

### The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Brean 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 Brean 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 Brean 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 Brean 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 Brean Golf Club Plan to achieve this**

- Promote a membership pathway, for women/girls and families within the club
- Deliver 3 initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns
- Achieve and maintain more female representation on our club committee
- Become a Safe Golf accredited club and ensure policies and procedure remain up to date
- Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter

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

Company Director: SARAH SPOTT WOODC  
Date: 20/12/20

Signed: 

Charter Champion:  ANDREW MARCH  
Date: 20/12/20

Signed: 

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

1	Commitment	Current Situation	How this will be achieved	Date/Progress/Targets/Comments
2	<p>Promote a membership pathway, for women/girls and families to progress within the club</p>	<p>Low numbers of active Lady members within the club. We currently have 19 active Ladies and 4 Junior girls. Our beginner membership category is empty. With the Ladies moving into playing more inter club matches and now with improved off course facilities we can look to grow this area of the golf club.</p> <p>Beginner membership category promoted as a way of moving into membership from Get in Golf lessons. Currently priced at £99 this includes 2 x 1/2hr Individual lessons and 10 x 5 hole rounds over a 3 month duration period.</p>	<p>Working with the current ladies section committee to start to develop a buddy scheme to help integrate any new recruits into the club.</p> <p>A welcome information pack is being devised for all new members but will include specific Ladies section within it.</p> <p>A family category of membership will be devised and advertised on our website in our membership section, via social media outlets and in the local press. It will be promoted around the County Club venue and at our Open Day. Family memberships would include access to the other leisure facilities on the site as well as golf.</p> <p>Increase promotion of beginners membership by:</p> <ul style="list-style-type: none"> <li>• Utilising facebook ads</li> <li>• Utilising social media channels to promote the membership and GIG programmes.</li> <li>• Promote via club website with a pathway shown on the route from Get into Golf right through to Club Membership</li> <li>• Advertising via local press</li> </ul> <p>Signing up to Get into Golf schemes and delivering a regular form of Ladies group coaching programme to both new and existing members. As well as coaching the sessions would also be a opportunity to socialise with the other ladies.</p> <p>Get into Golf sessions to lead golfers into the Beginner membership and then ultimately into a fuller form of membership. The course would be over a period of 5 weeks with sessions lasting between 45mins to 1hour. It would cover the basics right through to getting them onto the course. Cost would be kept as low as is possible and it is envisaged to be around £35 for the whole block currently. If viable another slightly more advanced block of sessions would follow on.</p>	<p>Target of 6 new Lady/Junior members in 2021 – 25% increase</p> <p>Information pack – March 21</p> <p>Buddy programme to tie in with the conclusion of the get into golf lessons.</p> <p>Family Membership launch date will be March/April in advance of the Open Day with a target of 4 families for 2021</p> <p>Target for new beginner members for 2021 will be 10.</p> <p>Brean Leisure Park Marketing department will assist with marketing via their own channels and outlets so unlikely to see a significant cost incurred by the golf club.</p> <p><b><u>Ladies Get into golf</u></b></p> <p>Target number of ladies in coaching programme would be <b>8 to 10 per Programme</b> - Due to lack of space we wouldn't be able to accommodate many more and the sessions would be later afternoon evenings.</p> <p>Target number for <b>conversion</b> into new members across the variety of categories would be around <b>50%</b> of the Get into Golf participants (<b>4-5 members</b>)</p>
2	<p>Deliver 3 initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns</p>	<p>No Ladies specific coaching is currently arranged or groups currently offered. This is due to a change in the PGA Teaching Professional and a possible new method of delivery will be explored.</p> <p>The planned Golf Club Open Day in 2020 had to be cancelled due to COVID.</p>		

<p>3</p> <p>To achieve and maintain more female representation on our Club Committee</p>	<p>One Lady (Captain) sits on the club committee and the aim will be to double this going forwards to ensure a more balanced representation of the golf club at Committee level. Current ability to host a full committee is restricted by COVID issues.</p> <p>Nominees are forwarded via the Nomination sheet posted in advance of the meeting. Any nomination must be made with</p>	<p>Junior group coaching to start in Spring to encourage more girls as part of it. They will be on a midweek evening and will run through the Summer months. A shorter tee option will be added to the course to allow progression in terms of playing an encourage membership. These sessions will be promoted via the Country Club/Leisure Park to users and residents on site. Social Media and website will also be used/ Local schools will be contacted and adverts placed in local press.</p> <p>An Open Day will be run on a Sunday in the Spring/early Summer at the Country Club. It will showcase the entire facility giving opportunity to have a go at golf, tour the course and Country Club and other facilities on site. It will be free to attend.</p> <p>Better advertising of committee positions in advance of AGM, all roles are open to any members of the club to apply for. This will be done by e-mail to all members, in the monthly club newsletter as well as the usual opportunity for anyone to sign up on the noticeboards in advance of the meeting. An additional space to be obtained alongside the Lady Captain.</p> <p>Committee role descriptors for each role will be devised to encourage people to get involved and be aware of what the role fully entails. These will be shared with the membership ahead of the AGM when the Committee are elected.</p>	<p><b>Junior coaching</b></p> <p>Junior coaching to commence Summer 2021</p> <p>Target number of juniors in regular coaching in 2021 - 8-10 juniors</p> <p>Junior coaching participation conversion to membership target (family/junior category) of 50% (4-5 new junior members)</p> <p><b>Open day</b></p> <p>Open day delivery – Early May - key targets will be Family memberships and Junior lessons sign ups.</p> <p>Target for number of Open day guests would be in the region of 50 to 80 people over the day.</p> <p>Target number for conversion into coaching programmes would be in the region of 16 to 20.</p> <p>Target number of new family members would be 5 families.</p> <p>To be discussed at next full committee meeting with aim to approve within the next 12 months. Target for next year will be to add one more Lady to the Committee. This would represent an approximate 10% increase.</p> <p>Whilst the desire of club members male or female to stand may dictate the outcome of the composition of the committee we will strive to reach a 30% female representation in the next</p>
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4	To become a SafeGolf accredited club and ensure policies and procedures remain up to date	<p>a. Adopted the required club policies</p> <p>b. Appointed a Club Welfare Officer</p> <p>c. DBS checks are obtained for relevant club personnel</p> <p>d. Club staff and volunteers have obtained any required qualifications</p> <p>e. PGA Professional(s) are included on PGA SafeGolf Coaches Register</p>	<p>The management team at the club has approved all the policies and procedures.</p> <p>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 31<sup>st</sup> 2021.</p>	<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</p>
5	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
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

*Wrenn Golf Club*