

## The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Marsden 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 Marsden 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 Marsden 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 Marsden 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 Marsden Golf Club 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 Board of Directors by actively promoting these positions linked to appropriate role descriptors that are not gender specific
6. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter

### **Signed on Behalf of Marsden Golf Club:**

Club Secretary : **Barry Lawson**

Date: 22/12/2020

Charter Champion: **Gail Newton**

Date: 22/12/2020

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  |
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| 1 | <p>Deliver two initiatives annually targeting women/girls and families that are aligned with key England Golf campaigns</p> | <p>We currently have a Let's try Golf initiative for ladies which is at a reduced rate for one year from the normal subscription fees.</p> <p>Once the Lady becomes a Let's try golf member, she will be introduced to the Ladies section where she is made welcome and she is offered help and assistance along with a free golf lesson from the visiting Pro. As soon as she is happy and feels comfortable the ladies will take her under their wing and arrange to play, they will also explain and hope that she will partake in the social golf and Texas scrambles (both men and women in teams) that are arranged every month purely for fun and not competitive.</p> <p>Our Junior section is small at the moment but this year we introduced parents playing with their children to great success. Last year we only had 9 juniors this year we have increase that number to 13, all below the age of 15 which in itself is a success but we want this to increase. Previously they were left to their own devices but this year with free lessons from the Pro and 5 Texas scrambles they are very keen and ask for more which is a testament to our approach this year.</p> | <p>Continuing to promote our offers and listening to the participants we hope to grow not only the Ladies Section but the juniors as well. We are aware we have to engage and make any activity fun.</p> <p>We will promote these initiatives via our website and social media, adding specific imagery targeted at Women/Girls and Family inclusion.</p> <p>We will advertise a free lesson with the pro and have an open especially for families where they can meet the Captain and team.</p> <p>We will promote our social section that not only holds social golf but a fun quiz straight after this is to try to get all our members to interact, it also gives everyone a chance to meet.</p> <p>Marsden has 2 Facebook sites along with numerous What's app groups which are used to promote upcoming events, along with Newsletters and the official website.</p> <p>Posters are used in the clubhouse that also advertise theme nights along with other social events that all the family can enjoy.</p> | <p>We would like to grow these sections year on year by 10% minimum for 5 years</p> |

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| 2 | Formally promote inclusion to the wider community via the club website, social media accounts and local community groups | <p>We already have promotions on our website but may need to think about having a specific page for Ladies/Girls just to highlight golf is not specific to Men.</p> <p>We will need to update our imagery on the website to show a more diverse club that shows that women/girls are welcome.</p> <p>We hold charity nights at the Club for the local community to not only promote their Charity but to promote the Golf Club.</p>  | <p>Firstly, send out a Newsletter to explain what we are trying to achieve then ask for suggestions on how to reach our target audience.</p> <p>We can use England Golfs Website "Understanding your market" to get an industry wide view on moving forward.</p> <p>A survey of members to collect ideas of how to promote our golf club and especially Women/Girls we would also need to ask for volunteers to support this action.</p> <p>Maybe flyers posted through letterbox, Advertising an open night to meet and greet current members.</p> <p>We are in partnership with the "cuckoo's nest" Charity and have organised events for them.</p> <p>We could try getting posters/flyers into the schools advertising a group lesson with the Pro.</p> <p>Advertise in Facebook community groups to hit a wider audience.</p>  | <p>Website to be updated with all relevant information by March 2021 which would include more relevant info on home page or a link to a topic.</p> <p>Success can be measured via hits on the Website or more reliable enquiries directly to the Club</p>                |
| 3 | Promote a membership pathway, for women/girls and families to progress within the club                                   | <p>The pathway for Girls at present is via the junior section for a nominal fee until the age of 16, Greatly reduced fee till 19 then at 19+ they can become a full Lady member, they receive free golf lessons as a junior if they choose to accept.</p> <p>Ladies over 19+ who are new to golf can join "Lets Try Golf" for a year with a free lesson then become full members. Families we believe we have covered in our social golf evenings where anyone can play.</p> | <p>Continued information being presented to the members via Newsletter, Website, Social media, club noticeboards. Informing about offers and membership we have to engage all our members.</p> <p>We have already surveyed our existing new membership to find out what we can do better or to accommodate them more, we have replied to all correspondence individually and are seeing if there are items, we can influence, and will continue with this.</p> <p>We at Marsden Golf Club are committed to Safe Golf we are implementing all the necessary protocols and safeguards along with policies and procedures we already have or are implementing CRB checks for all relevant personnel to deal with Juniors/families/vulnerable adults. We need this in place which will be an asset to our Club showing that we are among the safest Golf Clubs in the country which can only help the Club grow.</p> | <p>Our target is to recruit at least 4 more juniors this year (2021) and 8 Ladies plus have at least one social golf event per month. Getting more Ladies to play in their Competition days.</p> <p>Families we would expect to follow the Juniors, so our goal is 4</p> |

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| 4 | <p>Have designated Champions/Mentors within the club who can assist and support new participants and members</p>   | <p>We already have designated mentors for new members so that they feel comfortable within the surroundings of the club and course. We made sure anyone wanting any assistance to have the numbers to phone for advice or guidance.<br/>Our mentors were asked if they would be willing to support any new players requesting assistance via a newsletter sent to all existing members. Our secretary collates all info from the mentors each new member has a handbook with everyone's telephone number in it<br/>We have 6 mentors in place for all our membership but have enough volunteers to cope with even more if required</p> | <p>Share ideas/information and implement any changes required by having get together meetings we can discuss in a social environment without putting new members under pressure.<br/>We are trying more interactive fun games and social activities to integrate new and old members.<br/>Some Newsletters are targeted specifically for our Juniors/family section and we are trying to get that section to tell us when they want another get together rather than us telling them.<br/><br/>Other what's app groups (ladies) keep all the Ladies over 19+ informed<br/><br/>We have surveyed our recent intake of new members and the feedback appears very good as they are saying they have been well informed throughout. We still need to engage more as we need to integrate further to expand</p> | <p>Continue developing people in their respective roles.<br/>We would like to offer some form of incentive but can't as we are such a small club although we do appreciate all that they do.<br/><br/>We aim to retain 100% of mentors at the club throughout 2021 and beyond.</p>             |
| 5 | <p>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</p> | <p>With the inclusion of the Charter Champion Marsden golf Club have a 31% inclusion of Ladies on the Main Committee.<br/><br/>The Main Committee is elected by the members and all committee members. can vote consists of<br/>Chairman<br/>Captain<br/>Secretary<br/>Vice-Captain<br/>Lady Captain<br/>Subscription secretary<br/>House Chairman<br/>Social Chairman<br/>Property Chairman<br/>Subscription secretary<br/>Greens Chairman<br/>Golf Chairman</p>  | <p>Maintain the current demography as a minimum.<br/><br/>At present we are progressing for inclusion of the Safeguarding officer which happens to be male, but we are actively seeking a Lady who will also become a safeguarding officer. This we believe will help in the long term as then rather than just one person to report to we would have double and if that second person was to be female, we then believe we would have a better system in place. But due to the pandemic we have not had a chance to pursue this thus far.</p>   | <p>We aim to maintain 31% of the female representation on the board by the end of 2021.<br/><br/>We also hope that this will encourage more female members to engage with the club at sub-committee level and on a volunteer basis.<br/><br/>This will be reviewed on a "quarterly basis."</p> |

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| 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 |