

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Alnmouth 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, Alnmouth Golf Club, 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 Alnmouth Golf Club, 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 Alnmouth Golf Club
- 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 Alnmouth Golf Club plan to achieve this (our "Objectives")

1. Increase the number of Women Golfers in absolute and percentage terms by promoting inclusion.
2. Increase the number of girls under the age of 18 associated with the club whether as playing members or in other capacities.
3. Improve all Ladies Facilities at the Club to create a welcoming environment for lady members & visitors.
4. Promote a membership pathway, for women/girls and families to progress within the club.
5. To become a SafeGolf accredited club and ensure policies and procedures remain up to date.
6. Ensure women are involved at the highest level in the running of the Club, with the aim of increasing ladies' representation on the General Committee to circa 30% over the next 3 years.
7. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter. [Completed – December 2020]
8. To host a minimum of three gender neutral competitions per season.

Signed on Behalf of Alnmouth Golf Club:

Club Manager/Secretary:
Date:

Signed:

Charter Champion:
Date:

Signed:

THE FOREGOING OBJECTIVES WILL BE EMBEDDED INTO ALNMOUTH GOLF CLUB'S BUSINESS PLAN AND DELIVERED IN ACCORDANCE WITH THIS TABLE¹

	OBJECTIVE	CURRENT SITUATION	ACTION	RESPONSIBILITY	TARGET	CURRENT STATUS												
1	Increase the number of female Golfers in absolute and percentage terms by promoting inclusion.	<p>At 1/12/2020, the female membership stands at 186, broken down as follows:</p> <table> <tr> <td>Playing:</td> <td>146</td> </tr> <tr> <td>Social:</td> <td>22</td> </tr> <tr> <td>Girls under 18:</td> <td>3</td> </tr> <tr> <td>Academy Year 1:</td> <td>9</td> </tr> <tr> <td>Academy Year 2:</td> <td>6</td> </tr> <tr> <td>TOTAL:</td> <td><u>186</u></td> </tr> </table> <p>The Club's overall playing membership totals 733.</p> <p>The average age of female members is 67.</p> <p>The Club already has designated Mentors to assist/support new lady participants/members.</p> <p>The Club expects that Academy membership will reduce to a total of 5 – 7 ladies in 2021, as the Café Golf initiative could not be run in 2020 due to Covid-19.</p>	Playing:	146	Social:	22	Girls under 18:	3	Academy Year 1:	9	Academy Year 2:	6	TOTAL:	<u>186</u>	<p>Develop Club website to highlight activities designed to encourage women's and girls' participation.</p> <p>As part of wider recruitment/ marketing initiatives add a new specific leaflet targeting females.</p> <p>Use social media where appropriate.</p> <p>Action to achieve this Objective should encourage emphasis on establishing a younger demographic of female golfers.</p> <p>Monitor rates of Academy members becoming full playing members and take action to address any issues identified.</p>	<p>Ladies' Section Committee to agree relevant marketing materials and assist in their distribution.</p> <p>Club to pay for and print leaflet and social media campaigns that require General Committee approval.</p>	<p>Club website demonstrably instrumental in reaching a wider community, through effective marketing communications and bookings.</p> <p>In 2021, the Club aims to achieve:</p> <ol style="list-style-type: none"> (1) recruitment of new ladies aged 18 and over equal to those leaving in 2020 plus a minimum of 2. (2) an increase of 1 in the number of girls under 18 to 4 from 3. (3) conversion of 5 Academy Year 1 ladies to Year 2. (4) conversion of 3 of the 6 Academy Year 2 ladies to one of the club's main lady memberships. <p>In 2022 and in 2023, the Club aims to achieve:</p> <ol style="list-style-type: none"> (1) recruitment of new ladies aged 18 and over equal to those leaving in the previous year plus a minimum of 2. (2) an increase of 1 in the number of girls under 18 from the number at the end of the previous year. (3) recruitment of 4 New Academy Year 1 ladies. 	
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¹ NOTE: These commitments are aspirational and assume that from April 2021, the club does not suffer adversely as a result of the current Covid-19 pandemic. Should that be the case, the commitments themselves and the target delivery dates may be revised by the club.

					(4) Conversion of 40-50% of the Academy Year 2 ladies to one of the club's main lady memberships.	
2	Increase the number of girls under the age of 18 associated with the club whether as playing members or participating in other ways	<p>Not currently part of the Girls Golf Rocks programme, although an application was submitted on 9/12/2020.</p> <p>The club is already a member of Golf Roots, until 2022.</p>	<p>Successfully establish Alnmouth Golf Club as a Girls Golf Rocks Host Venue</p> <p>Appoint Girls Golf Rocks Co-Ordinator</p> <p>Establish whether or not there is appetite for a co-ordinated approach to schools' engagement</p> <p>Develop, if possible in partnership with others, a Schools Liaison Strategy.</p>	Ladies Committee	<p>Co-Ordinator identified and appointed.</p> <p>Accreditation to be achieved by during 2021.</p> <p>Deliver two initiatives annually targeting women/girls and families that are aligned with key England Golf campaigns.</p> <p>The Club aims to achieve 5 girls moving from the Girls Golf Rocks programme to either junior coaching or Club membership.</p> <p>Deliver Schools Liaison strategy.</p>	
3	Improve all Ladies Facilities at the Club to create a welcoming environment for lady members & visitors.	<p>The Ladies Locker room needs upgrading to suit the needs of today's female golfers.</p> <p>The General Committee has agreed to undertake a refurbishment of the Ladies Locker room.</p>	<p>Establish programme of works.</p> <p>Improvements required include lockers, upgraded toilets (indoors and out), and creation of shower facilities.</p> <p>Complete programme of refurbishment in line with agreed project timeframe.</p> <p>Assess potential to and apply for external funding for agreed refurbishment.</p>	Ladies Committee to propose and review proposed works. As there may be limited funds available, Ladies' Committee to support the General Committee in assessing and approving other options, including	Programme of works completed in accordance with timeline for works agreed by General Committee.	

				the Sport England Covid-19 fund.		
4	Further develop the club's Membership Pathway to promote and encourage women's and girls' participation.	The Club has a Ladies Committee Member with designated responsibility for New Member Liaison.	<p>Review and update to an integrated pathway from Café Golf through to playing member.</p> <p>Roll out Café Golf initiative.</p> <p>As part of the website and marketing-related work to progress Objective 1, promote and increase alternative forms of membership and ways of promoting the club's opportunities for ladies and girls through the development of a website development & marketing plan.</p> <p>Consider ways to co-operate with other clubs.</p>	Ladies Committee to develop a proposal on marketing and website development for consideration by the General Committee as part of the wider marketing budget.	<p>Integrated pathway/plan in place by 31 March 2021.</p> <p>Overall membership numbers increased in line with Commitment 1 above.</p>	
5	To become a SafeGolf accredited club and ensure policies and procedures remain up to date	The Club has: <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/will approve all the policies and procedures.</p> <p>All documentation is to be brought up to date on the England Golf portal and the Club will notify our local England Golf Club Support Officer.</p>	Club Manager to ensure required action is taken	Achieve accreditation by 31 March 2021.	

6	Ensure women are involved at the highest level in the running of the Club, with the aim of increasing ladies' representation on the General Committee to circa 30% over the next 3 years	The ladies already have representation on the General Committee members	<p>Review composition of the General Committee with a view to increasing the %age of lady members in line with target.</p> <p>The General Committee to provide gender neutral roll descriptions such as chairperson, greens chair person, house chair person, etc.</p> <p>General Committee to conduct a skills matrix of the existing committee to ascertain gaps in current skills.</p> <p>Promote the need for more women to stand for election at AGM in club newsletters and impact they can achieve by sharing roles and responsibilities.</p>	<p>General Committee to complete all actions associated with this Objective.</p> <p>Ladies Committee also to promote undertake promotion of women standing for election.</p>	Increase ladies' representation on the General Committee to circa 30% over the 3 years from 1/4/2021 to 31/3/2024.	
7	Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter. [Completed – December 2020]	To appoint a charter champion at Alnmouth Golf Club utilising the role description provided. The champion will be responsible for the promotion, activation and reporting on the progress of the charter.	Alnmouth Golf Club will formally display the charter commitments internally and externally- noticeboards, website, social media, membership packs and utilise the England Golf press release.	Ladies Committee & Charter Champions	The charter champion to provide England Golf with an annual report on progress on commitments made.	
8	To host a minimum of three gender	As of the 2020 season, no club competitions are truly gender-neutral.	In early 2021 the handicap committees to identify which events (Most likely Sunday Stableford's) we	Gents & ladies Handicap Committees	To provide a minimum of three gender neutral competitions per season for 2021, 2022 & 2023.	

	neutral competitions per season.		can change to enable us to achieve this goal.			
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