

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Willesley 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 Willesley Park 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 Willesley Park 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 Willesley Park 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 Willesley Park Golf Club plan to achieve this

1. Embrace a golfing culture and membership structure that promotes family and female membership of all ages and abilities.
2. Have designated Champions/Mentors within the club who can assist and support new participants and members
3. To become a Safegolf accredited club and ensure policies and procedures remain up to date
4. To achieving and maintain 30% female representation on our Board of Directors by actively promoting these positions linked to appropriate role descriptors that are not gender specific
5. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter

Signed on Behalf of Willesley Park Golf Club:

Club Manager/Secretary/ Chairman:

Date: 21/12/20

Charter Champion:

Date:

Signed:



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	Embrace a golfing culture and membership structure that promotes family and female membership of all ages and abilities.	Our club currently has no group female designated coaching. Junior girls are included in an established generic junior training program led by the WPGC Professional. The academy course and membership has lapsed with 5 current members and no bespoke course. Women's competitions are held on a weekday on a weekly basis and a monthly alternative competition at the weekend. Subscription structure does not provide financial benefits for the 25 to 30 age group and family membership. We have no female members between the ages of 20 and 40. The current membership is as follows Full playing F 62 compared to M 453 Senior Life members Playing F 28, M 96 Senior Life members Non Playing F 19, M 22 Social F 15, M 20 The juniors are not separated Cadets (under 11) F 3, M 11	By 1. Reinstating an academy course which becomes a unique selling point for WPGC utilising as a short term main course areas with a long term invest to save goal to reinstate a separate area when membership makes this cost effective. The membership will include a beginners coaching program and mentored supported membership. 2. Reviewing the subscription structure to provide financial initiatives for families and the younger female golfer 3. Equal opportunity for business ladies to play competitive golf. 4. Targeted marketing campaign to make Willesley Park Golf Club the club of choice for existing and beginner women and girl golfers 5. Formation of a stakeholder group that includes women, girls and family members to ensure that membership experience drives the charter commitments, action plan and progress.	We want to achieve 1. A minimum of 20 new academy members per year 2. Minimum of 25% migration of academy members to full membership within one year of academy membership 3. A 5% increase in women's and girls' membership by 2022 4. 50% Increase of ladies weekend competitive golf. 5. Changes to subscription structure. 6. Launch of a marketing campaign By 01.03.2021 which includes a review of new members reasons to join the club and past initiatives which have proved successful 7. Hold 1 st stakeholder group by 01.02.2021

2	Have designated Champions/Mentors within the club who can assist and support new participants and members	Our club currently has designated new member evenings and an initial introduction process which is Director led.	By Establishing a structured buddy system with Associated written information /handbook, utilising role descriptors, buddy training through EG. A communication structure	We want to achieve An active list of buddies to support new women, girl and family members. A new member information booklet and an effective communication method which embraces social media and traditional communication methods
3	To become a Safegolf accredited club and ensure policies and procedures remain up to date	Safeguarding policies are in draft awaiting Board approval Appointed a Club Welfare Officer DBS checks are obtained for relevant club personnel Club staff and volunteers have obtained any required qualifications PGA Professional(s) are included on PGA Safegolf Coaches Register	The management team at the club has approved all the policies and procedures. 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 March 2021. Our annual review date is 06/2022	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
4	To achieve and maintain 30% female representation on our Board of Directors by actively promoting these positions linked to appropriate role descriptors that are not gender specific	Our current Board and/or committee consists of 12 Directors with 25% female representation which includes the Board Chairperson, Lady Captain and 1 further Director who Leads on Governance and Compliance. The Ladies Vice-Captain also attends Board meetings as a non-voting member.	By: Ensuring that Board membership continues to target all members and that vacancies are actively marketed for female members Reviewing the Director Job Descriptions to ensure they are expertise led.	We want to ensure that female representation is maintained and grown. Target - Maintain our 25% and grow to 30% by 2022 Director job descriptions have all been reviewed and approved by the Board and made available on the web site.

		All club members are invited to apply for Directorship. The Ladies section has a committee which feeds into to the Board and club committees i.e. Greens, Handicaps and Competitions		
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 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.	Formally share progress and updates/changes to the charter with England Golf moving forward. Ensure that a review of the action plan and its progress is reviewed at Board level quarterly. The club will formally display the charter commitments internally and externally – noticeboards, website, social media, membership packs and utilise the England Golf press release	To provide annual measures to help determine the impact of the charter The Charter Champion to provide England Golf with an annual report on progress on commitments made