



# Rossendale Golf Club



## The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Rossendale GC 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 Rossendale GC 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 Rossendale GC, 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 Rossendale GC
- 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 Rossendale GC Plan to achieve this**

1. To achieve and maintain 30% female representation on our Board of Directors.
2. Deliver a minimum number of 4 initiatives each year targeting women/girls and families that are aligned with key England Golf campaigns
3. Formally promote inclusion to the wider community via the club website, social media accounts and local community groups
4. Promote a membership pathway, for women/girls and families to progress within the club
5. Have designated Champions/Mentors within the club who can assist and support new participants and members.
6. Maintain Safe Golf Accreditation
7. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter
8. Impact Measures

### **Signed on Behalf of Rossendale GC:**

Club Manager/Secretary:  
Date: 29<sup>th</sup> October 2020

Irene Divine

Signed:

Charter Champion:  
Date: 29<sup>th</sup> October 2020

Sarah Cameron

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.

	Commitment	Current Situation	How this will be achieved	Date/Progress/Targets/Comments
1	To achieve and maintain 30% female representation on our Board of Directors	Board currently made up of 7 positions 2 of which are held by females. Chair Secretary Marketing Golf House Members Finance	Job Descriptions are provided for all roles and if vacant the job descriptions are sent out to ALL members with all having opportunity to apply. The roles are filled by presenting the candidates to the membership and a members vote is held to appoint the position. No roles are gender specific The Governance structure is that all roles on the board are directors of Rossendale Golf club and all have an equal vote.	April 2020 Achieved
2	Deliver a minimum number of 4 initiatives each year targeting women/girls and families that are aligned with England Golf Campaigns	We hold one family fun golf event per year We hold family social events Currently support England Golf initiatives time and notice permitting	Campaigns from England Golf will be identified and our Marketing Director will sign post to members and the wider community via social media website and poster.  Also aim to commence family play and socialise events through the summer season events booked into the club diary for 2021	Target to commence 2021 season Aim to have 30% of women/girl members take part
3	Formally promote inclusion to the wider community via club website social media accounts and local community groups.	The club advertises via social media, website and visiting local schools and groups new initiatives for women and girls.  Also we advertise we are open to the wider community as visitors not just members via website and social media accounts.	Continued advertising of initiatives via website, social media school and community group visits and member newsletters. Links with Local Leisure Trust schools co-ordinator to visit and participate in Schools golf initiatives (30+ schools attended) annual event  Marketing campaigns - new initiatives for non members to come to a golf experience day	Ongoing – this is a continuous process success is measured by number of enquiries contacts made via the different avenues and recorded by marketing.  Schools campaign carried out pre covid (80+ parents spoken to) unfortunately lockdown prevented follow up. Target for 2021 Covid permitting. Target contact 15 local schools.
4	Promote a membership pathway for women/girls and families into the club.	Situation at May 2020 – 90 Women 3 Girls  We hold a Get into Golf (Try Golf programme every year)  Girls Golf Rocks postponed from 2020 – committed to 2021 programme.	Get into Golf Programme - Set dates sessions for the following year and advertise. A full Get into Golf Coaching and membership package is in place with tiered stage membership offers. Feedback Questionnaires sent out.	15 ladies entered Get into golf programme in June 2020 – 12 have taken up membership. Same programme to be run 2021 but commence April 2021  Feedback Questionnaires received  5 new Junior Girls have joined since May

5	Have designated Champions/Mentors within the club who can assist and support new participants and members.	New participants are provided with contact details of champions/mentors  Women volunteering in administration and mentor roles but no qualified female coach	Whatsapp Groups and Group emails are set up for all new Lady participants with the Club Mentors. Monthly coaching/progress sessions are in place Provide support and encourage females/girls to participate in England Golf training programmes Mentors for GGR set up ready and Junior chair keeps in touch with parents.	Already in place and highly active. E-learning assistance available <a href="http://www.EnglandGolf.org/club-support/membership-growth-retention/your-volunteers/golf-buddies/">www.EnglandGolf.org/club-support/membership-growth-retention/your-volunteers/golf-buddies/</a>  Target to have at least one female coach by summer 2021 (covid permitting)
6	Maintain Safe Golf Mark	Most documentation uploaded to the EnglandGolf website, DBS currently struggling to provide 2020 sign offs so slight delay on that. 0	The Club are absolutely committed to Safeguarding as we are legally required to do so. This will ensure we protect our children continuously through rigorous safeguarding procedures and therefore to date with Safe Golf Mark requirements and renew annually	Target completion sign off December 2020
7	Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter	Sarah Cameron appointed as Charter Champion August 2020	The club will formally display the charter commitments internally and externally – noticeboards, website, social media, membership packs and utilise the England Golf press release. Add a section to the Club Strategic Plan that includes this commitment to a more inclusive culture.	August 2020 Sarah Appointed Displays etc by December 2020  Send request to Board for inclusion in next revision of strategic plan.
8	Impact Measures	Capture and Record a baseline of all the key measures we are committing to within the charter including membership data to determine the impact of this charter	Share progress and updates/changes with England Golf	Annual measures reviewed to determine impact Measure of equality will be ratio of female members v male members reviewed each year



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