

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Royal North Devon 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 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 Royal North Devon 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 Royal North Devon 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 Royal North Devon 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 Royal North Devon GC Plan to achieve this

- Deliver a minimum number of 2 initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns
- Encourage and promote mixed golf participation in both social and competitive rounds
- Promote a membership pathway, for women/girls and families to progress within the club
- To become a Safe Golf accredited club and ensure policies and procedures remain up to date
- Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter

Signed on Behalf of Royal North Devon GC:

Club Manager/Secretary:
Date: 8th January 2021
Mark Evans

Signed:

Charter Champion:
Date: 8th January 2021
Ross Daniel

Signed:

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	Deliver a minimum of 2 initiatives targeting Girls recruitment that align to England Golf Campaigns	<ul style="list-style-type: none"> We have engaged with the Girls Golf Rocks initiative for the past year, which was unfortunately cancelled due to Covid. We hope to start this process again in 2021 to engage with this initiative as a tool to recruit and retain girls in to the game. We currently have 8 girls being coached and we wish to increase this to 18. 	GIRLS GOLF ROCKS <ul style="list-style-type: none"> Apply for 2021 programme Maintain Safe Golf accreditation Utilise campaign branding to promote initiative Utilise our existing relationships with local school to recruit participants, as well as by engaging with local advertising (/social media/website). We will also engage with our current members to encourage family and friends to attend. 	Delivery 2021 Targets: 20 girls attending taster events. 10 girls into structured coaching. 6 girls integrated into club coaching programmes. 4 girls converted to cadet members.

		<ul style="list-style-type: none"> • In partnership with the Golf Foundation, the club professional team has a relationship with 5 local schools, offering an after-school club programme with following on coaching offer for students. • We have 3 girls in Cadet 1 – who have access to our academy short course and can play from the blue tees on the main course • We have 2 girls in Cadet 2 who can play off the red tees on the main course – these juniors can also obtain a handicap over 9-holes • We have 2 full junior members. These members play 18 holes off of the red tees. 	<p>Golf Foundation HSBC Golf Roots – Afterschool club initiative</p> <ul style="list-style-type: none"> • Offer mixed taster sessions with 5 local schools with a follow-on offer back at the club • This would consist of taster days at each school available to all year groups, x2 hour taster session in each school. followed by 2 x 1hour coaching sessions at the golf club. • Will continue to work closely with the Golf Foundation to achieve this utilising their funding, guidance, and resources. • Taster session free to all children. • Afterschool coaching £25pp • Follow on coaching offer – signpost girls to weekend girls only coaching. 	<p>School coaching to be delivered between April – Oct 2021.</p> <p>We plan to engage with 5 schools!</p> <p>At each school we are looking to engage with: 120 children – Taster day 20 children to sign up for the afterschool club 3-6 children to join the pre-existing club coaching programme</p>
2	<p>To increase the number of lady members aged between 18 and 50</p>	<ul style="list-style-type: none"> • Current academy membership (includes x4 30 minute lessons + x6 group lessons) £349 for 15 months membership. Access to main course when pro deems you able. 	<ul style="list-style-type: none"> • Promote pathway via website (create a junior landing page utilise newly appointed junior programme manager to implement changes) • Promote new and improved 2021 academy offer via social media (utilise newly appointed coaching programmes manager to implement the changes) • Offer reduced membership to lady golfers on a payment ladder scale 	<p>Junior landing page to be added to the club website by April 2021</p> <p>Promotion via Social media channels to be built in to club marketing strategy with posts scheduled throughout the year (ongoing). Review of marketing plan to be carried out alongside WIG charter annual review 2021.</p>

		<ul style="list-style-type: none"> Short course specific memberships are available £110pp for 12 months membership. <p>juniors are provided with supporting welcome pack upon joining to support their introduction to the club.</p>	<p>starting at the age of 18 up to the age of 50.</p>	
		<p>Current Ladies Pathway</p> <ul style="list-style-type: none"> Coaching is offered 3 times a week twice on weekends and once on weekdays. Recruitment taster sessions are run throughout the year with follow up coaching offers provided. Short course/academy membership options are made available. This allows them access to both short courses (pimpley/taylor course and all club practice facilities including coaching. This is available for one years before being integrated into full membership. Full Membership allows them to take advantage of all the main benefits from being a full lady member. 	<p>New Pathway incorporating new Ladies Academy Membership 2021 –</p> <ul style="list-style-type: none"> Step 1 - run multiple Lady GITG Recruitment drives (FREE) Step 2 – Offer beginner Group Lesson Courses (£25pp for 4 sessions) Step 3 - Off the back of the beginner groups Introduce and promote the new Ladies Academy membership to act as a steppingstone into full membership. Offer Academy membership to all current and future ladies in coaching. Membership will include: Both individual and group coaching. Access to all club facilities (including main course in off peak times) Member discount in the clubhouse and club website access. Full access to the clubs Golf Access programme. (chance to play a shorter more manageable course layout) £349 12 months membership. 	<p>Targets for Ladies Academy Membership.</p> <ul style="list-style-type: none"> Currently 16 ladies in coaching programmes (2020) Target 50% conversion through to Academy membership offer in 2021 (8 new academy female members 2021) 2021 Target 30% conversion rate from academy membership in to full membership (3 female full members) New members survey to be introduced by April 2021 Survey results to be analysed annually and data used to inform and shape WIG charter action

			<ul style="list-style-type: none"> • Promote Ladies Academy membership offer through current members, social media, website • Support membership and retention by offering regular competitions/social events supported by the professionals to teach course etiquette, competition scoring and ensure interaction with other members of the group. • Apply the buddy system (current lady members will be allocated to academy members to help them meet new people and have someone to play with.) • Introduce a new members survey to gain feedback on pathway and potential areas of improvement • Utilise annual members survey to capture women's satisfaction levels and improve overall club experience for female members. 	<p>plan and club business plan</p>
3	Encourage and promote gender neutral golf participation in both social and competitive rounds	<ul style="list-style-type: none"> • Gender neutral golf competitions are offered every week, Approx. 80% of our competitions will become gender neutral • We regularly organise mixed adult/junior competitions (3 per year) • Women and Girls are invited to enter 'Club Competitions' – we will organise regular competition for new golfers on our two par 3 courses 	<ul style="list-style-type: none"> • Continue to educate all members to understand handicap adjustment shots by providing regular communication and guidance • Continue to offer monthly mixed golf competitions and mixed adult/junior competitions • Continue to encourage women and girls to enter 'Club competitions' • Organise more Golf Access events for ladies/juniors • Promote club inclusivity by promoting club competitions and events via social 	<p>Mixed Golf Current/Targets</p> <ul style="list-style-type: none"> • We currently run weekly roll up stableford competitions where all members are allowed to play. • Over the year Royal North Devon Golf Club runs in well in excess of 40 mixed competitions, some extra mixed competition formats maybe added ie

		<p>before progressing to the main course</p> <ul style="list-style-type: none"> • Our junior week now achieves equal entries and participation between boys and girls. In 2019 this was 8 girls and 32 boys. 	<p>media and local networks to showcase the clubs as open and inclusive – utilise family and female friendly branding and imagery to promote the club</p>	<p>golf access for new golfers/families.</p> <ul style="list-style-type: none"> • Target Percentage increase target will be 10% ladies/girls participation.
4	To become a SafeGolf accredited club and ensure policies and procedures remain up to date	<p>a. Adopted the required club policies</p> <p>b. Appointed a Club Welfare Officer</p> <p>c. DBS checks are obtained for relevant club personnel</p> <p>d. Club staff and volunteers have obtained any required qualifications</p> <p>e. PGA Professional(s) are included on PGA SafeGolf Coaches Register</p>	<p>The management team at the club has approved all the policies and procedures.</p> <p>All documentation is up to date on the England Golf portal and notify our local England Golf Club Support Officer.</p> <p>Our annual review date is 31.03.2021</p>	<p>Keep a register of when the key policies and documentation needs to be updated and when key members of staff and volunteers need to undertake relevant training</p>
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	Appoint a designated Charter Champion within the club who can assist with the promotion and reporting 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

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