically at ladies (run by the Professional) so that there is an increased confidence in playing ability</p>	<p>Monitoring to be carried out regularly by the Director of Golf and Charter Champion and reported back to the Board of Directors. Success would be indicated by number of ladies playing in integrated competitions increasing year on year. Success also would be indicated by the number of ladies progressing from learner stage, through Green Course and fully integrating into Red Course and Mixed course competitions.</p>
6	<p>Have designated Champions / Mentors within the club who can assist and support new participants and members</p>	<p>1.At present this occurs haphazardly. The ladies section is very welcoming and supportive of both new members and junior girls, often agreeing to accompany them for their first few rounds - however this is more by luck than policy 2. Applicants for membership are interviewed, and the Lady Captain (or other) is invited to participate.</p>	<p>1. The ladies committee to develop a formal policy of mentoring. Currently a group of ladies have volunteered to assist the Pro in the Ladies Love Golf Scheme (see 2 above) 2. Maintain this procedure and cement into club policy. Ladies committee to appoint a mentor for every new female member, including Juniors</p>	<p>1. To be discussed regularly (as agenda item) at Ladies committee, and progress reported back to Charter Champion and Board of Directors</p>
7	<p>Appoint a Women in Golf Charter Champion</p>	<p>This is a new appointment within the club, and an enthusiastic candidate has been agreed (see the signatory above). The champion will be responsible for the promotion, activation and reporting on the progress of the charter.</p>	<p>Ensure this position is maintained by including this role in the club Strategic Plan.The club will formally display the charter commitments internally and externally – noticeboards, website, social media, membership packs and utilise the England Golf press release</p>	<p>As in the England Golf role description the function of the Champion will be to support and monitor our commitments, and act as a main point of contact.The charter Champion to provide England Golf with an annual report on progress on commitments made</p>