

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Feldon Valley 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 Feldon Valley 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 Feldon Valley 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 Feldon Valley 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 Feldon Valley 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 Members Communication with Management committee.
6. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter

Signed on Behalf of Feldon Valley GC:

Club Manager/Secretary/ Chairman: Tom Jones
Date: 17/12/2020

Signed:

Charter Champion: Deborah Morton
Date: 17/12/2020

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	Deliver a minimum number of two initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns	We run Get into Golf coaching programs for beginners. These are currently targeted at all beginners, non- gender specific.	We will run Get into Golf coaching programs which are 1; targeted as women/girls specific 2; target as family specific 3; we will also run GIG coaching sessions which are non-gender specific We will be registering and delivering Girls Golf Rocks, Women on Par initiatives as well as taking an active part in Women and Girls Golf Week. We will engage our ladies section in helping to promote these events, we will also promote these events via social media ad campaigns, via our database of over 2000 people, with a local poster campaign and via press releases to local media.	GIG programs will begin in April 2021 and will continue each month until October 2021. We will aim to have 6 pupils per group of 4 lessons and aim for a retention rate of 75% into our future coaching program, Golf 7 or individual lessons. Girls Golf Rocks will be staged in May and July. Women on Par will run in May. From both GGR and WOP we aim to recruit 20 ladies and girls into our coaching programs.
2	Promote a membership pathway, for women/girls and families to progress within the club	We currently have the following pathway to membership for new golfers. Tuition-Academy Membership-Full Membership.	This has been very successful so far and will continue. The pathway works as follows, Pupil begins tuition, either individually or in GIG. Once they have completed their course of lessons, they are invited to become an Academy Member, this costs £200 for 6 months we no further green fees to pay. Limited to 9 holes but no limit on how often they play. For 2021 Academy members will be invited to a monthly golf clinic. When the Academy Membership expires, they are invited to take out full membership or renew their Academy Membership.	Academy membership can be taken out at any time of year. With the GIG program starting in April we will look for an uptake of Academy Membership of 66% from the GIG program with a conversion rate of 33% into full membership.
3	Have designated Champions/Mentors within the club who can assist and support new	Our Ladies section designate a mentor to any new lady members. This has proved very successfully in helping new lady members settle into the club, this	This mentoring system will continue as it has been so successful. We will build on this by inviting all new members to a New Member event in the Summer.	Mentoring is ongoing throughout the year. The New Members event will take place in September 2021.

	participants and members	has helped our membership retention of new members.		
4	To achieving and maintain 30% female representation on our Members communication with management committee.	Currently the Lady captain and Vice-Captain make up 30% of the membership representation on Memcom.	This will be achieved and maintained for the future.	Memcom sits for a minimum of 4 meetings per year to discuss issues with the running of the Golf Club. Each section, Men's, Ladies, Seniors and Juniors are represented by their elected section officials.
5	To become a SafeGolf accredited club and ensure policies and procedures remain up to date	We are currently working on the following, a. Adopted the required club policies b. Appointed a Club Welfare Officer c. DBS checks are obtained for relevant club personnel d. Club staff and volunteers have obtained any required qualifications e. PGA Professional(s) are included on PGA SafeGolf Coaches Register	The management team at the club are working on all the policies and procedures. All documentation once completed will be uploaded onto the England Golf portal and we will notify our local England Golf Club Support Officer. We are working towards completing the SafeGolf accreditation by 30/12/2020 Our review date will be 30 th November each year thereafter.	We will 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
6	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