

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Collingtree Park 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, Collingtree Park 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 , 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 Collingtree Park 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 Collingtree Park plan to achieve this

1. Become a SafeGolf accredited club and ensure policies and procedures remain up to date
2. Create a Ladies' Section
3. Grow both beginner and experienced, competitive, Ladies' golf
4. Ensure marketing materials are inclusive of Lady/Girls' golf and contain information relevant to those sections
5. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter

Signed on Behalf of Collingtree Park GC:

Club Manager/Secretary/ Chairman:

Date: 11th March 2022

Signed: *S Morley*

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	Become a SafeGolf accredited club and ensure policies and procedures remain up to date	<p>a. Adopting the required club policies, on agenda for committee meeting 12/20</p> <p>b. Appointing a Club Welfare Officer with relevant qualifications/experience</p> <p>c. Registered with DBS and have verifier in place at the club for applications which are in progress</p> <p>d. Club staff and volunteers will obtain any required qualifications</p> <p>e. Communicate policy changes with members</p>	<p>The management team at the club has approved all the policies and procedures.</p> <p>Follow checklist and path to Safe Golf accreditation from England Golf</p> <p>All documentation is up to date on the England Golf portal and notify our local England Golf Club Support Officer. We expect to complete by 31/03/2021</p> <p>Our annual review date is 31/12/2021</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>
2	Create a Ladies' Section	Our club currently has no official ladies section or representatives. We also only have 12 adult Lady members, although this is up from 2 Lady members in May 2020.	<p>Liaison with the current Lady members</p> <p>Appoint a Lady Captain/representative, create a Job Description for the role</p> <p>Ensure there is Lady representation on the club's committee.</p> <p>Protected tee times for Ladies at least once per week</p> <p>Host appropriate social events for Ladies, not necessarily golf orientated – to encourage more of a female presence both on the golf course and within the clubhouse.</p>	<p>Ongoing</p> <p>Job Description writing in progress</p> <p>Already recruited 10 more Ladies</p> <p>Aim for 16 Lady members by 31/12/2021</p> <p>Aim to have enough Lady members to arrange at least two friendly matches in 2022, even if they are only Away members.</p> <p>Aim to enter a Lady team in local leagues or events by 2023</p>
3	Grow both beginner and experienced, competitive, Ladies' Golf	Our club currently has no Lady specific competitions, nor do we host any Lady/Mixed open competitions. We also only have one measured course for Ladies for WHS purposes.	<p>Hold at least 4 lady specific competitions and continue to allow Ladies to enter main club competitions</p> <p>Organise and host Ladies and Mixed open competitions</p> <p>Liaise with local handicap advisors to increase number of Ladies tee marker options on WHS platform</p>	<p>Organise at least 1 Ladies/Mixed open in 2021 and at least 2 per year thereafter</p> <p>Have at least 2 measured courses for Ladies on WHS platform. Stretch for 3 courses</p>
4	Ensure marketing materials are inclusive of Lady/Girls' golf and contain information relevant to those sections	Our website is currently the one inherited from the "old" club and will need to be redesigned in the future. The photos on the website at the moment don't feature Ladies in any prominence. We are defining our automated social media posting schedule to target visitors	<p>Take images of female members playing the course/enjoying the clubhouse and include these on both digital and physical marketing.</p> <p>Schedule at least one social media post per month for Ladies – be that a promotion or sectional update etc.</p> <p>Promote both social and golfing events of interest to Ladies.</p>	<p>Attracting more local ladies to the club, even if for a coffee with friends.</p> <p>Increase interaction with social media profiles and posts by females.</p> <p>Increase in Lady members and Lady visitor rounds.</p>

		and members alike. We need to include posts specific or relevant to Ladies/Girls too.	When the section gets up and running, include a Ladies update in the General Manager's or Captain's update each month, that is sent to the whole club.	
5	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