**The R&A Women in Golf Charter**

A commitment to a more inclusive culture within golf

We, Epping 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 Epping 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 The Epping Golf Course/Epping 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 level.
* 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 Epping Golf Club Plan to achieve this**

* Deliver a minimum number of 4 initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns
* Formally promote inclusion to the wider community via the club website, social media accounts and local community groups
* Promote a golfing and or membership pathway, for women/girls and families to progress to regular golfers whether that be as greenfees or as members of the club.
* Promote integration of the different club sections – ladies, mens, seniors, juniors, to ensure the success of each.
* Have designated Champions/Mentors within the club who can assist and support new participants and members
* Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter

**Signed on Behalf of Epping Golf Club:**

General Manager: Ellie Sjoberg

Signed: Ellie Sjoberg

Date: 10.1.2021

Epping Golf Club Charter Champion: Signed: Gillian Sautter Date: 10.1.21

These objectives will be embedded into the club business plan and reviewed on an annual basis, to ensure that this inclusive commitment remains robust.

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|  | **Commitment** | **Current Situation – aims in bold.** | **How this will be achieved** | **To Do** | **Date/ Progress/ Targets/ Comments** |
| **1** | Deliver a minimum number of 4 initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns | Epping prides itself in its work to generate and welcome new golfers across all categories of membership since its creation 25 years ago.  We have created several successful schemes, such as free beginner golf lessons held twice a week every week – currently on hold for the first time ever with the onset of COVID -19, and The Mighty Masters – free annual golf day for novice junior golfers.  Our professionals currently hold several coaching sessions and coffee mornings for ladies, seniors, and disabled groups but their efficiency in the production of golfers could be improved. | Inclusion of bring a non-golfer day in 2021 Calendar.  Coaching days targeting – children, grandchildren, and spouses of existing members.  Covid-19 proof and continue ‘free beginner lessons’.  Continuation of Golf Girls Rocks. | Find club ambassador of event and date.  Speak to coaches | **By August 2021**  **Target -10 new golfers to the day.**  **3 per year - April, July, October 2021. 9 new golfers.**  **By 1st May 2021. Attract 10 new golfers to regular lessons/golfing.**  **Bradley intends to and needs to organise. Attract 4 new girls into regular coaching/golfing.** |
| **2** | Formally promote inclusion to the wider community via the club website, social media accounts and local community groups | Social media presence could be improved as posting is currently erratic.  Facebook currently has:  826 people like this  909 people follow this  2,840 people checked in here  Aim to improve these figures by 7 %  Knowledge of Epping Golf Club in local community could also be improved – we often hear, ‘I’ve lived here all my life an never knew you were here’. | -Appoint a designated social media individual  -Adoption of social media schedule- **min one post per fortnight.**  -Investigate integration of social media platforms, to make posting more effortless.  -Regular promotion of club initiatives as per above – **quarterly newsletters/club news from TEGC**  **-New website –**in process of being built  -Better road visibility/signage/flyers within local community **– New external signs at road** | ClubV1  Research, design, allocate budget and order. | **-Schedule 1 post every fortnight. Starting 1st Feb. Increase social media following by 7% by 31st Dec 2021.**  **-Hootsuite downloaded 6.1.2021**  **Launch beginning of feb.**  **New signs by October 2021 budget permitting.**  **Increase local knowledge by x? % - measureable? See increase in local footfall.** |
| **3** | Promote a golfing and or/ membership pathway, for women/girls and families to progress within the club or to progress to more regular golfers | We currently have 55 active and playing ladies on our membership database. (a further 15 social members not included in %)  This is 17% of our overall membership. **Aim to increase the ratio to 20% - which means recruiting 10 new lady members.**  10-20 ladies enter the club competitions each week.  **We would like to increase average participation by 15%**  We have also noticed that having another family member or spouse at the club tangibly increases the likelihood of club participation; We have a ‘core membership’ which consists of several husband and wife duos and family groups which seems to provide some of our most active and inclusive individuals across multiple sections at the club.  Further encouraging participation of couples and families could therefore be very beneficial to Epping Golf Club and it’s wider membership.  **Recruit at least 3 new family members of existing or new members into membership.** | -Survey the existing women at the club to see what it is they get most from golf and membership of a club. What are their motivations, what they like, what they don’t like etc…  -Ensure that existing members are getting the most out of their membership and that new members feel welcome. – Reinvigorate buddy scheme and produce at least 5 new successful pairings  -Re-communicate club timetables/competition information etc etc. Put a designated place on club website?  -Work with professionals to review and communicate rates and times for new golfers from weekly coaching sessions to have access to the course.  -Work with professionals to review and promote an adapted trial membership scheme.  -Create clear literature for professionals to hand out.  -Improve club website and communicate above clearly.  Membership incentives promote existing incentives and creation of new ones.  -Buddy scheme, create and circulate.  -Organise golf days with families in mind – revival of bring a non golfer.  -Speak to Junior organiser/professionals/committee to see if we can improve integration of member’s children with complementary access to golf course. – organise golf days, competitions etc.  -Communicate to existing membership and to wider community through social media and at specific golf days. | -Create and distribute survey  Meeting with coaches | **Complete and distribute by end of March.**  **Schedule Zoom meeting by end of Feb.**  **Clarify and discuss new incentives.**  **31st March 2021.**  **31st March 2021**  **31st March 2021**  **Launch 1st Feb 2021. Create min 5 new golfing connections between existing members of the club by 31st Dec 2021.**  **By 30th August 2021. Attract 10 new golfers to the event.**  **Also promote bring a non golfer day to juniors! By 30th August.**  **Fortnightly posts. Membership leaflets/brochures.** |
| **4** | Promote integration between the different sections of the club to take advantage of each section’s particular skills and to ensure the success of each. | We currently enjoy good integration between the different sections of Epping Golf Club, and there are great benefits of such; Each section can learn from the other’s strengths – for example the men’s section has some very knowledgeable individuals where handicaps are concerned and have been helping the ladies to implement the WHS. This is something that can only be beneficial to encourage further.  Currently we run several successful mixed competitions and would like to increase participation in these .  **Increase participation in mixed competitions by 15%** | -Improve general committee meeting attendance, through better communication ahead of meeting – **reminder to be sent out 1 month and 1 week before..**  -‘Integration of club sections’, ‘generation/integration of new members’ adopted as an agenda items.  -Review mixed competitions ahead of the new year.  -Promote via ClubV1 and through re-invigorated buddy scheme. |  | **First general meeting of year 6.1.2021**  **Zoom.**  **Details circulated to all relevant parties.**  **6.1.2021 – done.**  **6.1.2021 – done.** |
| **5** | Have designated Champions/Mentors within the Course/Club who can assist and support new participants and members | The club has a ladies committee which currently (and consistently) contains around 10 ladies. It is and always has been an expectation that all committee members actively participate in the inclusion of new members.  Train staff in new member induction. To increase new member integration and retention. | -A review of committee job descriptions to ensure the inclusion and encouragement of new golfers is explicit.  -‘Generation/integration of  new members’ to be adopted  as an agenda item in committee  meetings.  -Communicate to staff |  | **1.2.2021.**  **6.1.2021** |
| **6** | 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 |
| **7** | Promotion 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 |

*Key*

* *Yellow to highlight where the club name needs to be added in*
* *Green – bespoke charter commitments, these need to be amended to reflect the clubs commitments they want to make. The wording should be consistent within the action plan in column 2 and the bullet points on page 1*
* *Red text to remain as these are standardised commitments*