

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We, Hendon 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 Hendon 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 Hendon 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 Hendon 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 Hendon GC plan to achieve this

1. Implement a Business/Strategic Plan to incorporate and support the Women's Charter.
2. Have an Equality, Diversity and Inclusion Policy in place.
3. Raise the profile of Hendon Golf Club's women and girls, including members, staff, professional staff, volunteers and committee members.
4. Promote volunteering opportunities for women and girls.
5. Increase visibility of female and family-oriented imagery within club communications.
6. Implement recruitment initiatives targeting women and girls.
7. Understand current membership satisfaction levels.
8. Appoint a designated Charter Champion within the club who can assist with the promotion and reporting of the Charter.

Signed on behalf of Hendon Golf Club

Club Manager/Secretary:

Date:

P.M. Dickson
18/1/2022

Signed:



Charter Champion:

Date:

SALLY-ANNE PENN
18/1/2022

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	Implement a Business/Strategic Plan to incorporate and support the Women's Charter.	The Women's Charter has been agreed at Business Committee and will form part of the Business Plan	The club is developing an updated Business/Strategic Plan, which will also reflect the aims of the Charter, which will be presented to members for approval.	This is in hand to be completed in 2022.
2	Equality, Diversity and Inclusion Policy	Agreed Policy	Approved By Business Committee	Completed.
3	Raise the profile of Hendon Golf Club's women and girls, including members, staff, professional staff, volunteers and Committee members	<p>Committee members currently: Handicaps & Comps 33%, Social 33%. Business Committee is almost 100% white male over 50 (two under 50). Finance has one woman. Greens Committee has one woman. House, F&B and Marketing have no committee and are run by one person – men.</p> <p>Currently there are 67 female playing members. Office staff is 66%, other staff approximately 50%, and PGA Professionals have no women.</p>	<p>Business Committee to consider areas for improvement around governance best practice</p> <p>Appropriate advertising of the role of Chair of committees and encouragement of the Chairs and club management to invite and welcome female representation.</p> <p>An open and transparent process in place to encourage all members to stand for Club Captaincy.</p>	<p>Spring 2022</p> <p>Aim to achieve the Sport England Code of Governance to have 30% female representation at board/management level by 2024</p>
4	Promote volunteering opportunities for women and girls.	<p>We do not actively promote this. Volunteers are sought as and when something occurs.</p> <p>No progression plan in progress for volunteering.</p>	<p>Promote volunteer roles for:</p> <ul style="list-style-type: none"> Tuesday roll-ups Non-golfing events Winter non-golfing events Women's section of the website Men and women to combine to run mixed events. Possibly Captains. 	<p>From now to end of 2022 invite interest in volunteering for the various events and initiatives.</p> <p>Better and earlier advertising for events to create interest.</p>

			<p>Junior events Buddy System</p> <p>We will actively promote a pro-active commitment from members interested in volunteering and welcoming new members.</p>	
5	<p>Increase the visibility of female and family-oriented imagery within club communications</p>	<p>Currently limited in many areas. Greater variety of imagery and content required to better reflect the diversity of the membership</p>	<p>A woman to oversee the Women's section webpage and social media. To be in touch with Marketing initiatives – female representation on Marketing Committee.</p> <p>Important to have Charter on website.</p>	<p>Website to be updated with launch of Charter – late 21/early 22</p> <p>New imagery with updated photos to be added to the website during the summer of 2022 to include academy, families and juniors.</p>
6	<p>Implement recruitment initiatives targeting women and girls</p>	<p>Currently 67 playing members And 15 non-playing/social associate members, 2 girl members & 2 in coaching. Club pays for coaching.</p> <p>Women and girls make up 12% of our playing membership</p> <p>Currently, no initiatives in place as membership is at capacity. However, a membership pathway needs to be promoted.</p> <p>An Academy Membership is already in place which includes 10 individual lessons and when signed off as proficient on the golf course they then have 10 sessions of 9 holes.</p>	<p>Membership/Marketing Committee to be set up to assist in achieving the aims of the Charter as well as focus on the recruitment and retention of members.</p> <p>To review existing Academy Membership and develop a full recruitment and retention pathway from beginner into full membership. Seek support of EG Club Support Officer.</p> <p>Opportunity to tap into EG initiatives – Women on Par, Women and Girls Week, buddy system set up, buddy training.</p> <p>Financial and practical assistance from the county and club through the Business Plan.</p>	<p>By Spring 2022</p> <p>Early 2022 with a view to implementing in May</p> <p>One initiative during 2022</p> <p>Overall aim is to increase female membership by 2023 from 13.5% to 18% during 2022 i.e., 85 ladies increase of 10.</p>

7	Understand current membership satisfaction levels.	Forums for women members were held as there was concern that we had not seen some players on ladies' day and the forums were designed to address this issue. Many questions came from this which will form a survey to the female membership. Last club survey run in 2019.	Survey to be integrated with club survey for all members. We can then compare results to 2019 club survey.	Second week in January to be able to publish results prior to the AGM end of February and winner of draw can be announced,
8	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