

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, The Shire London 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 The Shire London 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 The Shire London 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 The Shire London 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 The Shire London GC Plan to achieve this

- Ensure the club facilities are welcoming, inclusive and accessible for women and girls.
- Promote a wide range of events and formats to cater for all golfers and potential golfers, regardless of background or ability.
- Ensure engagement with the wider community to promote the development and growth of women and girl's golf
- Increase female golf participation and membership numbers
- Provide high quality events for emerging and elite female players.
- Enhance perceptions of golf as accessible and inclusive among women and girls
- Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the charter

Signed on Behalf of The Shire London GC:

Club Manager/Secretary: *Anne Meru-Davis* Signed: 
Date: 22.07.20

Charter Champion: *Cae Meru Davis* Signed: 
Date:

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	Ensure the club facilities are welcoming, inclusive and accessible for women and girls.	Currently the target is met however we need to engage, market and make more women and girls aware of neutrality of tees. Perception of ability rather than gender for the tee	Promote non-gender specific facilities and membership equality (i.e. non-gender specific tee-times available and gender-neutral tees based on ability)	Gender neutral tees and non-gender specific tee times to be introduced by 1 st January 2021
2	Promote a wide range of events and formats to cater for all golfers and potential golfers, regardless of background or ability.	Currently we offer starter packages and lessons with groups as well as roll up games on both courses, as well as competitions for members. The Shire has just employed a new coach for the development of juniors, families and female golfers, who's role will include planning and running events.	Review the competition and social golf calendar with an aim to adding more mixed competitions, women's competitions and events that encourage junior girls to play	Review for 2021 to be completed by November 2020 and to be reviewed each year. Changes to be made based on feedback from female members
3	Ensure engagement with the wider community to promote the development and growth of women and girls's golf	Currently acting as a pathway for local school students to be transferred to via The Golf Trust community work across the local community in primary schools. Creating a partnership with Women in Business or engage more women from the City of London to play and learn.	Support female charity events and initiatives through The Golf Trust local community initiatives: such as Golfs Got talent, actively showcasing the clubs support. Host business, golf and networking events to engage the wider female community of London	Host 5 events each year from 2021 onwards
4	Increase female golf participation and membership numbers	Across both academy and the Master Course we have 38 adult female members and 20 girls. We also have many groups of green fee-paying groups of women and girls that are starting to transition through effective coaching and marketing.	Host and promote women and girl coaching classes. Deliver initiatives that align with England Golf campaigns (such as Girls Golf Rocks and Women on Par) Hold regular Ladies only night golf coaching events at our School of Golf and academy golf course	Increase female coaching participation by 20% by end of 2022 Host 4 initiatives that encourage female participation per year Increase female membership numbers by 10% per year Review female participation and

			Strengthen the workforce of female PGA members: teaching professionals, coaches and community Review and improve the pathways to learn and develop for golfers of all ability, with a view to them becoming members.	membership numbers every year to track how successful initiatives, coaching programmes and the pathways to membership are
5	Provide high quality events for emerging and elite female players.	We are hosting the Rose Ladies series event July 30 th . Our new coach has summer groups and events planned as restrictions ease throughout the months for beginner female golfers of all standards	Host, run and market the Rose Ladies Series and an elite event on an annual basis, growing participation year on year Host open events specifically aimed at women and girls that are open to participants of different skill levels	Increase application/participation numbers every year from 2021 onwards in all female events, including the Rose Ladies Series
6	Enhance perceptions of golf as accessible and inclusive among women and girls	Through working alongside The Golf Trust, The Shire has been extremely forthcoming in showcasing the inclusive nature of golf regardless of age, ability or gender to the local community with regular school and disability sessions engaging the wider family network.	Showcase female role models at all levels of the game including Tour professionals, leading amateurs, coaches, club managers, volunteers, members and beginner golfers through specific marketing campaigns.	Review and monitor the number of interactions marketing campaigns have as well as the number of enquiries for coaching, green fees and membership from women and girls
7	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
8	Promotion of the charter	To appoint a charter champion utilising the role description provided. The champion will be responsible for the promotion,	The club will formally display the charter commitments internally and externally – noticeboards, website, social media, membership packs and utilise the England Golf	The charter Champion to provide England Golf with an annual report on progress on commitments made

	activation and reporting on the progress of the charter.	press release	
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