

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, ALSAGER G&CC (AGCC) 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 ALSAGER G&CC 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 ALSAGER G&CC, 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 ALSAGER G&CC
- 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 ALSAGER G&CC plan to achieve this

1. Deliver two initiatives annually targeting women/girls and families that are aligned with key England Golf campaigns
2. Promote a membership pathway, for women/girls and families to progress within the club and to retain current membership
3. Have designated Champions/Mentors within the club who can assist and support new participants and members
4. To achieve and maintain a proportionate female representation on our Board of Directors by actively promoting these positions linked to appropriate role descriptors that are not gender specific
5. To become a SafeGolf accredited club and ensure policies and procedures remain up to date
6. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter

Signed on Behalf of ALSAGER G&CC:

Club Captain : Dave Turrell
Date: 31st March 2022

Signed: 

Charter Champion: Mary Hobson
Date: 31st March 2022

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.	<p>a) Planned Women in Golf Open day for 2022 to promote recruitment and female beginners to "Get into Golf" once Charter has been achieved.</p> <p>b) Club has no golf pro at the moment but are actively looking to appoint one so that we can plan further 'Get into Golf' group coaching lessons and tailored coaching for the more experienced players at the club.</p> <p>c) No further plans re initiatives as yet.</p>	<p>a) AGCC will organise and deliver a Golf Open Day promoting the 'Alsager Pathway to the Fairway' campaign. This will be promoted via local press, a banner outside club and our social media channels.</p> <p>b) The club will offer free "Get into Golf" classes with our Golf Pro, and a free 9-hole round for potential new female members. Club to outlay the coaching fees, advertising costs and refreshments for the open day.</p> <p>c) Club to appoint a PGA Pro to work at the club. Liaise with Pro re coaching sessions needs for ladies.</p> <p>d) AGCC will plan a 'Women on Par' event later on in the year to promote beginner golfers introduction to the game.</p>	<p>Sat 4th June: Golf Open Day</p> <p>March:</p> <ul style="list-style-type: none"> - Decision made by Club Council re Pro working with club. - Create advertising poster for the Open day - Action plan for Open day completed <p>April / May: Advertising in local press/website/Facebook/banner outside club entrance.</p> <p>Target attendance at Open Day: 40 ladies. Depending on the turnout at the open day, we would target beginner group coaching sessions to cater to the demand, ideally with 6 ladies per group with 50% continuing into regular coaching. New lady members would be offered an academy membership which we look to have established by 30th June 2022.</p> <p>Women on Par event planned for beginner golfers October 2022</p>
2	Promote a membership pathway, for women/girls and families to progress within the club and to retain current membership.	<p>a) As of 12th February 2022, Alsager G&CC has 66 active female members. This number is segmented into the following age categories:</p> <ul style="list-style-type: none"> - 70+ age group - 33 ladies - 50-70 age group - 28 ladies - 40-50 age group - 3 ladies - 19-40 age group - 2 ladies 	<p>a) Regularly advertise in local press opportunities for new lady members</p> <p>b) Set up a golfing pathway from the Open Day to include further coaching packages and recruitment package over a 2 year period with signed contract. Explore the possibility of a setting up a Ladies Academy with the Club Council for those ladies wishing to learn the game at AGCC.</p>	<p>Overall target: Increase membership of ladies section to 70 members (3% increase).</p> <p>April: Discussion at Club Council re lady recruitment package.</p> <p>May-July: Golf coaching classes set up for lady members.</p>

		<p>b) No current formal pathway in place for female members.</p> <p>c) Increase in the uptake of 70+ age group in competition play.</p> <p>d) No group coaching / sessions in place for existing lady members.</p> <p>e) Competitions review 2021 completed and format/procedures of competitions changed for the 2022 season. A new ladies section handbook being produced.</p>	<p>c) Plan for the 2022 season with more 9 hole competitions, both fun and competitive.</p> <p>d) Golf Pro to organise coaching sessions for existing lady members.</p> <p>e) Review competitions/procedures in September 2022 to assess success of season and make amendments for next season where necessary.</p>	<p>Sept 2022: Complete review of competitions and coaching classes. By 2025, the club is targeting a playing membership of 80 women / girls. As an annual outlook, when factoring in our average annual attrition rate of 10%, this would look as follows.</p> <p>2022: Maintain current number 2023: 70 2024: 75 2025: 80</p>
3	Have designated Champions/Mentors within the club who can assist and support new participants and members.	Already in place but need to formally identify Champions/Mentors.	<p>AGCC will look to identify mentors for new members and develop a buddy programme to help new members settle in at the club. These mentors/buddies will be given access to the Golf Hero's e-learning package: https://www.englandgolf.org/club-support/membership-growth-retention/your-volunteers/golf-buddies/</p>	<p>April : Identify at least 6 mentors and encourage them to access e-learning package.</p> <p>May– Oct: Mentors feedback to Ladies Committee success of mentoring.</p> <p>June: Appoint mentors to new members from recruitment day.</p> <p>As the number of new members increases, we will review the number of mentors / buddies required.</p>
4	To achieving and maintain a proportionate female representation on our Board of Directors by actively promoting these positions linked to appropriate role descriptors that are not gender specific.	<p>Our current 2022 Club Council has 15 members. 12 male, 3 female. (20% female representation)</p> <p>Membership is for 2 years with re-elections at the AGM.</p> <p>The club has an inclusive approach to the recruitment of Club Council roles and all positions are open for anyone to apply for</p>	<p>a) AGCC will review the skills and roles of the current Club Council to assess needs for future membership.</p> <p>b) We will actively encourage female members to join via Ladies section newsletter and internal club communications.</p> <p>c) Our Club Council are aware of the support from England Golf re Governance and will access this guidance as and when required:</p> <p><i>For further support please refer to the Governance Guide https://www.englandgolf.org/wp-content/uploads/2019/10/England-Golf-Club-Governance-Guide-2.0.pdf and Governance pack to access these resources https://www.englandgolf.org/download/governance-pack-2019/</i></p>	<p>Target: Recruit at least 4 female members on Club Council 2023. Club Council skills review completed by August 2022.</p> <p>Governance Guide discussed with key personnel, E.G. Captain, Lady Captain, Vice-Captain and ways forward discussed.</p> <p>England Golf Club Support Officer to support the club with a review of governance to ensure strength.</p>

5	To become a SafeGolf accredited club and ensure policies and procedures remain up to date.	<ul style="list-style-type: none"> 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. 	<p>The management team at the club has approved all the policies and procedures. All documentation is up to date and has been shared your local England Golf Club Support Officer.</p> <p>Our annual review date is 15th November.</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. AGCC will engage with our England Golf Club Support Officer
6	Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter.	<p>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.</p> <p>To appoint a charter champion using the role description provided. The champion will be responsible for the promotion, activation and reporting on the progress of the charter.</p>	<p>Formally share progress and updates/changes to the charter with England Golf moving forward.</p> <p>The club will formally display the charter commitments internally and externally – noticeboards, website, social media, membership packs and use the England Golf press release.</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>